



COVENANT CHOICE IS A FLAGSHIP BUSINESS SOLUTION OF THE CHRISTIAN EMPLOYERS ALLIANCE

## COVENANT CHOICE PRESS RELEASE

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# New Health Insurance Product Launched for Christian-Owned, Private Small Businesses

*Comprehensive, Affordable, and Christ-Honoring Healthcare Designed for  
Businesses with between 5-99 Employees\* Now Available*

**Oklahoma City, OK** – Covenant Choice, a leading provider of faith-based health insurance solutions, is excited to announce the launch of its newest product tailored specifically for small Christian-owned, private businesses with [5-99 employees in select states\\*](#). This innovative offering — Covenant Choice for Small Groups — aims to provide comprehensive and affordable health insurance plans that align with Christian values and support the unique needs of members of the Christian Employers Alliance.

Covenant Choice for Small Groups is designed to address the challenges faced by small businesses in securing quality health insurance for their employees. Understanding the importance of maintaining a healthy and productive workforce, Covenant Choice has developed this product to ensure that Christian-owned businesses can offer competitive benefits while adhering to their faith-based principles.

### Key Features of Covenant Choice for Small Groups:

- 1. Affordable Premiums:** Our plans are competitively priced to fit the budgets of small businesses, ensuring employers can provide essential health coverage without financial strain.
- 2. Comprehensive Coverage:** Covenant Choice for Small Groups includes a wide range of health benefits, from preventative care to major medical coverage, ensuring employees have access to the care they want and need.
- 3. Faith-Based Approach:** Our plans are designed with Christian values in mind, offering options that reflect the moral and ethical considerations of

our clients. This includes coverage that aligns with Christian beliefs and excludes services that may conflict with these values.

4. **Network of Providers:** We have partnered with American Trust Administrators (ATA) and Route Three Benefits to provide a broad network of healthcare providers who can support our mission and values, ensuring that members receive care from professionals who respect and understand their faith-based needs.
5. **Simple Enrollment Process:** Our streamlined enrollment process makes it easy for businesses to sign up and manage their health insurance plans, reducing administrative burdens and allowing employers to focus on their core operations.

“We are thrilled to introduce Covenant Choice for Small Groups, a product that not only meets the health insurance demand of smaller Christian-owned private businesses yet also aligns with their values and beliefs,” said Ericka McPherson, Executive Director of Covenant Choice. “Based on demand, we believe this product will make a transformational and positive difference in the lives of small business owners and their employees, providing them with peace of mind and access to quality healthcare they need and want.”

*Covenant Choice, a flagship business solution of the Christian Employers Alliance, offers health plans that allow small and mid-market employers to regain control of their health plans. It affords employers with 5 or more employees the same access to funding, transparency, and creative cost-containment strategies as larger employers with 1,000 or more employees. Most importantly, it gives employers control over their own health plan decisions and allows employers to align their coverage options with Christian values as opposed to being forced to cover services or offer benefits that directly conflict with Christian values.*

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