HealthPlanIQ and Switchbridge Partner to Accelerate Healthcare Data Transparency and Fiduciary Benchmarking

The partnership empowers employers to evaluate healthcare solutions based on value, performance, and fee reasonableness.



HealthPlanIQ Logo

AUSTIN, TX, UNITED STATES, September 29, 2026 / EINPresswire.com/ -- HealthPlanIQ (HPIQ), the independent healthcare fiduciary benchmarking platform, today announced a strategic partnership with Switchbridge, a leader in healthplan data integration and interoperability.

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> *Josh Jeffries, Chief Strategy Officer of HealthPlanIQ*

The partnership combines Switchbridge's trusted data infrastructure with HealthPlanIQ's independent benchmarking platform to help employers, advisors, and TPAs evaluate the reasonableness of healthcare plan fees, services, and outcomes through normalized, actionable data. As part of Switchbridge's ecosystem of healthcare analytics and point solutions, HealthPlanIQ provides employers with another option for leveraging normalized data to support more informed, defensible fiduciary decisions.

Built on a shared commitment to transparency and better outcomes, Switchbridge and HealthPlanIQ believe healthcare should operate with the same level of accountability and diligence that has long been expected in retirement plans. By democratizing access to data and transforming it into independent benchmarks, the partnership empowers employers to evaluate healthcare solutions based on value, performance, and fee reasonableness.

"Healthcare has no shortage of data. What's been missing is a consistent way to analyze that data so employers can objectively evaluate whether the fees they pay and the services they

receive are reasonable," said Craig Rosenthal, CEO of HealthPlanIQ. "Switchbridge has built an exceptional data foundation, and together we're helping plan fiduciaries move beyond collecting data to using it to make better decisions and demonstrate prudent fiduciary oversight."

As part of the partnership, Switchbridge clients will be able to receive streamlined access to HealthPlanIQ's benchmarking platform. Through Switchbridge's established data conduit, implementation timelines are significantly reduced, allowing employers to move more quickly from data collection to independent benchmarking and comprehensive fiduciary plan evaluations. Switchbridge will continue to support connections to a broad range of healthcare analytics, benchmarking, and fiduciary assessment solutions, enabling employers to select the tools that best meet their needs.

"Employers are increasingly expected to demonstrate prudent oversight of their healthcare plans," said Josh Jeffries, Chief Strategy Officer of HealthPlanIQ. "This partnership removes one of the biggest barriers, access to normalized data. By streamlining data collection, we're able to deliver benchmarking faster, helping advisors, TPAs, and employers evaluate vendor fee reasonableness, reduce fiduciary exposure, and focus on achieving better outcomes for their plans and participants."

"Our mission has always been to democratize healthplan data and make it accessible and actionable," said Aaron Davis, Founder and CEO of Switchbridge. "HealthPlanIQ is an excellent example of the innovative fiduciary solutions available through the Switchbridge ecosystem, transforming connected data into independent benchmarks that give employers greater confidence in the decisions they make. Switchbridge remains committed to maintaining an open, vendor-agnostic platform that enables employers to connect with the solutions that best fit their objectives. Together, we're helping create a more comprehensive, effective, and measurable healthcare ecosystem."

About HealthPlanIQ
HealthPlanIQ is the independent healthcare fiduciary benchmarking platform that helps self-funded employers evaluate the reasonableness of healthcare plan fees, services, and outcomes. By aggregating and normalizing data across healthcare service providers, HealthPlanIQ delivers objective benchmarks that support prudent fiduciary oversight and drive better health plan decisions.

About Switchbridge
Switchbridge is the HIPAA-secure and ISO 27001:2022-certified healthplan data activation platform that helps employers unlock the full value of their healthplan data. By connecting data from carriers, TPAs, PBMs, and other sources into a single normalized foundation, Switchbridge enables seamless integration with leading analytics platforms, AI applications, point solutions, fiduciary assessment tools, and clinical solutions. The result is a smarter, more connected healthplan that improves decision-making, reduces costs, enhances member outcomes, and gives employers greater control over one of their most valuable assets – their data.

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