



Meet SureCo

The #1 ICHRA Administrator for Large Groups

We help enterprise companies offer a fully compliant alternative to traditional group health insurance.

What Is an ICHRA?

An Individual Coverage Health Reimbursement Arrangement (ICHRA) with SureCo provides a **third option for benefits** beyond fully insured and self-funded plans. The model allows companies to make pre-tax contributions to employees for the individual health plan of their choice. Employees are free to choose the plan that best meets their specific needs and location, and employers are free from the claims risk associated with volatile rate hikes.

Who Benefits From SureCo’s ICHRA? Everyone!

Employees

- Access to in-network coverage in their area
- Option to keep their doctors at the best price
- Ability to choose a plan aligned with their budget

Employers

- Long-term cost containment without compromising quality
- Streamlined administration that feels like a group plan
- Comprehensive education and year-round support

Brokers

- Collaborative approach that keeps brokers in the driver’s seat
- Competitive PEPM-based compensation
- Ability to retain BOR for all ancillary business

Why ICHRAs Are Better With SureCo

ICHRAs are simple in concept but complex in delivery, especially for large groups. SureCo absorbs those complexities and makes the experience feel like traditional group, so you get the benefits of an ICHRA without the administrative headaches.

- ✔ **Deep Industry Knowledge:** Founded by brokers, with a team that has a combined 60+ years of ICHRA expertise
- ✔ **Award-Winning Service:** Fully managed Open Enrollment, comprehensive education, & year-round, U.S.-based support
- ✔ **Advanced Technology:** User-friendly enrollment platform, HRIS integrations, & more
- ✔ **Compliance Guidance:** SureCo wrote the book on ICHRA compliance
- ✔ **Direct Carrier Payments:** A single monthly bill & pre-tax payroll deductions
- ✔ **Regulatory Expertise:** SureCo’s leaders lobbied for regulations allowing for ICHRA

“We’ve had negative, clunky experiences with other ICHRA administrators. SureCo came in, told us what they were going to do, and they did that and then some. It was smooth as silk. The technology is superior and the execution was flawless.”

—Eric Kasen, President, Brown & Brown

Key Stats

24%

average first-year savings

96%

customer retention rate since 2021

370

average customer size past 12 months

92%

CSTAT (customer satisfaction)