

## Final Feedback on website as of 03.17.25

- ~~BWell vs B Well~~ — keep it “B Well” in text globally, keep “BWell” in branding/logo
  - ~~Contact page~~ — sentence under “Sales Contact” to:
    - ~~For questions on the B Well program, please contact our sales team through the form below.~~
  - ~~About Us~~ — “Get Started” CTA should link to contact page
  - ~~Homepage, testimonials, change “John Doe” from top of each box and do one of two options~~
    - ~~IF you’re using the TrustBoxes widget, pull in the full names of the reviewer~~
    - ~~IF these are added manually, change John Doe to the below names:~~
      - ~~Amaze Health truly lives up to its name = Raegan T.~~
      - ~~Amaze has become the go to resource = Kristin C.~~
      - ~~Our town is a little off the beaten path = Amanda R.~~
      - ~~Amaze is an OUTSTANDING service = Talene W.~~
      - ~~Amaze has been one of the best sources = Belem S.~~
  - ~~Homepage~~ — change headline to:
    - ~~Improving health, boosting productivity, lowering costs.~~
  - ~~[Homepage – updated copy under “Reduce Healthcare Costs & Boost Productivity”. and bulleted section missing](#)~~
    - ~~Copy changed: “Employees gain direct access to concierge-style virtual care, prescription savings, ... ..”~~
  - ~~[For Employers – FAQ – How does BWell save us money](#)~~ — change \$\$
  - ~~[For Employees page](#)~~ — under “No Net Cost” benefits card, change “free” to “at no net cost to employee”
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### **For Peter:**

~~[Homepage – list of testimonials & source link](#)~~ (use same link for all testimonials listed)

~~[Employer FAQ answers](#)~~

~~[Employees Benefits carousel](#)~~

~~[Employee Benefits on Tiles that Flip](#)~~

~~[Employee FAQ answers](#)~~

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## Homepage

### For employers

1. What it is
2. Benefits
3. How it works

4. FAQ

#### For employees

1. What it is
2. Benefits
3. How it works
4. FAQ

#### Contact

1. Form
2. Sales contact

#### About

1. Company description
2. Problem we solve
3. Who's involved

**Items in red are notations only.**

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## Page: Homepage

*Top Nav:*

Employers  
Employees  
About  
Contact

*Headline:* change headline to this  
**Concierge-Style Healthcare.  
Boosting Productivity.  
Healthier Workplaces.**

**ANOTHER OPTION:**

**“Empowering Health, Boosting Productivity, Lowering Costs.**

**Your Workforce’s benefits, Optimized.”**

**Better Health.  
Bigger Paychecks.  
Happier Workplaces.**

*Sub-head:*

Transform employee health and happiness with B Well. Promote wellness, increase productivity, and reduce expenses—all at zero cost to your employees.

CTA buttons <For Employers> <For Employees>

Supported by best-in-class partner ecosystem. <see URLs in figma for company URLs for logos>

< 3 horizontal cards, like the benefits on the other pages >

**3-card header:** A Smarter Approach to Employee Health Benefits

### **Partner Ecosystem**

Through partners like Amaze Health, we deliver a truly dedicated and personalized network of care. Unlike traditional telemedicine B Well is your gateway to 1,000s of physicians and specials at your fingertips 24 hours a day, 7 days a week, 365 days a year. All with no copays.

### **Plan Design**

With access to hundreds of free prescriptions and dental and vision services, exclusive pharmacy benefits, unique blood panel testing and assessments, and more, your employees are empowered to create a proactive approach to their health.

### **Financial Benefits**

By leveraging a compliant Section 125 cafeteria plan, employers can provide immediate financial benefits to their workforce while reducing their overall tax burden. This means more money in employees' pockets and increased financial security—without sacrificing quality care.

<Left aligned: Better Health graphic>

### **Reduce Healthcare Costs & Boost Productivity**

A healthier workforce doesn't just mean fewer sick days—it translates into **lower healthcare costs, improved work consistency, and a more engaged team**. Chronic conditions, stress, and preventable illnesses cost businesses billions each year in lost productivity and higher insurance premiums.

B Well's proactive wellness approach **helps employees identify and address health risks early, reducing costly medical claims** while keeping them feeling their best. **Employees gain direct access to a concierge-style mobile medical practice (AMAZE)** **Employees gain direct access to virtual care**, prescription savings, and personalized support—all designed to make staying healthy easier and more affordable.

