

THATCH OVERVIEW

Thatch is a modern health benefits platform that enables employers to offer personalized healthcare through an Individual Coverage Health Reimbursement Arrangement (ICHRA). Instead of sponsoring a traditional group health plan, employers set a fixed monthly health budget, which employees use to choose insurance and healthcare services that best fit their needs.

WHAT THEY DO

Thatch helps employers provide a defined, tax-free healthcare allowance while shifting plan choice and customization to employees. Employees select individual medical, dental, and vision insurance plans and can also spend remaining funds on eligible healthcare expenses and curated wellness services through the Thatch Marketplace.

CORE PLATFORM & SERVICES

- ICHRA-based health benefits administration and compliance support
- Employee plan shopping for medical, dental, and vision insurance
- Integrated Thatch Marketplace offering curated health and wellness services
- Thatch Visa debit card for healthcare expenses beyond insurance premiums
- Payroll and HR integrations, including embedded ICHRA activation through ADP RUN
- Self-service employer setup with automated payments and reporting

TARGET MARKET

Thatch primarily serves small to mid-sized employers seeking a flexible, self-serve alternative to traditional group health insurance. The platform is designed for companies that want simplicity, employee choice, and minimal administrative overhead rather than a hands-on concierge model.

VALUE PROPOSITION

- Predictable and controllable employer healthcare budgets
- Broad employee flexibility across insurance and healthcare services
- Simplified administration through automation and payroll integrations
- Consumer-friendly experience that mirrors personal spending accounts
- Ability for employees to retain coverage continuity across jobs

HOW THATCH DIFFERS

Thatch differentiates itself by blending ICHRA-based insurance with a spendable healthcare wallet and curated marketplace. Compared to more traditional ICHRA administrators, Thatch emphasizes self-service setup, integrated payments, and flexibility beyond premiums, giving employees broad discretion over how healthcare dollars are used.

HIGHER STANDARDS FOR C2 SOLUTIONS

- Dedicated Implementation Manager during setup; then dedicated Customer Success Manager ongoing
- Growth Based Incentive Model