

A NEW ERA FOR HEALTH BENEFITS: INSIGHTS FROM THE 2025 ICHRA CONFERENCE

Leaders from across employee benefits convened for the 2025 ICHRA Conference to discover what's next in Individual Coverage Health Reimbursement Arrangements (ICHRA). Across the diverse spectrum of attendees and speakers, the number one takeaway was clear: The future of individual health benefits is full of opportunity.

ICHRA MOMENTUM HAS STAYING POWER.

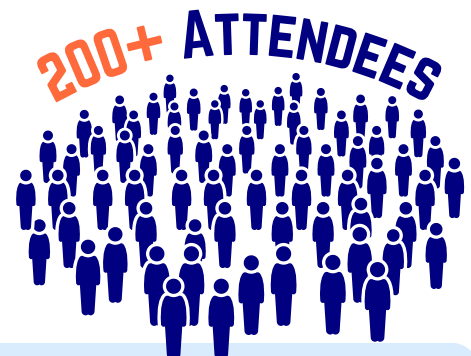
According to the [zizzl health 2025 ICHRA Study](#), 9 out of 10 employers that transitioned to ICHRA from traditional group health coverage have no desire to transition back.

"They're not just offering health insurance to employees because they have to due to a mandate. They're doing it because they realize that to attract the right level and the right caliber talent, we'll be more successful in producing our widgets or delivering our service." –George Dippel, Deft Research



CROSS-SECTOR COLLABORATION IS DRIVING ICHRA PROGRESS.

More than 200 attendees and 26 speakers from 30 states traveled to Boulder, Colorado for the inaugural ICHRA Conference, which featured deep-dive sessions covering topics like building an ICHRA-ready sales force, mastering ICHRA compliance, and understanding the employer experience.



EDUCATION EMPOWERS ICHRA ADOPTION AND ENROLLMENT.

The [zizzl health 2025 ICHRA Study](#) reveals that nearly half (46%) of employers currently not offering ICHRA have never heard of it.

"This is an all-new world for me. So for me, it was an experience to learn about ICHRA, and I felt like I was enabled to go out into the market and talk about it in an educated manner." –Joseph Quezada, Quantum Insurance Advisors

THE FUTURE FOR ICHRAS—AND THE ICHRA CONFERENCE—IS BRIGHT.

"I do think the future is bright for ICHRA. If you look at the amount of money that PEs are investing in all of these startup companies, somebody definitely believes the future is bright." –Michelle Jukoski, HUB International

The momentum continues: Join us in Nashville for the 2026 ICHRA Conference! Register today at ichraconference.com to be part of the future of healthcare benefits.