



# BUILT FOR WHAT'S NEXT.



**One partner. All accounts.  
Built to help you launch, grow, and win.**

Market dynamics are shifting quickly – creating chaos, fear, and uncertainty about what's next.

For some, your solutions provider is now your competitor. For others, new management means new priorities, which no longer align with your growth strategy.

You can't afford misalignment.

For your administration business, you deserve more than just a platform provider. **You need a partner that is committed to your success and built to grow with you.**

## AT DATAPATH, WE'RE BUILT FOR WHAT'S NEXT.

We're more than just a technology provider – we're a strategic growth partner that's invested ahead of where the market is going.



### LEADERSHIP

Industry experts in key leadership positions



### TECHNOLOGY

End-to-end platform with AI-enabled technology



### INFRASTRUCTURE

Secure, high-performance infrastructure



### SUCCESS

Committed to your success at every step of the way



### THE RESULT:

**Growth, alignment, and a true competitive edge.**

When your partner is aligned with your goals, you move faster, differentiate more clearly, and win more business.

## ARE YOU READY FOR WHAT'S NEXT?

TECHNOLOGY BPO CONTACT CENTER

# THE CURRENT APPROACH WASN'T BUILT FOR WHAT'S NEXT.

## Third party benefits administration is complex and each client has unique needs.

Today, many TPAs are held back by solution providers that cannot accommodate the full scope of their business. From incomplete solutions to a lack of onboarding and growth support, most vendors are not equipped to help you succeed.



### INCOMPLETE SOLUTIONS

Some technology players only offer part of the picture — CDH accounts in one system, COBRA in another, HSA solutions without integrated investments and banking. Fragmented solutions leave your benefits offerings incomplete.



### DISCONNECTED EXPERIENCES

Siloed technology creates extra work for your team and inconsistent experiences for your clients and account holders. It's unpleasant for everyone involved.



### OUT-OF-THE-BOX LIMITATIONS

Strict plan designs and rigid functionality can't adapt to your clients' needs, creating unnecessary workarounds and frustrating your customers.



### LACK OF A TRUE GROWTH PARTNER

Many vendors deliver software, not partnership — leaving you without the strategic and operational support needed to grow with confidence.



To win in this environment,  
you need more than a vendor.

You need an all-in-one growth partner

## WHAT'S AT STAKE

A rapidly changing market demands smarter decisions that put you in the best position for success.

Are you ready for what's next?

**You need a partner that can handle it all.**

# DATAPATH: YOUR ALL-IN-ONE GROWTH PARTNER

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Being built for what's next means knowing who will control the market before the market decides for you.

We've invested in the technology and infrastructure, hired experienced industry leaders, and built solutions that power growth on your terms.



## A SINGLE UNIFIED EXPERIENCE

The DataPath platform offers the full spectrum of benefits accounts from healthcare spending and savings to lifestyle, COBRA, and everything in between. No fragmented systems and no creative workarounds - it's benefits administration made simple.

Plus, our employer and consumer portals are built to deliver a consistent, next generation experience across desktop, mobile, and tablet for end users.

The outcome: Less complexity. More control. Faster growth.

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## MODERN, AI-ENABLED TECHNOLOGY

Our platform is built for speed, security, and scalability to support your growth today and tomorrow. That means faster claims processing, quicker answers for your clients, and more time spent on growing your business.

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## DEEP INDUSTRY EXPERIENCE

We've brought together the best and brightest across multiple disciplines - from growth, product, development, implementation, marketing support, and client success - to ensure you're in a position to win.

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## FLEXIBILITY AND END-TO-END CONTROL

Your business isn't one size fits all, and your platform shouldn't be either.

With DataPath, you can configure plans, workflows, and client experiences to meet your needs without rigid system limitations.

Plus, you get full white label control so your brand is consistent across every customer touchpoint.


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**From implementation to long-term success,  
DataPath is your all-in-one growth partner.**



# DATAPATH VS. THE MARKET

A clear difference in choosing the right partner.

Area	 datapath.	The Market
<b>Partnership Philosophy</b>	True <b>growth partner</b> invested in your success	Software vendor relationship focused on licensing and scale, and not aligned with your priorities
<b>Long Term Viability</b>	Designed to support independence in a consolidating market	Consolidation creates risk, uncertainty, and loss of autonomy
<b>Platform Scope</b>	One unified platform for <b>healthcare, lifestyle, COBRA, and related accounts</b>	Fragmented systems spread across multiple vendors and logins
<b>Flexibility</b>	Configurable plans, workflows, and client experiences that adapt to your business	Rigid plan designs that force workarounds and manual effort
<b>Technology Strategy</b>	Purpose-built automation and AI <b>reduces complexity and operational burden</b>	Buzzword-driven AI with little impact on day-to-day administration
<b>Experience Consistency</b>	Single, consistent employer and consumer experience across all accounts	Disconnected experiences that feel stitched together
<b>White Label Control</b>	Full white label control across portals and communications	Limited branding or vendor-forward experiences
<b>Scalability</b>	Infrastructure designed to scale <b>with your growth</b> , not restrict it	Platforms optimized for the provider's scale, not yours

## THE BOTTOM LINE

**The market is optimizing for scale. We built DataPath for something different — your growth and your ability to stand out.**

When the platform you rely on starts working against you, growth stalls, things get complicated and risk creeps in.

But when your technology partner is genuinely invested in where you're headed, you move faster, serve your clients better, and win more business.

**That's the difference.**



## LET'S BUILD WHAT'S NEXT.

Let's start a conversation about how DataPath can help you **launch, grow, and win.**



[dpath.com/whatsnext](https://dpath.com/whatsnext)



**READY TO MAKE YOUR NEXT MOVE?  
CONTACT US TODAY!**