

## Comprisma

Comprisma was formed shortly after the passage of the healthcare reform law in 2010 and was incorporated in January 2011. The firm is building on the framework established by the law to create risk pooling markets that assist with compliance and reward efficiency.



» brand identity and collateral

» presentation slides

**Compliance and Reward.** Comprisma has invented a new form of transaction that will create significant value for health insurers. These transactions help insurers to comply with the 2010 healthcare reform law while also rewarding insurers who already exceed compliance requirements. Using an auction-based exchange to facilitate these transactions, Comprisma promotes a more stable, competitive and efficient health insurance market. We helped the start-up promote their company through a new logo & brand identity, website, and a PowerPoint® presentation.