

The value of using Forma

Moving to Forma results in substantial benefits and savings. When we help our customers calculate the ROI, there are typically three sources of the most substantial savings.

Only pay for what's used

LSAs are 'notional', meaning the company only pays for funds that get used. This differs from various benefit point solutions that require a per-employee price regardless of usage. Even if utilization increases with an LSA, our pricing is optimized so that you save compared to having numerous point solutions.



POINT
48%

Point reduced their cost for gym stipends by 48%.

Reduce unnecessary per-claim fees

Costs add up when using an expense or claim software for reimbursements. These solutions charge on a per-claim submission basis. With Forma, we manage the reimbursement process fully and that cost is baked into your pricing.



affirm
\$500k

Affirm saved \$500k in first 6 months by replacing expense ticketing system (\$8/claim).

Save admin costs

Forma handles program design, claims administration, member support, and vendor management for you. We save benefits professionals time on low-value admin work, enabling them focus on other strategic imperatives.



instacart
80%

Instacart reduced their time spent reviewing receipts by 80%.

With LSAs, employees feel their benefits to have more value.

Employees value having the flexibility to choose benefits that matter to them and support their lifestyle. To prove this point, **Forma** and **Aon** conducted a conjoint analysis.

Methodology

The survey presented 17 benefit options (outside of core medical, dental, and vision) with varied subsidy amounts of \$500, \$1,500, and \$2,500—as well as one, three, and five PTO days. Respondents preferred the highest subsidy and PTO options. Therefore, only the \$2,500 and 5 PTO days are reported in our final results. Employees ranked benefits in order of importance.

Results

The results show that flexibility and LSAs prove to be valuable benefits for employees. **LSAs – and just barely – fell behind 401k match as the top desired benefits.** Furthermore, when compared to the benefit set by an employer, an LSA demonstrated a **50% increase in perceived value.**

Rank	Benefit
1	401k match
2	Lifestyle Spending Account
3	Food subsidy
4	Health & wellness
5	Extra PTO
6	Home office
7	HSA funds
8	Mental health
9	Financial wellness
10	Learning & development
11	Family & pet care
12	Tuition reimbursement
13	Student loan repayment
14	Dependent Care PTO
15	Fertility
16	No choice: Set by employer
17	Adoption assistance



An LSA ranks 2nd out of the 17 benefits presented, just shy of the #1 spot by a .1 differential.



15 flexible benefits ranked higher than a set benefit chosen by the employer that landed near last at 16 out of the of 17 .

\$1 in an LSA has a perceived value of

\$1.50

Download the report for further detail

[Download](#)

