



Comparative Solutions | Case Study | Marketing Services

Achieving Growth in the Midst of a Pandemic



Introduction

In 2020, Thea Feltzs found herself at a crossroads. Business ownership of her employer had changed, giving her the impetus to consider her professional future. Having built the TPA operation for her employer, Feltzs knew she wanted to stay in the benefits administration business. But had it become time to move on to a different opportunity?



Thea Feltzs,
Owner and CEO, Comparative Solutions

Remember, this was 2020. The pandemic was taking hold, and employment opportunities were scarce. A friend suggested she think about going into business for herself. But who starts a new service business in Tacoma, Washington, in the middle of a pandemic?

With the drive and determination for which she is known, Thea decided that going into business for herself was the right move, regardless of COVID – and Comparative Solutions was born.

Two years later, Comparative Solutions is making an impact in the Tacoma benefits arena. The company is thriving and preparing to expand.



COMPARATIVE SOLUTIONS
INSURANCE MADE SIMPLE

Challenge

When she founded Comparative Solutions, Thea was a 15-year veteran of the insurance industry. She had an excellent reputation and many significant industry contacts.

Having run a TPA before, Thea knew she needed a benefits administration platform, CRM system, sales collateral, participant educational materials, and a company website, among other resources. But researching and creating them was taking a lot of time away from building her pipeline.



Benefits administration platform



CRM System



Collateral and sales materials



Company Website

When it came to choosing the administrative technology that Comparative Solutions would use, Thea demoed DataPath Summit and liked what she saw so much that by the fall of 2020, she was setting up groups on the Summit platform.

One of the other resources Thea discovered was DataPath Marketing Services. She liked what she saw there, too. Her first foray included educational materials for enrollment. “If I hadn’t been able to get such high quality, branded assets so quickly, the onboarding of my first groups wouldn’t have gone nearly as smoothly,” she says.

Every time a new need came up, Thea would go to the DataPath Marketing Portal to see what was offered through DataPath Partner Marketing. If what she wanted wasn’t available as a ready-made item, she would order a custom project from DataPath Marketing Services.

In particular, Thea remembers an instance surrounding the American Rescue Plan Act (ARPA) becoming law in March 2021.

“DataPath had sent out an email with a really clear explanation of ARPA and the changes it was making to COBRA rules and administrative procedures,” she said. “I needed something like that to give to my clients, so I asked if there was a way I could distribute their content under my brand,” Thea said.

“They finalized the content and did all the design and layout work. The result was a highly professional communication that increased our value to clients and impressed our referral sources,” she said. “I couldn’t have asked for more.”

Thea has found her partnership with DataPath to be an essential component in the growth of Comparative Solutions. The company has relied extensively on the expertise of DataPath Marketing Services for sales collateral and employee education materials.

Results

Not many people would undertake the startup of an employee benefits TPA in the middle of a pandemic with record unemployment. Even fewer would succeed. Thea Feltz has done both.

As of June 2022, Comparative Solutions is offering FSA, HRA, HSA, ICHRA, Consolidated Billing, Premium Only Plans, and COBRA compliance services. Since they began offering group products 18 months ago, the company’s client base has grown by 3000%.

Thea Feltz no longer finds herself at a crossroads. There is only one path now for Thea and Comparative Benefits to explore. Forward.

