



# Partner Guide

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# Why?

## 1. Why Partner with Ten Ten Ten?

America spends more on healthcare than any other nation, yet our health outcomes rank near the bottom among developed countries, at #48 overall. Families pay more, employers face rising costs, and communities still deal with significant inequities in access and results. The issue isn't a lack of effort or innovation; it's that the system rewards volume, lack of transparency, and waste instead of meaningful value.

Ten Ten Ten was created to change this. Our North Star is clear and ambitious: make the United States a Top Ten nation in health outcomes, spend no more than Ten Percent of GDP on healthcare, and accomplish this within Ten Years. This isn't just another pilot or policy paper; it's a nationwide movement built on data, accountability, and shared progress.

Partners are the key drivers of this transformation. Employers, health plans, and solution providers manage the flow of healthcare dollars and the incentives that influence behavior. By partnering with Ten Ten Ten, you help shift those dollars toward solutions that improve outcomes, reduce total costs, and eliminate equity gaps.

Becoming a Ten Ten Ten Partner demonstrates leadership and integrity. It shows your organization values transparency, evidence-based decisions, and responsible spending. Together, we can demonstrate that a healthier, fairer, and more affordable system is not only achievable but also within reach.

## 2. Benefits of Partnership

Partnering with Ten Ten Ten connects your organization to a growing national movement for transparency, accountability, and measurable impact in healthcare. Beyond doing the right thing, partners gain tangible reputational, strategic, and operational value that strengthens their brand and their bottom line.

### **Public Recognition**

Partners are officially recognized on the Ten Ten Ten Partner Wall and included in public reports, highlighting your organization's leadership in responsible healthcare spending. You'll also gain permission to display the official "We Support the Pledge" badge across digital and print channels, showcasing your dedication to meaningful reform.

### **Access to Insights**

Partners get early access to Ten Ten Ten Index data, certified solution lists, and actionable playbooks that help identify what truly works, improving results while lowering overall costs. These resources convert complex data into clear guidance for better purchasing and policy choices.

### **Benchmarking**

You'll gain access to tools that help your organization evaluate its own health outcomes, cost efficiency, and equity performance over time. Compare your results to national and peer benchmarks to set internal goals and show progress to stakeholders.

### **Thought Leadership**

Partners can co-host webinars, contribute case studies, and help shape certification standards. This exposure establishes your organization as a trusted leader in evidence-based, equity-focused healthcare transformation.

### **Employer Brand Value**

Finally, a Ten Ten Ten partnership boosts your organization's reputation among employees, investors, and customers. It sends a strong message: you're investing not just in coverage, but in care that provides better health, fairness, and value for your workforce and the nation.

## **3. What's Expected of Partners**

Ten Ten Ten partners share a common goal: to make healthcare more effective, affordable, and fair. Partnership is about collective progress, not perfection. We ask every partner to commit to transparency, measurable improvement, and active participation in this growing movement.

### **Public Commitment**

Promote the Ten Ten Ten Pledge within your organization and network to show support for improved outcomes, reduced waste, and built-in equity.

### **Transparency**

Practice open measurement, evidence-based assessment, and conflict-free contracting. These principles ensure healthcare decisions are rooted in data and impact, not hidden incentives.

### **Action Orientation**

Take at least one tangible, measurable step each year to improve outcomes, reduce waste, or advance equity within your sphere of influence. Every action contributes to national progress.

### **Engagement**

Join the Ten Ten Ten Partner Forum to share successful strategies and learn from others making similar progress. By exchanging insights, we speed up change across sectors.

### **Integrity**

Follow the Ten Ten Ten standards for transparency and conflict of interest. Acting with integrity fosters trust and encourages partners to set a positive example in building a more accountable healthcare system.

## 4. Five Things You Can Do Today

Simple, actionable checklist for immediate engagement:

- Sign the pledge. Join the growing movement for improved outcomes, reduced waste, and built-in equity. <https://tententen.org/sign-the-pledge/>
- Circulate a Memo. Share the Pledge internally with your HR, benefits, and leadership teams. <https://tententen.org/nudge-your-employer-to-do-better/>
- Post the Badge on Socials. Display your “We Support the Pledge” badge on LinkedIn, X, and other channels. Download: [www.tententen.org/assets](http://www.tententen.org/assets)
- Add the Badge to Your Website. Show your public commitment to responsible healthcare spending. <https://tententen.org/assets/>
- Donate or Sponsor. Fund open data, dashboards, and community-driven reforms that make lasting change possible. Donate: <https://tententen.org/donate/>

Additional activities:

- Host a lunch-and-learn
- Share the Ten Ten Ten Index with employees
- Pilot a certified solution

## 5. How Partnership Works

Partnership with Ten Ten Ten aims to be clear, flexible, and mutually beneficial. Once your organization joins, you'll become part of an active community dedicated to improving health outcomes, reducing costs, and promoting equity.

