

Where do you want to grow?

Partner Marketing: Investing in Your Success

We know that our success relies on the success of our clients. DataPath has spent the last 39 years building a reputation of superior customer service and client support. Our always-evolving Partner Marketing program helps clients get where they want to grow with benefits including:

- Client Rewards Program
- Employee Education and Engagement Program
- Custom Projects
- Marketing and Education Resource Library
- Marketing Support Email

Exclusive Client Rewards

DataPath Client Rewards is the only structured program of its kind in our industry. In recognition of relationship tenure, administrative volume, products licensed, and participation in activities such as user referrals, clients receive DataPath Dollars™ rewards. These can be spent on marketing and educational resources, conference registrations, custom projects, and more. Clients can earn up to \$25,000 in DataPath Dollars value to spend each year.¹

Multi-Themed Marketing and Education Resource Library

DataPath clients have access to a comprehensive resource library of themed marketing and educational materials in three coordinated designs. These range from comprehensive enrollment booklets to investment guides, FAQs, commonly used forms, compliance information, and much more. There are also more than 70 educational

DataPath®



and how-to videos. All print and video materials can be branded to individual DataPath clients or their customers.

Award-Winning Employee Education and Engagement Tools

The Adventures of Captain Contributor is an innovative, one-of-a-kind employee education and engagement program. DataPath developed this innovative tool exclusively for the use of our clients and their customers. Winner of multiple national awards² for creativity and health education, *The Adventures of Captain Contributor* features the caped crusader and his sidekick, Betty the Benefactress. They educate employees about employer-sponsored benefit plans including FSA, DCAP, HRA, ICHRA, HSA, LSA, Transit, COBRA, benefits debit cards, and more. The groundbreaking, year-round program includes an extensive website, blog, active social media presence, comic videos, explainer videos, fact sheets, podcast, and a variety of sales and enrollment support materials. Everything can be branded to individual DataPath clients or their customers.



Continued.

Custom Projects

Get where you want to grow with custom projects by DataPath Marketing. Clients can use DataPath Dollars for a professional marketing consultation to discuss custom projects appropriate for their goals. The client then decides how they want to proceed. (Note: Some custom projects can be paid for entirely with DataPath Dollars. Others may require some use of DataPath's cash-based Marketing Services.)

"DataPath's Partner Marketing is a wonderful resource and their marketing team is easy to work with. Their work helps differentiate us and enables us to provide the best possible branded service and relationships."

- Neil Bartholomew
Founder, Eagle Ridge Services

Marketing Support Email

DataPath clients can email partnermarketing@dpath.com for direct access to our marketing department when they have a question or otherwise need assistance. Emails receive a personal response within 24 hours or less.

"DataPath Partner Marketing has been a big help to Comparative Solutions. The marketing portal is easy to use, and if what we want isn't in there already, they'll create a custom piece for us. We've always found them to be knowledgeable and responsive. Whatever challenge might come up, we know they'll have our backs."

- Thea Feltzs,
President, Comparative Solutions

Get where you want to grow by partnering with DataPath.

Contact us today to learn more

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¹ DataPath Dollars have no actual cash value. One DataPath Dollar equals one U.S. dollar in Partner Marketing value.

² Gold Winner, 2022 Digital Health Awards; Winner, 2020 Digital Health Awards; Gold Winner, 2020 AVA Digital Awards; Gold Winner, 2019 AVA Digital Awards; Gold Winner, 2019 Hermes Creative Awards; Winner, 2019 Marcom Awards; 2019 Digital Innovator, Employee Benefit News (EBN); Winner, 2018 Marcom Awards; Winner, 2018 Digital Health Awards; Winner, 2018 National Health Information Awards (NHIA).