



axelevate

Consulting that accelerates and elevates corporate success

Offering insurance,  
wellbeing and  
technical consulting

Our business model is unique in knowledge and skillset with the insurance market in Latin America and the Caribbean, which can be adapted to your business anywhere in the world.

Axelevate is an experienced consulting firm with over a century of combined experience in the international health and life insurance market. Providing comprehensive analysis, advising, designing and restructuring of employee benefit plans. We review it all, from technology to brand recognition, claims management and cost containment as well as marketing campaigns and administrative processes.

From self-insured corporations to private companies, our model allows you to design and implement products and plans within the particular market that will be highly competitive as well as, effective employee benefit plans, creating productivity, competitiveness, and profitability.

Through the utilization of analytical tools designed to conduct in-depth diagnostic studies, we are able to identify key variables and shortcomings of a particular product, its benefit and distribution.

The logo for Axelevate, featuring the word "axelevate" in a lowercase, sans-serif font. The letter "x" is stylized with a red dot above it. The background of the entire page is a grayscale photograph of a man with a beard and glasses, wearing a dark suit and tie, walking down a set of stairs. He is carrying a black briefcase. The image is overlaid with several white, geometric, angular shapes that resemble stylized outlines of buildings or architectural elements.



# Our purpose is to take your EMPLOYEE BENEFITS PROGRAM to a new level!

axelevate



Our consulting services provide you  
with a comprehensive analysis  
to restructure your employees' health, life  
and other benefit options, based on their needs.

## ▶ Product Review and Design

We apply our vast market knowledge from product trends, competition review, and benefit suitability to design new products or review the products offered. With specific goals and standards for the products to be competitive and attractive based on the particular country and market segment that the business will be directed at.

## ▶ Administrative Process

An inclusive review of all processes is prepared to determine the current approaches' effectiveness in order to maximize efficiency and minimize costs. All methods are set up for new and existing companies in accordance to market expectations to guarantee success and provide the ultimate customer service experience.

## ▶ Technology

Review the current technology and platform utilized to determine the suitability in the management of implementations, sales and distribution and maximize the use of the resources in key area that will provide successful processes.

## ▶ Underwriting and Claims

Provide you with guidelines, recommendations and network providers to improve the underwriting and claims processes and, in accordance with the market standards. This includes travel trends as well as in or out of country behavior and utilization.

## ▶ Marketing and Brand positioning

Our specialists will create brand awareness within a company with a marketing campaign to launch and implement a product effectively. Advising on all channels of communication through ecommerce and digital platforms in specific markets, demographics and languages. As well as webpage and image design, sales campaigns and incentives to manage benefits.

## ▶ Market Analysis for Wellbeing

This comprehensive analysis provides clients with a detailed report of current products being offered in each specific line of business to support the best product selection. This information allows companies to review pricing, benefits, incentives, product specifics, technological tools, and contract conditions that will enable clients to make well informed financial decisions while focusing on their member's wellbeing.



# OUR TEAM



**Per Bay Jorgensen**  
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Per Bay Jorgensen is widely recognized as the founder of International private medical insurance (IPMI) sector. Mr. Jorgensen has been an integral part of the industry for over 40 years. Creating systems and distribution channels throughout the world.

Mr. Jorgensen's experience by far provided the best products that still exist in the IPMI market, distributed by IHI Danmark. His employee training model set the standard for best practices in service, experience and overall performance in the industry.

He has been CEO of Bay Consult International since 2005. Currently Board Chairman at Dansk Sundhedssikring, he has held several senior industry positions, including CEO at International Health Insurance Danmark for more than 25 years, senior advisor at Best Doctors and Best Doctors Insurance, and Non-Executive Director at Now Health International to name a few



**Lourdes F. Peters**  
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Lourdes F. Peters is a member of the pioneering family that introduced international private medical insurance (IPMI) and travel to the Latam and Caribbean markets 40 years ago. From product design such as IHI Business quoting travel system recognized worldwide, to implementation and marketing. Lourdes was one of the founders of the IHI Wellbeing University which dealt with problem solving high claims volume surrounding health and critical issues in the corporate market and implementing procedures to reduce cost, from the physical (employee) aspect to structural (material) changes.

Lourdes' experience brings a different approach to the market by being the first US Broker to open subsidiaries and acquiring local licensing agreements and solidifying the company brand in several markets.

Lourdes' business acumen comes from previous careers in banking, communications and advertising. Lourdes has blended all her experience to create a different approach to multichannel sales and distribution adding a higher-than-expected overall client experience, Lourdes as designed a robust CRM system to help manage and service all business lines in one point of entry, specifically for the Latam market creating an all digital approach of communicating directly with companies and clients virtually.



**Maikel García**  
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Maikel Garcia is viewed as the top leading insurance sales and product analyst in the insurance industry.

Maikel Garcia was born in Cuba, where he spent his earlier years and did pre-graduate studies of Nuclear Engineering at the Instituto Superior de Ciencias y Tecnologías Nucleares. Fluent in Spanish, English and Portuguese.

Maikel is skilled in Negotiation, Product Design, Business Planning, International Business, and Sales Management. He has a very strong knowledge of the Insurance industry in Latin-American and market tendencies that has allowed him to act as executive consultant for different companies in the insurance market.

Maikel's experience encompasses all scopes of the insurance industry; from designing, underwriting and pricing products to sales and implementation through cross channels and B2B business on a global basis. Maikel's experience in the Latam market has also allowed him to acquire knowledge on all aspects from; legal, financial and licensing to procure local products and companies.



**Gitte Bach**  
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Gitte Bach is President & CEO of New Frontier Group, which has recently been awarded the 2020 ITIJ Award for best worldwide Cost Containment/Claims Management Company of the year.

Gitte has extensive experience in international insurance and assistance through her initial career at IHI Denmark. In 2002, she founded New Frontier Group an independently owned and operated cost-containment, assistance, and telehealth organization.

Since its inception, New Frontier Group has been a market disruptor and innovator in the U.S. Cost Containment Industry, being a pioneer that provides unparalleled Network Access and Performance Transparency (Onyx™ Online) to their clients worldwide. Gitte holds a B.A. in Economics from Copenhagen Business School and a B.A. in Languages from Aarhus School of Business.



**Jessica Menendez**  
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Jessica Menendez is well known in the academic and traditional group business insurance sector as an expert in this field, with over 10 years' experience specifically within the global traditional and customized employee benefit programs. Jessica's highly detailed analysis and deep understanding care of duty, allows her to see the insurance and benefit business from a client's point of view implementing cost savings procedures for insurance companies as well as the end users.

Ms. Menendez's critical thinking acumen provides in depth knowledge of product placement for the local and non-local markets, meeting the needs of the US and local market experience and its usage.