



Health Transformation Alliance Recognizes Members 32BJ Health Fund and Prudential Financial for Excellence in Employee Healthcare in 2024

32BJ Health Fund honored as Member of the Year and Prudential as Innovator of the Year

WESTMONT, N.J., February 4, 2025—The [Health Transformation Alliance](#) (HTA), a cooperative of 70+ leading self-insured employers across the nation united in the common cause to improve healthcare quality and affordability for employees and their families, today announced its annual Member awards for 2024.

Annually, the HTA recognizes and awards two outstanding members - - Innovator of the Year and Member of the Year - for excellence in support, engagement, leadership, and innovation.

HTA member companies are together disrupting the healthcare status quo by making data driven decisions and mobilizing their shared interests at scale to drive transparency and transformation.

For 2024, the HTA named [32BJ Health Fund](#) (the Health Fund) as Member of the Year in recognition of its strategies to ensure longevity and affordability of their plan. [Prudential Financial](#), Inc. (NYSE: PRU), was named Innovator of the Year for its leadership and engagement with the HTA and piloting innovative solutions for the benefit of their plan members.

"The past year was full of developments in the healthcare arena impacting employers – from AI expansion to the boom in GLP-1 usage to federal lawsuits. Employers need to be innovative while ensuring they are meeting requirements to keep the best interest of their plan members at the forefront," said Rob Andrews, CEO of the HTA. "The 32BJ Health Fund and Prudential stand out for their willingness to challenge the status quo and implement new and innovative solutions to improve the health of their employees and manage healthcare costs for employees and their organizations."

Member of the Year: [32BJ Health Fund](#)

The Health Fund was recognized for leadership in ensuring the longevity of their plan by analyzing and understanding their data and reviewing and implementing innovative strategies to sustain affordability. They developed a contract-first approach which finalizes contract terms and conditions with vendors during an RFP before awarding business. As a leader, the Health Fund is also engaged with the HTA, external organizations and other employers to share learnings. The Health Fund supported the HTA through use of the HTA standard medical

contract template which they posted on the Health Fund website and collaborated on key HTA mission-related initiatives.

“When we got access to our claims data and hired our very first claims data analyst, we started to control our own destiny and since we're the ones ultimately responsible for these dollars, as a self-funded employer, then we need to know how we're spending our money,” said Cora Opsahl, Director of the 32BJ Health Fund. “We can get high-quality health care at an affordable price by employers working collectively through an organization like the HTA.”

Innovator of the Year: [Prudential Financial, Inc.](#)

Prudential was recognized for leadership and engagement with the HTA and piloting innovative solutions for the benefit of their plan members. They participated actively in an alternative health plan RFP helping the HTA and member companies streamline healthcare costs and access through transparent pricing, high quality provider networks, and cost-control mechanisms. In addition, Prudential introduced and piloted several solutions to improve access, accountability, diligence and oversight including: a cutting-edge payment integrity vendor with whom they established an ongoing review process to ensure improper billing practices and errors are identified and resolved resulting in savings back to the plan and plan members, HTA’s Advanced Primary Care solution and HTA’s Carrier Accountability and Diligence solution.

“Today’s employees have increasingly higher expectations for their benefits, particularly when it comes to caring for themselves and others,” said Andy Gregg, VP Employee Benefits at Prudential. “We want to attract and retain top talent with robust benefits programs but must also manage costs. Working with the HTA and offering their innovative solutions has helped us achieve those goals.”

About 32BJ Health Fund

The 32BJ Health Fund, a unique collaboration between labor and management, provides innovative quality and affordable health benefits to more than 210,000 working-class people—doormen and women, office cleaners, security guards and other property service workers in New York and 11 other states on the East Coast—on behalf of more than 5,000 employers. Learn more: [32BJ Health Insights](#).

About Prudential Financial, Inc.

Prudential Financial, Inc. (NYSE: PRU), a global financial services leader and premier active global investment manager with approximately \$1.6 trillion in assets under management as of Sept. 30, 2024, has operations in the United States, Asia, Europe, and Latin America. Prudential’s employees help make lives better and create financial opportunity for more people by expanding access to investing, insurance, and retirement security. Prudential’s iconic Rock symbol has stood for strength, stability, expertise and innovation for nearly 150 years. For more information, please visit news.prudential.com.

About Health Transformation Alliance

The Health Transformation Alliance (HTA) is a cooperative of 70 of America's leading employers that have come together to fix our broken healthcare system. With responsibility for more than 4 million lives in the United States and a collective annual health care spend of \$27 billion, the member companies of the HTA have combined their resources, knowledge, and experience to transform the way healthcare is delivered. To that end, the HTA has developed value-driven solutions in data and analytics, pharmacy, medical and consumer engagement specifically designed to improve patient care and economic value. For more information, please visit <https://www.htahealth.com/>.

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