For employers, this means:

- Lower insurance claims and reduced long-term healthcare expenses
- A workforce that is more focused, energetic, and productive

- Improved employee engagement and reduced absenteeism

<Right aligned: Bigger paychecks graphic>

### **Increase Take-Home Pay with No Additional Employer Cost**

B Well isn't just about health—it's also about financial well-being. Through our **IRS-approved Section 125 plan**, employees can **increase their take-home pay** while maintaining access to premium healthcare services.

Here's how it works:

- **Payroll tax savings**—Employers save an average of **\$800 per employee per year** in payroll taxes.
- **Higher take-home pay**—Employees keep more of their earnings while gaining access to discounted healthcare benefits.
- **Zero-cost benefits**—Unlike traditional insurance plans, B Well provides savings **without increasing employer costs.**

<Left aligned: Happier workplaces graphic>

### **Improve Retention & Build a Thriving Company Culture**

When employees feel valued, they stay. **Competitive benefits are no longer a “nice-to-have”—they're essential for attracting and retaining top talent.**

B Well's solution **enhances employee satisfaction while improving retention rates.** Employees appreciate access to 24/7 healthcare, prescription savings, and personalized health support—all without the financial strain.

For businesses, this means:

- **Stronger retention** – Reduce costly turnover by offering a sought-after benefit
- **Increased morale** – Employees feel supported in both their health and financial well-being
- **A more engaged workforce** – Healthier employees contribute more and perform better

Businesses don't just save money—they build a culture of well-being, loyalty, and long-term success.

<Center aligned: About Our Partner Amaze Health, all 5 stars>

Source: <https://www.trustpilot.com/review/amazehealth.com>

Testimonial 1: “Amaze Health truly lives up to its name—AMAZING! From the start, they have been fast, considerate, and incredibly thorough in helping me navigate a month-long sickness.”

Testimonial 2: “Amaze has become the go to resource for all our teams health and medical needs. As an HR manager, I could never imagine that a virtual health and medical service could be a powerful employee retention tool, but that’s what we hear from our employees all the time.”

Testimonial 3: “Our town is a little off the beaten path, and there are not many medical options locally. It always seemed like virtual options might be the answer, but there was no easy solution. Working with Amaze has meant our team only needs to build a relationship with one partner, that is always there for them. That’s been a real game changer for us.”

Testimonial 4: “Amaze is an OUTSTANDING service. We have received the best care through Amaze over countless medical concerns. They are quick and responsive and truly listen and care more than any other doctors we've experienced. Not only do they care but they do all of the most frustrating work (in our health care system) like finding the right doctor, pricing and appointments and giving the referrals to go. We love Amaze and tell everyone about it!”

Testimonial 5: “Amaze has been one of the best sources to reach out when you need medical assistance. They are amazing and they always answer you with professionalism.”

<Final section>

Take the first step toward transforming your workforce. [Form: [Learn More](#)]

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## Page: For Employers

*Headline:*

Enhance Employee Benefits with B Well

*Subhead:*

Offer a health and wellness benefit that improves productivity, reduces costs, and increases employee take-home pay—all at zero cost to your business.

*Section: What is B Well*

B Well provides concierge-style healthcare that integrates seamlessly with, and extends, your existing benefits. From 24/7 virtual urgent care to proactive health management, our services empower your team to stay healthy and focused while providing your company with a sustainable ROI, through reductions in:

- ER claims by 50%
- Urgent care claims by 70%
- Specialist claims by 30%
- Unnecessary test and procedures by 20%
- Mental health visits by 75%

All of this affects claims costs from your major medical insurance provider – driving down year-over-year renewals.

*Section: Benefits*

- **Healthier & Happier Employees:** Improve productivity and morale through better health outcomes by taking a proactive approach by utilizing our blood panel and risk assessment evaluation. The plan aims to reduce claims cost for both employee and employer by minimizing unnecessary ER and urgent care visit
- **Retention Boost:** Our concierge model proactively assists employees in navigating the complexities of health insurance, enhances your current benefits package, and increases employees' net pay.
- **Cost Savings:** This is a [Section 125 Plan](#), prioritizing preventive health at its core. The plan reduces employer payroll taxes, creating immediate and significant cost savings for the employer while providing a net increase in employees take home pay.

*Section: How it Works <4 boxes>*

**Plan Overview and Availability**

B Well acts as a reliable and independent health and medical partner, available 24/7. It offers virtual, on-demand medical care and coordination of local medical services as needed through AMAZE. Additionally, the plan provides a hospital indemnity payment for significant injuries or illnesses requiring hospitalization.