### **Annual Renewal and Recognition**

Every year, partners reaffirm their commitment via a brief confirmation process. Renewals allow us to monitor collective progress and acknowledge organizations that still lead in responsible healthcare spending.

### **Tiered Participation (Roadmap)**

Partners can select from three levels of engagement: Supporter, Contributor, and Leader. Each level provides greater visibility, more collaboration opportunities, and access to tools and data. This setup allows organizations of any size or capacity to participate meaningfully.



#### **SUPPORTER**

Supporters openly support the Ten Ten Ten mission and take important initial steps toward responsible healthcare spending.

Includes:

- Listing as an official Ten Ten Ten Supporter on the Partner Wall and materials
- Permission to display the “We Support the Pledge” badge
- Access to basic Ten Ten Ten Partner resources and updates
- Eligibility to join the Partner Forum and attend quarterly briefings

Financial Obligation: None

Ideal for: Employers, associations, or solution providers beginning their journey toward greater transparency and accountability.



#### **CONTRIBUTOR**

Contributors actively apply Ten Ten Ten principles within their organization and share their progress with peers.

Includes all Supporter benefits, plus:

- Early access to Ten Ten Ten Index updates, certified solution lists, and playbooks
- Use of co-branded materials for internal and public communication
- Opportunity to participate in Ten Ten Ten case studies or webinars
- Benchmarking tools to track outcomes, cost, and equity progress

Financial Obligation: \$5-25K Based on Employee Count

Ideal for: Organizations implementing measurable improvements or exploring formal certification pathways.



### **LEADER**

Leaders establish the standard for responsible healthcare spending in practice. They work directly with Ten Ten Ten to test innovations, influence policy, and speed up system-wide change.

Includes all Contributor benefits, plus:

- Prominent recognition on Ten Ten Ten platforms and annual reports
- Opportunity to co-author research or contribute to certification standards
- Priority speaking opportunities at Ten Ten Ten events
- Dedicated strategy sessions with Ten Ten Ten leadership to align on shared goals

Financial Obligation: \$25-100K Based on Employee Count

Ideal for: Organizations that aim to promote transparency, showcase measurable results, and contribute to the national movement for improved outcomes, reduced costs, and inherent equity.

### **Partner Portal Access (Roadmap)**

All partners gain access to the Ten Ten Ten Partner Portal, which provides exclusive resources, data updates, templates, and co-branded materials. The portal simplifies staying informed and sharing your organization's progress with employees and stakeholders.

### **Dedicated Partnership Support**

Contributors and Leaders get a dedicated Ten Ten Ten contact for guidance, collaboration, and questions. Our team works with you to find opportunities, align on goals, and celebrate milestones that advance healthcare together.

## 6. Transparency and Accountability

Ten Ten Ten is founded on openness, evidence, and trust. Every metric, method, and decision is created to be transparent and verifiable, ensuring honest progress measurement and public sharing.

### **Open Methods and Data**

All Ten Ten Ten methods, metrics, and data sources are publicly accessible. This enables anyone to understand how results are determined and guarantees that findings can be reviewed and replicated independently.

### **Annual Reporting**

Every year, Ten Ten Ten releases an Equity and Impact Report that tracks national progress, highlights partner successes, and points out areas for growth. These reports act as a clear record of our current position and future direction.

### **Recognition for Verified Progress**

Partners are recognized not only for participation but also for demonstrated, measurable improvement. Recognition is based on verified outcomes, cost reductions, and equity gains, ensuring that every success celebrated reflects real-world impact.

Through transparency and accountability, Ten Ten Ten builds lasting credibility and helps every partner and community see how collective action improves healthcare for all.

## 7. Join Us

- Sign The Pledge <https://tententen.org/sign-the-pledge>
- Sign up in 5 minutes or less <https://tententen.org/our-work/partnerships>
- Request a Partnership Briefing <https://calendly.com/tententen-tjt>
- Download the Badge Kit [www.tententen.org/assets](http://www.tententen.org/assets)
- Donate: <https://tententen.org/donate>