

The Future of Health Benefits: Thatch Marketplace Turns ICHRA Dollars Into Holistic Wellness

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Change is underway in the health insurance industry. Individual Coverage Health Reimbursement Arrangements (ICHRA) are upending the market for traditional one-size-fits-all group health plans with health benefits that are more cost-effective, flexible, and significantly more empowering for employees.

ICHRA allows employers to reimburse employees tax-free for individual health insurance premiums and eligible medical expenses. Instead of being tied to a single group plan, employees can shop for coverage that fits their unique needs on the ACA-regulated individual and family plan market. This shift puts healthcare decisions into the hands of the people using it.

“Most Americans access healthcare coverage via employer benefits, which can significantly reduce out-of-pocket premium expenses. ICHRA upgrade traditional job-based coverage by allowing employees to use those benefits to buy their own plan, rather than being stuck with the plan chosen by HR. It's really a superior system,” says Bruce Johnson, Head of Policy at Thatch, a third-party benefits administrator.

Innovation in healthcare

The innovation doesn't stop at insurance coverage. Recognizing that employees often have leftover allowances after covering their premiums, Thatch launched Thatch Marketplace, a curated online ecosystem of health and wellness services. The platform allows employees to spend their ICHRA dollars on

products and services that support their well-being.

From wearable tech to mental health support, preventative screenings, and at-home diagnostics, Thatch Marketplace empowers employees to invest in their health in ways that matter most to them. Some services and products available on Thatch Marketplace include:

- Oura Ring: A wearable that provides personalized insights into sleep, readiness, activity, and overall well-being.*
- Hims & Hers: Wellness and treatment solutions for



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– Jason Oberfest, Vice President of Healthcare, OURA

- hair, skin, and mental health
- Grow Therapy: Online therapy and coaching
- Function Health: Lab testing and personalized health insights
- Prenuvo: Whole-body preventative MRI scans

ÖURA, the maker of Oura Ring, is a wearable health tracker that monitors over 50 health and wellness metrics and insights, including sleep quality, heart rate variability, activity, and women's health markers like menstrual and ovulation cycles.

Founded in 2013, ÖURA has long been considered a leader in personalized health insights, and recent collaborations with select health plans, wellness programs, and marketplaces like Thatch have expanded access to Oura Ring as part of broader well-being initiatives.

"At ÖURA, we've always been about empowering consumers with more insight into their bodies. But now, the healthcare industry is finally integrating technologies like ours into the core of healthcare delivery," says Jason Oberfest, Vice President of Healthcare at ÖURA "We're thrilled to be part of that evolution."

The wellness ecosystem

Since their official introduction in 2020, ICHRAAs have rapidly gained traction. From 2023 to 2024 alone, adoption grew by 29%, and among companies with 50 or more employees, adoption rates skyrocketed by 84%.¹ These numbers signal a major transformation in how employers and employees think about health benefits.

The growth of ICHRA and the availability of tax-free healthcare funds like ICHRA allowances and flexible spending account (FSA) dollars are expanding access to preventative and holistic health tools. Population groups that traditionally lagged in digital health tool engagement may now be more likely to adopt products and services that were previously inaccessible due to limited awareness and high costs.

What does this level of engagement in digital health tools mean for the future of medicine? It turns reactive sick care into proactive wellness approaches. "Imagine giving a doctor real-time access to a patient's sleep,

stress, and activity patterns. It can dramatically improve how care is delivered," Oberfest explains. "Doctors can tailor lifestyle and treatment plans more accurately, reduce guesswork, and ultimately deliver better health outcomes."

Along with ÖURA, Thatch partners with transformative healthcare companies that strive for more personalized experiences. "We are removing barriers and working with best-in-class solutions that were previously unavailable for many employees," says Noelle Acosta, Strategic Manager, Marketplace at Thatch. "Having these solutions easily accessible online and available with tax-free funds is expanding and modernizing the healthcare ecosystem."

At its core, Thatch Marketplace empowers employees to use their leftover allowance on products and services that support their personal health journeys, offering the ability to purchase meaningful health and wellness solutions they might not otherwise have access to.

The future of individualized plans

Thatch's long-term vision is clear: a healthcare system that works for the individual. As ICHRA adoption grows, the company is doubling down on personalization and value. Through its marketplace, Thatch is allowing consumers to turn their healthcare dollars into powerful tools for their well-being, making personalized healthcare a reality for more employees than ever.



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– Noelle Acosta, Strategic Manager,
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¹ <https://www.benefitspro.com/2024/12/23/what's-next-for-ichras-4-must-watch-trends-for-2025>

“The future consumer will expect hyper-personalization,” says Acosta. “We’re building a system that lets people choose what actually improves their health, not just what their job or insurance company thinks they need.”

Consumer demand, employers' need for greater budget predictability, and supportive policy changes are fueling ICHRA's growth. In September, members of the U.S. Congress introduced three bills to accelerate ICHRA adoption, including by creating new tax credits for small businesses offering ICHRAs and directing the Small Business Administration to initiate a nationwide ICHRA education campaign. These efforts demonstrate growing

support for ICHRAs among lawmakers as policy disputes over healthcare affordability attract the nation's attention.

Organizations of all sizes are seeing success and employees are reaping the benefits – whether it be by navigating group plan volatility, giving employees the autonomy to choose their coverage or the ability to spend their healthcare dollars in ways that suit them holistically. Learn more about how to empower your employees with personal and flexible healthcare options at thatch.com.

About Thatch

Healthcare is one of the most complex and outdated systems, but it's also one of the most impactful challenges to solve — for ourselves and for future generations. Rarely do you get the chance to work on a problem with such far-reaching potential to drive lasting change.

It's hard to give your team great healthcare

Getting healthcare for your business is a pain. Talking to brokers, picking a plan and benefits, managing issues that arise, open enrollment — it's a lot of work. And as your team grows, it only gets harder and more time-consuming.

An easier, more personal way to do healthcare

Thatch simplifies personalized healthcare for you and your team: just set a budget, and we handle the rest. Your team uses the budget you set to personalize their healthcare experience — from choosing health insurance to picking from benefits like mental health, fertility, and more.

[Learn More About Thatch](#)