

Attentive Forms Strategic Partnership with the SureUp Total Wellness Platform

Strategic partnership provides business owners in the Northeastern United States with an exclusive revenue generation strategy by accessing tax savings for both employers and employees.

Providence, Jul 14, 2020 (IssueWire.com) - Guntersville, AL and Providence, RI July XX, 2020 Guntersville, Alabama based Attentive, a preventative care management company, forms a strategic partnership with Providence, Rhode Island based SureUp Total Wellness to create the [SureUp Preventative Care Plan](#) powered by Attentive. The SureUp Preventative Care Plan couples Attentive's deep research into IRS code sections with the SureUp Engagement Platform to provide business owners and employees with tax savings while enabling each to participate in a variety of included benefits designed to improve the physical and financial health of working America.

Brian Phillips, Managing Partner at [SureUp Total Wellness](#) and 30 year veteran in the Property & Casualty and Healthcare industries, says "The partnership between the two companies clearly benefits businesses of all sizes looking for creative ways to improve their bottom line while enhancing what they offer to attract, retain and reward their valued employees. And, due to the tax savings element embedded in the plan, the SureUp Preventative Care Plan often costs employers nothing to implement while potentially reducing health related claims experience. This is something every business owner in America should be considering as they look to make each dollar go further in today's economic environment. While SureUp is offering the plan throughout the US, we're pleased to be the exclusive provider of the platform in New England, New York and New Jersey."

Josh Kirkland, Executive Vice President of Operations at Attentive and long time voluntary benefits advocate, believes "It's time to allow business owners, especially small business owners, to access more sophisticated methods to save them real money while providing employees with the benefits they want and need. Historically, due to cost constraints, employees only pursued what they could afford. Now, with the SureUp Preventative Care Plan powered by Attentive, employees can secure additional benefits with the tax savings achieved through the plan. This is a huge win both for employers and for employees."

About Attentive

Attentive is committed to helping employees lead healthier lives by encouraging participation in educational content and interactive features. The participatory approach allows every employee to incrementally advance from where they are today rather than setting activity goals that may initially be unachievable by most.

About SureUp

[SureUp](#) is a network of small business owners, their employees and local consumers all working in unison to support each other. By encouraging local business owners to provide an incentive for consumers to consider their local options before looking to national providers to fulfill their needs, we fuel our local communities. This results in more revenue to local businesses which creates local job opportunities. The addition of local job opportunities results in more local consumers to support local businesses and the cycle continues.

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