

ParetoHealth. 

Liz Frayer & Maggi Quinn, Intrepid A Consultant's Story:

How Pareto helps a female-run consultancy sharpen its focus as a trusted advisor.

Intrepid

Intrepid's confidence comes from working with a partner they trust.

When Intrepid principal Liz Freyer first got to know Pareto in 2011, she knew right away the company was smart and innovative—and would make a great partner to grow with.

"We didn't have any captive business at the time at all," says Frayer, "so it was important that Pareto brought so much expertise. We've got a lot of experience now, but at the time, we were pretty green."

// The big benefit (of Pareto) for our clients is they are seeing consistent costs year over year.

The transparency around their plans has been eye-opening for them. It gives them a long term strategy with flexibility in plan design and cost containment along the way. Now they have a kind of maturity they developed from having more information. They're putting in cost containment initiatives. They are doing the things that are within their control. Instead of seeing a 15% annual increase, **they're able to level out costs year after year."**



Atlanta
Headquarters

Founded

1984

Joined Pareto

2014

// Size and scale is one reason why Pareto works so well

—and we also want to make sure that we are partnered with the smartest people.”

“Our story that typically resonates with clients is around communication and employee engagement,” explains Frayer. **The woman-owned company in Atlanta spends a lot of time advocating for clients and their employees.** “We remind clients that they hired us as their consultant, so we’re going to push them not to take the easy way out. The employee communication is an advantage when it comes to implementing solutions.”

The partnership has proven to be a great success for both—as Intrepid has grown and Pareto has become the top healthcare financing platform in the industry. “We were looking for opportunities to be known as innovators in our space, and Pareto was growing at the same time we were,” says Frayer.

“Pareto has been able to dedicate a lot of time and resources to us along the way. We’ve been very fortunate with how the stars aligned.”