



Inoventive Benefits Consulting Wins 2024 Best of Georgia Regional Award

VILLA RICA, GA, UNITED STATES, January 31, 2025 /EINPresswire.com/ -- Inoventive Benefits Consulting, a trailblazer in the employee benefits space, has been honored with the 2024 Best of Georgia Regional Award presented by Georgia Business Journal. This prestigious recognition, determined entirely by customer votes at Gbj.com, reflects the trust and appreciation of the businesses Inoventive Benefits serves and their innovative approach to transforming healthcare benefits into a competitive advantage.

Since its founding, Inoventive Benefits Consulting has been on a mission to redefine how businesses manage their employee benefits. By turning one of the largest operational expenses—healthcare benefits—into a strategic tool for growth, the firm helps businesses save an average of 30-40% on healthcare costs without compromising the quality of benefits. Through personalized strategies and innovative cost-containment solutions, Inoventive Benefits achieves what many consider the impossible: aligning cost savings with employee satisfaction.

“This award is a testament to the relationships we’ve built with our clients,” said Marcy Heath, founder of Inoventive Benefits Consulting. “It reflects our mission to not just lower costs, but to empower businesses to create a culture where employees thrive.”

Under Heath’s leadership, Inoventive Benefits has delivered extraordinary results for clients. For instance, they helped Shot Spot, LLC secure a \$6,500 refund through unused claims and enabled Haralson County BOC to save \$600,000 annually by implementing a self-funded healthcare plan. These successes highlight the firm’s ability to go beyond savings, creating systems where incentives align, employees are educated, and businesses gain tangible ROI from their benefits spend.

At the heart of Inoventive Benefits Consulting’s approach is a guiding philosophy: take care of your people, and they will take care of your business. This belief has helped businesses across industries improve retention, attract top talent, and foster workplace cultures built on trust and well-being. The firm’s services include level-funded plans, supply chain optimization, and cost-containment strategies that help companies navigate the complexities of healthcare expenses while ensuring sustainable growth.

The 2024 Best of Georgia Regional Award is particularly meaningful to Inoventive Benefits because it reflects the voices of satisfied customers. Companies like RBG Foods, Inc., which

partnered with Inoventive Benefits to transform healthcare from a liability into an investment, have shown their support by voting for the firm. These businesses have experienced firsthand the value of Inoventive Benefits' customized approach to benefits management.

For Heath and her team, this award serves as a milestone, not a destination. "We're constantly looking at what's next—how we can push the envelope further to ensure businesses thrive in an ever-changing landscape," she explained.

As Inoventive Benefits Consulting continues to innovate and advocate for businesses and their employees, the recognition affirms their role as a trusted partner in turning healthcare challenges into opportunities.

[For more information click here](#)

Inoventive Benefits Consulting
Inoventive Benefits Consulting
+1 678-821-3508
[email us here](#)

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