

November Update

Healthcare costs in the US keep climbing, and employers are bracing themselves for another year of aggressive premium hikes. CFOs and HR teams are under pressure to protect coverage, control expenses, and keep their workforce supported. Amid all of that, our affiliate advisors are stepping in with real solutions that lower financial strain without cutting benefits.



Affiliate Success Spotlight: Transforming Budget Pressure Into Program Growth

A 200-employee children's non-profit was juggling two competing problems. Their multigenerational workforce wanted stronger benefits, while leadership was trying to find dollars to reinvest in their children's programs and play centers. Rising costs made both goals feel out of reach until their advisor introduced the preventative health strategy.

The Client Result

Approximately \$75,000 in annual FICA savings, plus access to virtual healthcare for staff across every age group. No reduction in benefits. No disruption to programs. Just meaningful savings the organisation redirected straight back into the children they serve.



The Affiliate Win

By spotting the opportunity early and guiding the client through the process, the affiliate earned more than \$75,000 in projected lifetime commissions from this single engagement.



The Product Strategy

The advisor framed preventative health as a financial unlock, not a benefits overhaul. They positioned the program as a compliant, cost-relief mechanism that sits alongside existing coverage, delivering savings and virtual care without triggering plan changes.

Our Playbook Tip

Lead with mission impact for non-profits. Showing them how savings can flow directly into programs hits harder than talking benefits in isolation. It's a clear, values-aligned path to yes.

Did you know?

US employers are reporting some of the steepest renewal increases in over a decade, and many are responding by expanding their preventative care options. Why? Because companies investing in preventative health programs reduce downstream claims and see productivity gains.



A Final Note

Thank you for being part of the Sanguine Affiliate Network!

Your work continues to create impactful financial relief for employers during one of the toughest healthcare environments in years. Every deal you bring forward helps organizations protect their people and redirect savings where they matter most.



Mike Bux
M 8472223717
E m.bux@sanguinesa.com

If you need strategic support, want help shaping a pitch, or see an opportunity but aren't sure how to frame it, we're here.

[Schedule A Call](#)

Sanguine Strategic Advisors LLC, 1051 W Cornelia Ave 3rd Floor, Chicago,
Illinois 60657, United States
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