



riskinternational

## CASE STUDY

**\$5.4+ MILLION**

SHAREHOLDER  
VALUE CREATION

**8 MONTHS**

SPEED OF CAPTURE

**INDUSTRY**  
MARKETING &  
ADVERTISING

**EMPLOYEES**  
970

**LOCATION**  
NEW YORK

## MARKETING AND CONTENT CREATION

\$125 MILLION PRIVATE EQUITY OWNED

## ENGAGEMENT

- Engaged to evaluate funding mechanisms.
- Broker had worked within the confines of a traditional arrangement for years and had never explored alternative mechanisms.

## RESULTS

- Check 173 included:
  - Funding mechanism analysis that revealed risk profile allowed for self-funding.
  - Implemented transparent RX arrangement.
  - Additional cost containment initiatives including specialty copay assistance program, tool for members to find high quality/low-cost providers, and receive incentives.
  - Renegotiated broker contract to fixed fee.

FACILITATED **\$540K** IN  
FIRST YEAR SAVINGS

REDUCE RISK | REALIZE REWARD

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