# Proving Benefits Stewardship
# **Under Executive Scrutiny**

## Story Overview

A national liquid handling equipment rental company with roughly 1,400 employees relied on IMA to support a complex self-funded benefits program across a distributed workforce. When executive leadership questioned whether the plan had been managed aggressively enough and considered outside review or a broker change, IMA had to quickly prove the value of its work in business terms.

## Challenge

The challenge was not creating a new strategy from scratch. It was demonstrating, clearly and credibly, that years of strategic decisions had already produced meaningful savings and below-trend budget increases. Until that point, IMA had mostly worked through HR, which left a gap in direct visibility with financial leadership at a high-stakes moment. The status quo was no longer enough. Executives wanted hard-dollar proof of stewardship before moving toward an audit or RFP.

> Closing the gap between performance and perception.

## IMA's Strategy and Actions

IMA's Employee Benefits team acted to support the client by:

- Meeting directly with senior leadership to reset the conversation around plan performance and stewardship
- Reframing years of benefits work into a concise executive narrative built for CFO and CEO priorities
- Quantifying realized net savings year by year, rather than relying on general reporting
- Highlighting strategic pharmacy decisions, including targeted program changes that reduced spend with limited disruption
- Pulling validated savings inputs from internal analytics and vendor partners to substantiate results

## Why It Worked

IMA succeeded because the team did not respond defensively or scramble for a last-minute fix. Instead, they translated ongoing advisory work into a clear financial story leadership could understand, backed by evidence and shaped for executive decision-makers.

## Key Takeaways

This case shows the value of turning benefits strategy into executive-ready reporting before questions arise. IMA identified that the issue was not lack of performance, but lack of visibility with the right stakeholders, then closed that gap quickly and credibly.

### THE RESULT:

IMA demonstrated more than $5.1 million in net savings since 2021 and helped the client hold average budget increases to about 5% in a market where combined medical and pharmacy trend was running closer to 9%. The client retained IMA, strengthened the relationship with financial leadership, and elevated IMA's position as a trusted advisor.