

How Bringg leveled up its employee benefits

Company: **Bringg**

Location: **Chicago, IL**

Industry: **Logistics technology**

Number of employees: **≈50**



Bringg needed a health plan that could keep pace with its growth – one that delivered meaningful savings without shifting costs or causing disruption for employees.

Situation

- Faced an 11% cost increase for 2025 with existing carrier
- Hesitant for years to make a plan change for fear of causing disruption for employees
- Sought more transparency and proactive insight into plan performance

Actions

- Moved to a UnitedHealthcare Level Funded plan in 2025, drawn by its expansive network and significant cost savings
- Replaced its traditional Preferred Provider Organization (PPO)/copay plan with the Surest® health plan for the 2026 plan year due to its intuitive member experience, transparent pricing, network access and proven outcomes
- Maintained pricing well below trend over a 2-year period despite broader market cost challenges and was able to continue covering employee health care contributions at 100%

Results

25% in cost savings generated by switching to the UnitedHealthcare Level Funded health plan in 2025

↓5.5% lower health plan costs for 2026 than what they were facing with their previous carrier for 2025

\$0 employee contributions remained, even with plan changes

An openness to change

As a software as a service (SaaS) company, Bringg helps Fortune 500 retailers standardize operations, expand fleet capacity and deliver consistent customer experiences at scale. With its success and global growth, health benefits became a critical differentiator for attracting and retaining employees. But at Bringg, the stakes go deeper than strategy.

“Bringg is a people-loving company, even though we’re a technology company,” said Hila Ben Itzhak, human resources director for Bringg.

That people-first ethos is baked into the organization’s core values, and it shapes every decision, including how the company approaches benefits.

As Bringg scaled rapidly, its benefits priorities came into sharp focus: broader national coverage, a unified experience across its growing workforce and a plan competitive enough to support recruitment and retention – all while avoiding increases in employee health care contributions. “We approach benefits as a competitive edge,” Ben Itzhak noted. “We offer competitive salaries, but it’s our culture of putting employee well-being first, reflected in our benefits, that really moves the needle and drives people to join our team.”

While the company remained hesitant to cause disruption for employees, Bringg became increasingly open to making a change as it continued to grow and acquire different groups of employees. The company recognized it needed a plan that could help unify its diverse, multicultural and geographically dispersed workforce.

A lateral move to level funding, with significantly better results

Enlisting a new broker was the first step Bringg took toward evolving its

benefits strategy. Instead of running the same playbook, this broker offered transparent and proactive support that enabled Bringg to switch from its former carrier’s level funded plan to the UnitedHealthcare Level Funded plan. It was a like-for-like move that delivered significantly more value.

The plan allowed Bringg to retain what it already valued about the level funded model: the cost predictability of a fixed monthly payment and the potential for year-end surplus share based on actual claims. But the UnitedHealthcare plan went further, offering richer data around plan performance and access to the nation’s single largest proprietary network.¹

The upfront savings potential validated the move. Bringg realized the move could result in costs that were 25% lower right out of the gate. And because the UnitedHealthcare network is so expansive, employees across the country could largely keep seeing their existing providers. The scale of the network meant the transition was nearly seamless, minimizing disruption for employees and their families.

A health plan fit for a tech company

The success of the initial plan change opened the door for Bringg to bring on Surest the following year, a plan offered by UnitedHealthcare that had recently become available within the Level Funded arrangement.

Surest was built to address exactly what Bringg had been missing: simplicity, transparency and access. With this plan, employees pay copays instead of dealing with deductibles or coinsurance, and they get access to UnitedHealthcare’s nationwide provider network. Upfront, transparent pricing also helped eliminate the guesswork that had frustrated employees for years. Bringg also maintained a no-employee-premium model, ensuring that its

3 medical plan offerings remained fully accessible to every member of its team.

For a technology company, the appeal went beyond the plan design itself. Surest’s intuitive, app-based experience put everything employees needed – actual copays, not estimates, provider search and plan details – directly in their hands. It was the kind of modern, digital-first plan that resonated naturally with a tech-savvy workforce, and one more reason the move to UnitedHealthcare felt less like a benefits decision and more like a cultural fit.

Results that speak for themselves

For Bringg, the goal was never simply to find a cheaper plan; it was to find a better one. By collaborating with a new broker and making the move to UnitedHealthcare, the company achieved something that can feel elusive in the world of employee benefits: doing more without asking employees to pay more. Bringg’s commitment to \$0 employee contributions remains firmly intact, and its workforce now has access to one of the broadest provider networks in the country, a modern plan experience built for how people actually live and coverage rich enough to stand alongside the most competitive offerings in the market.

The collaboration proved that the right broker and the right carrier can change the equation entirely. What once felt like a trade-off – offering generous benefits while managing costs responsibly – is now a reality Bringg navigates with confidence. Its employees are supported with meaningful benefits. The organization has the financial footing to sustain it. And a benefits program that once required compromise has become one of the clearest expressions of what Bringg stands for: a company that invests in its people, not just its product.

Learn more about the value of working with UnitedHealthcare >



¹ UnitedHealth Network Access internal analysis, May 1, 2026.

This case study is true. Savings calculated on book-of-business case rate savings for these programs. Savings for enrolled members are case specific. Results will vary based on client specific demographics and plan design. Outcomes are not guaranteed. Rates and figures are based on historical information and not a guarantee of future outcomes.

Level Funded: Person must reside within the United States. An employee residing in Hawaii is not an Eligible Person. May not be available in all states.

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