



# Counsel + Businessolver®



## Who is Counsel?

Counsel is an AI-enabled, physician-supervised primary care company supporting members through a secure, messaging-based experience. By combining medical AI with in-house physicians, Counsel delivers care that is continuous, personalized, and clinically grounded. From urgent care needs to chronic condition management, Counsel helps employees get instant, personalized advice and the ability to chat with a physician in minutes. It's like having a doctor in your pocket, available anytime, anywhere.

For employers navigating rising claims costs, fragmented point solutions, and low utilization of existing benefits, Counsel becomes the organization's modern front door to healthcare. By intelligently triaging employees' health needs from the first interaction, Counsel resolves medical concerns without unnecessary escalation, reducing avoidable in-person care and downstream claims costs. Counsel also amplifies utilization of an employer's existing benefits ecosystem by routing employees to the right benefit when specialized follow-up is needed.

### With Counsel, employer populations benefit from:

- AI-powered primary care as a first point of contact
- Access to in-house licensed physicians in minutes
- Comprehensive health history integration
- Continuous care with a broad clinical scope
- Benefits navigation when specialized follow-up is needed
- A HIPAA compliant, SOC 2 secure care platform

## The Businessolver Advantage

Through Businessolver's Pinnacle Partner program, the opportunity to elect Counsel coverage is available directly within the enrollment experience like any other group benefit. That means simplified enrollment for your employees, seamless payroll deductions, and minimal administrative effort for HR teams. Integration is smooth and intuitive, making it easy to add this benefit without disrupting your existing processes. All Pinnacle Partners are hand-picked for performance, quality, and measurable results. You can count on built-in support with ready-to-use materials and expert launch support.

## Why This Benefits You and Matters for Employees

By becoming an employer's one connected, clinical front door to healthcare, Counsel helps organizations lower claims costs, amplify utilization of existing benefits ecosystem, and improve health outcomes. For employees, they get the best of both worlds: access to instant, personalized advice from Counsel AI and the ability to chat with an in-house physician in minutes.

## How to Get Started

**Ready to give your employees access to an intelligent, personalized front door to healthcare?** Adding Counsel through Businessolver's Pinnacle Partner program is simple, valuable, and integrated. Connect with your Businessolver team today to get started.