**Key Benefits**

Along with the core medical services, the plan includes discounts on prescriptions, dental, and vision care through our partner, HealthWallet. These added benefits enhance the overall value of the plan for employees.

## **Enrollment and Financial Details**

The services are funded through pre-tax deductions and indemnity claim payments, ensuring there's no impact on your employees take-home pay. B Well manages all the logistics, allowing your employees to enjoy the benefits seamlessly.

## **What's Included?**

(3-Column Layout with Icons)

### **Concierge Health Services**

- Full blood panel analysis & root cause assessment
- 24/7 virtual primary care
- Prescription, dental & vision discounts

### **Employee Financial Wellness**

- Lower taxable income, higher take-home pay
- No hidden fees or payroll burden
- Fully compliant with IRS Section 125

### **Employer Savings & Retention**

- Payroll tax reductions = more money for your business
- Enhanced employee satisfaction & retention
- Stand out as an employer of choice

### **Section: FAQ**

- **Q: What is a section 125 plan?**
  - A section 125 plan allows employers to offer employees, their spouses and dependents certain benefits on a pretax basis. This allows the business to lower the employee's taxable income. It puts more money back in the employee's pocket, which can help businesses attract and retain talent, while having no net cost to the employer.
- **Q: How does B Well save us money?**

- Employers save through payroll tax reductions and claims savings on health plans. Employers save an average of **\$1,000 per employee per year** in payroll taxes.
  - **Q: What does it cost to implement?**
    - B Well is designed to operate at zero cost to your employees.
  - **Q: Do all employees have to participate?**
    - No, all employees will have the option to opt out if they choose.
  - **Q: How does enrollment work?**
    - Open enrollment lasts roughly a month with an educational component on the benefits of the program and how to maximize the B Well benefits. B Well is an auto enrollment process. Throughout the month each employee will receive several emails explaining the benefits of the program, explaining how their paycheck will increase and giving them the option to opt out at any time.
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## Page: For Employees

### *Headline:*

**Your Health, Your Wealth: B Well Has You Covered**

**Subhead:** B Well gives you premium health and financial perks—without extra costs or complicated enrollment.

**Section head:** Bigger Paychecks, Better Health, Less Stress

Why settle for just a paycheck when you can earn more and live healthier? With B Well, you keep more of your money and gain access to top-tier health benefits.

### *<benefits carousel>*

- No-Cost Wellness Perks – Get access to premium health services and a personalized wellness plan for free.
- Proactive Medicine – Start by taking advantage of your complimentary initial blood panel screening and physician consultation to identify root causes of underlying health issues.
- Convenient Virtual and Concierge Care – 24/7 primary care at your fingertips, anytime, anywhere. From selecting the best doctors in your area, to discounted RX, claims management and everything in between.
- Exclusive Savings – Discounts on prescriptions, vision, and dental care.
- Higher Take-Home Pay – Reduce taxable income & keep more of what you earn.

**Section:** *How it Works*

### **1. Preventative**

- a. Healthcare education
- b. Healthcare risk assessments and lab panels
- c. Virtual primary care
- d. Chronic care management

### **2. Virtual injury or illness care**

- a. Urgent care
- b. Primary care
- c. Mental health & wellness
- d. Dental consultations
- e. PT support

### **3. Local care support**

- a. Sourcing (quality and price)
- b. Guidance and navigation
- c. Visit preparation
- d. Advocacy (medical, insurance, billing)
- e. Follow-up support

<additional benefits, animate so it rotates or flips from the name to the description>

name: Instant Access to Medical Care

description: Speak directly to a medical provider 24/7 without intake forms, triage, or long wait times.

name: Comprehensive Virtual Healthcare

description: Access urgent care, primary care, mental health, dental, vision, hearing, and chiropractic services.

name: Financial Protection for Medical Emergencies

description: Receive up to \$10K for critical illness, \$5K for accidents, and \$1K for hospital stays.

name: Employee Assistance & Wellness Programs

description: Get mental health support, work-life balance tools, and financial wellness resources via SupportLinx & Living 2.0.

name: Free Lab Work & Prescription Savings

description: Access free routine lab tests and save on medications through RX Valet for cost-effective prescriptions.

name: Personalized Health Advocacy & Navigation

description: Get expert guidance on insurance, medical bills, specialist referrals, and treatment planning.

name: Chronic Condition & Preventive Care Management

description: Support for diabetes, weight loss, joint pain, heart health, and smoking cessation.

name: Family Coverage at No Extra Cost

description: Extend healthcare, financial protection, and wellness benefits to family members.

