



## MARKET INTELLIGENCE AT FOLX

# Research helps FOLX forge a partnership delivering 1/3 of their sales pipeline

As a new entrant in their market, FOLX needed to quickly differentiate themselves from established players to stand out to prospects. They partnered with Aggregate Insights to gain insights into established competitors' capabilities and positioning, and find opportunities to demonstrate their unique value.

### CHALLENGES

- Gaining a foothold in a new category
- A competitor who gives away similar services at no cost as part of larger deals with their parent company
- Lack of knowledge of competitor offerings and positioning

### RESULTS

- Partnerships with a several national payers, as well as a major benefits platform that is a leader in personalized healthcare
- Contributed to pipeline increase of over 100 opportunities in a single year
- Soon-to-be-announced partnerships with additional major national payers and benefits navigation platforms

## COMPANY AT-A-GLANCE

# FOLX

**COMPANY**  
FOLX Health

**INDUSTRY**  
Digital Health

**FOUNDED**  
2020

**HEADQUARTERS**  
Boston, MA

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## GOALS

FOLX wanted to quickly ramp up its sales engine and educate their sales team, as well as ensure that their product roadmap would help them continue to stand out. In order to achieve those goals, they had to differentiate themselves in the market. They needed meaningful insight into their top competitor's capabilities, positioning, and pricing.

## SOLUTION

Aggregate Insights conducted a deep-dive into FOLX's competition and their unique space: LGBTQIA+ services and clinical care services in the employer market. They provided FOLX with meaningful insights into competitor offerings and positioning, and a strong understanding of their own differentiated value.

Critically, Aggregate Insights uncovered that in many cases, FOLX could sell complimentary services to employers who had already signed with their top competitor. This opportunity to sell alongside, instead of against, significantly expanded FOLX's potential market.

Brad Nations, MSHCT, Chief Growth Officer at FOLX, stated: "What sets Aggregate Insights apart from other firms is a unique niche fit into digital health and point solutions. It's a real add. I don't think most people in business, much less healthcare, understand how our services work and complement or compete against others in the space. That's been really helpful."

These insights enabled FOLX to adapt their marketing to highlight their unique value proposition, and to shift their sales strategy to encompass this significant new market opportunity. Further, the information Aggregate Insights provided helped FOLX establish their credibility as experts with a deep understanding of the space during the sales process.

"I've known  
Aggregate  
Insights was  
the best in  
the business  
for a long  
time."



Brad Nations, MSHCT,  
Chief Growth Officer  
FOLX



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### TIMPACT

The insight that FOLX's product was differentiated enough that a dominant market vendor could be a complement, not a competitor, gave them an in to sell to clients who had already selected that vendor. Instead of a zero-sum game, they were able to build additional opportunities based on the uniqueness of their offering.

"This certainly had a strong impact on our sales process, our product, how we think about our own product development, and our future roadmap positioning and marketing," said Nations.

Clarity on their value proposition additionally helped Folx craft a partnership with a major benefits platform as a member of their trusted partner ecosystem. In a truly symbiotic relationship, this benefits platform now has a viable competitive edge against their own competitors with the value-add of Folx's services, and according to Nations, "they are a third of our sales pipeline."

Building on the knowledge Aggregate Insights provided of the competitive space and their own unique value, Folx recently announced that they are in-network with several major payers, and are currently developing additional partnerships with several national payers and major benefits platforms.

"Aggregate Insights is known as the market leader in this space."



Brad Nations, MSHCT,  
Chief Growth Officer  
FOLX

