

Premise Health and Centivo Announce New Primary Care- Centered Health Plan for Employers and Unions

The partnership comes as businesses look to alternative health plans amid growing frustration with health insurance premium increases

BRENTWOOD, Tenn., Feb. 12, 2025 /PRNewswire/ -- [Premise Health](#), the largest direct healthcare company serving large employers and unions, and [Centivo](#), the pioneering healthcare company dedicated to making high-quality healthcare more affordable for employers and their employees, today announced that they are launching a new, primary care-centered health plan. This plan combines Premise's advanced primary care model, delivered through onsite and nearsite health centers nationwide, with Centivo's clinically integrated network.

This new collaboration and health plan is a paradigm shift in delivering and paying for care. It gives members an affordable healthcare plan option that requires a relationship with a primary care provider. Members can get the highest quality primary care at and near where they work and then seamlessly access a network of coordinated specialists who know their needs. The result is a better healthcare experience for patients that delivers:

- **Easy access to care:** Fostering strong patient-provider relationships and ensuring timely care.
- **Cost transparency and affordability:** Eliminating confusing billing practices and ensuring clear, predictable costs.
- **Comprehensive care coordination:** Streamlining care across providers, improving efficiency, and helping patients navigate the healthcare system.

According to [Business Group on Health's 2025 Employer Health Care Strategy Survey](#), 14 percent of employers adopted non-traditional medical plans in 2025. As a result, the benefits market is primed for new offerings like those from Premise Health and Centivo, which are

helping employers transform their health benefits to better meet the diverse needs of their workforce.

"In the last year, 1 in 4 Americans didn't get care they needed because of the cost, which is a crisis for American families and employers," Premise Health CEO Stu Clark said. "Premise and Centivo have demonstrated that the combination of exceptional primary care and innovative health plan design can improve health and lower costs for both employees and employers. This new health plan option will transform healthcare as we know it and make a real, measurable difference."

"It's clear employers and their employees are frustrated with the current insurance landscape and are seeking alternative options," said Ashok Subramanian, CEO and Founder of Centivo. "Partnering with an organization that shares our commitment to enhancing patient care and outcomes was a natural decision to address this demand for change. We look forward to replicating this success for more organizations, driving efficiency and cost savings."

This new plan will be available to employers for the 2026 benefits cycle. For more information on how to offer Premise Health and Centivo's new primary care-centered plan to employees in 2026, join us for a [joint webinar on Tuesday, February 25.](#)

About Premise Health

Premise Health serves large organizations and their people with exceptional healthcare. It partners with commercial and municipal employers, health plans, unions, and tribes, serving millions of members at more than 800 wellness centers in 46 states and Guam.

Premise's mission is to help people get, stay, and be well. With more than 30 types of care, it provides easy access to amazing member experiences that improve health and lower healthcare costs.

Premise is the leading direct healthcare company and one of the largest digital providers in the country. For more information, visit www.premisehealth.com.

About Centivo

Centivo's mission is to bring affordable, high-quality healthcare to the millions of workers who struggle to pay their medical bills. Centivo's innovative health plan is designed specifically to curb the inefficiency and waste that exist in today's employer-sponsored health plans. In

partnership with leading local health systems, Centivo's primary care-centered health plan offers employers a replacement to traditional health insurance carriers, lowering the total cost of care by 20 percent or more while delivering tangible value to employers, employees, and its partner health systems. To learn more about Centivo, please visit: <https://centivo.com/>.

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