



# discovering your key values

A Revive Playbook for Benefit Consultants  
Who Want to Build Healthier Plans and  
Stronger Partnerships

By John Lufburrow, CEO and Co-Founder, Revive





## Why values matter to benefit consultants right now

Benefit consultants sit at a unique crossroads. You are carrying the employer's financial reality, the member's lived experience, and the market's constant change all at once. Healthcare is more complex, employers are more skeptical, and members are less patient with friction.

The strongest benefit consultant relationships are built on a shared belief system about what good healthcare should look like and how to get there. If your employer clients and your vendor partners do not align on that belief system, strategy turns into noise.

At Revive, we have learned that clarity on values is what keeps a strategy sturdy when everything else shifts. Values shape what you recommend, how you evaluate partners, and what kind of outcomes you demand for your clients. They also shape how you show up as a trusted guide, not just a market translator.

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### Our six values spell REVIVE: Range, Empathy, Virtue, Innovation, Value, and Execution.

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They are the framework behind every business decision we make, and they are the lens through which we think about better access, better care, and better cost control for employers and members.

What follows is a benefit consultant-focused look at each value, what it means in practice, and how it connects to your world.

# The Six Core Values of Revive, through a benefit consultant lens

## 1. range

Range is the ability to understand the full chessboard, not just one square. In our work, range means being very aware of not just the work that you're doing, but the work all the others are doing.

For benefit consultants, range is the skill that separates reactive plan management from strategic plan leadership. Employers want partners who can connect pharmacy trend to member behavior, and network design to workforce realities. They need someone who can see around corners.

Range shows up when you can walk into an employer meeting and talk about the full system. What the plan is paying for, why members are choosing those sites of care, and which levers will actually create change.

At Revive, range is why we build access as the front door and think about member experience as cost strategy. We are not trying to win one category. We are trying to reduce friction across the system.

## 2. empathy

Empathy is not a personality trait; it is an operating skill. We work hard to be empathetic with one another, lifting people up when they need to be picked up, and to keep pushing while still understanding where people are coming from.

Benefit consultants see empathy play out daily. You hear the CFO who is tired of cost surprises. You hear the member story that never shows up in the claims file.

Empathy lets you translate those realities into smarter plan decisions. It keeps your strategy anchored in people, not just spreadsheets. It also helps you choose partners who respect members instead of treating them like utilization risk.

For Revive, empathy is why we talk as much about access and ease as we do about outcomes. Members measure care by whether they could get help when they needed it, and whether the process felt human.

### 3. virtue

Virtue is integrity that holds up under pressure.

Benefit consultants operate in a crowded market where everyone says the same words. Better service. Better savings. Better networks. Virtue is what separates marketing from truth.

Virtue means you recommend what is right for the employer even when it is harder to sell. It means you push back on solutions that look good in a deck but do not hold up in real life. It means you are honest about tradeoffs.

At Revive, virtue is how we stay accountable to outcomes. It is why we put access performance, clinical standards, and cost logic in front of hype. Long-term trust is built by doing what you say you will do and being transparent about what you cannot.

### 4. innovation

For benefit consultants, innovation is not about chasing shiny tools. It is about choosing models that remove friction and produce measurable results. It is about asking, "What is broken for this workforce right now, and what approach fixes it?"

Innovation is also about timing. Employers are tired of paying more for the same experience. Members expect healthcare to work like every other part of their lives. That gap is where innovation matters.

Revive's innovation is access-first virtual care paired with a culture that makes availability real. It is a practical redesign of how members enter the system.



## 5. value

Value is the scoreboard. You can create the greatest thing ever, but if it doesn't have intrinsic value to who's buying it, they're not going to buy it.

Benefit consultants live in the value conversation. Employers want to know what they are getting for every dollar. Members want to know why a plan decision makes their lives better, not harder. Value has to be clear in both directions.

Great leaders demonstrate their value and bring out the best in the people around them.

In benefit consultant terms, that means your employers should feel calmer, smarter, and more confident because you are in the room.

At Revive, value is measured in real access, real resolutions, and avoided waste. If we do not create measurable value for employers and members, then we are not doing our job. Period.



## 6. execution

Execution turns belief into impact. All these things are great to talk about or to invent or think about. But actually executing on a vision is difficult.

Benefit consultants know the difference between plans that look good in theory and plans that work in practice. Execution is where most strategies fail.

Execution is what makes cost control durable. It is what makes member experience actually improve. It is what gives you confidence in renewal conversations because you can point to what was done, not just what was planned.

At Revive, execution is cultural. They are not buying a promise. They are buying a result they can count on.

## **closing thought**

I believe every strong organization, and every strong broker relationship, starts with clarity about what matters most. Our values are how Revive stays grounded and effective in a system that is not always either. We do not expect benefit consultants to copy our values. We do think these values are a useful lens for choosing partners and building plans that members trust and employers want to renew.

If there is one idea to carry with you, it is this: in healthcare, outcomes follow values. When access works, empathy is real, and execution is consistent, cost and experience improve together.



John  
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## **keep the conversation going**

If these values match the way you want healthcare to work for your clients, we would love to connect. Revive is built to deliver reliable, evidence-based access that improves member experience and employer outcomes.



Scan to learn more  
about Revive and our  
access-first model.

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