## What's Included?

(3-Column Layout with Icons)

### Comprehensive Health Benefits

- Full blood panel & personal health assessment
- 24/7 virtual doctor visits
- Discounted prescriptions, dental & vision care

### Bigger Paychecks

- IRS-backed payroll tax savings
- More take-home pay every paycheck
- No impact on your employer's benefits package

### Stress-Free Enrollment

- No extra work—just opt-in & start saving
- Works with your current payroll system
- Cancel anytime, no penalties

**Section: HubSpot form:**

Ready to boost your paycheck and your health? Contact us in the form below.

**Section: FAQ** – note, for those with two bullets two a hard return instead of bullets

- **Q: What is concierge medicine?**

- Concierge medicine at B Well represents a personalized approach to healthcare that goes beyond traditional medical care. It provides patients with on-demand access to healthcare services and 24/7 consultations with physicians. Our concierge-style service focuses on proactive health management rather than reactive care. By utilizing advanced diagnostics like unique blood panel testing, B Well helps identify and treat potential health issues early on. This approach ensures that each patient receives tailored care and attention that not only addresses immediate health concerns but also focuses on long-term health optimization. For our corporate clients, this means healthier employees, reduced healthcare costs, and increased productivity and morale in the workplace.
  - **Q: How do I access B Well services?**
    - Simply log into your account in the app to access care 24/7.
  - **Q: How will I see a bigger paycheck?**
    - Employees pay for health insurance premiums, FSAs, HSAs, and other qualified benefits with pre-tax dollars before payroll taxes (Social Security, Medicare, and federal/state income taxes) are applied. Since taxable income is lower, you will owe less in taxes, which increases your net (take-home) pay.
    - Because your taxable income is reduced, employees pay less in Social Security (6.2%) and Medicare (1.45%) taxes as well.
  - **Q: How does enrollment work?**
    - Open enrollment lasts roughly a month with an educational component on the benefits of the program and how to maximize the B Well benefits. B Well is an auto enrollment process. Throughout the month each employee will receive several emails explaining the benefits of the program, explaining how their paycheck will increase and giving them the option to opt out at any time.
  - **Q: It sounds too good to be true, are plans like this credible?**
    - Absolutely. 125 cafeteria plans are tax-advantaged vehicles that allow employees to pay for health insurance premiums and other qualified benefits with pre-tax dollars.
    - Section 125 Cafeteria Plans originated from the Revenue Act of 1978, which allowed employees to choose between taxable cash compensation and nontaxable benefits without those benefits being treated as taxable income. This legislation was designed to give employees flexibility in their benefits while also providing tax advantages to both employees and employers.
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## Page: Contact

*Headline:*

**We're Here to Help**

*Sub-head:*

Whether you're ready to transform employee benefits or have questions, let's connect.

*Section: Form*

Contact us using the form below, and a B Well representative will be in touch within 24 hours.

- Name
- Email
- Phone
- Company Name
- Message

*Section: Sales Contact*

For questions on the B Well program, please contact our sales team through the form below.

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## Page: About

*Headline:*

**Our Mission: Revolutionizing Healthcare for Everyone**

*Section: Company Description*

B Well is a health optimization solution redefining traditional healthcare with concierge-style medicine. We bridge the gap between quality care and affordability, empowering employees and employers alike with proactive solutions for better health and financial well-being.

**Mission Statement:** B Well's mission is to revolutionize healthcare delivery by providing innovative, proactive health solutions that enhance the well-being of individuals and improve organizational health outcomes. We are dedicated to empowering our users with unique concierge-style medical services, early detection through advanced diagnostics, and comprehensive support, fostering a healthier, more productive workforce and substantial cost savings for employers.

**Core Values:**

1. **Innovation:** Continuously pushing the boundaries of traditional healthcare to provide cutting-edge, proactive solutions.
2. **Empowerment:** Equipping individuals with the tools and knowledge to take charge of their health, leading to improved life quality and financial well-being.
3. **Integrity:** Upholding the highest standards of honesty and transparency in every action, ensuring trust and reliability in our services.

4. **Collaboration:** Building strong partnerships with healthcare providers, employers, and communities to create a supportive and effective healthcare ecosystem.
5. **Excellence:**

*Section: Problem We Solve*

Navigating healthcare is complicated and expensive, often leaving employees stressed and employers burdened with high costs. B Well simplifies healthcare, providing clarity, advocacy, and savings for everyone involved.

*Section: Who's Involved*

Our team of healthcare innovators and passionate advocates is dedicated to transforming the benefits landscape. With partners like AMAZE and Capitol Group, we bring best-in-class solutions to every organization.