



Better benefits for Virginia hospitality teams

An exclusive VLRTA partnership with Memberfy

11% Average year 1 client total healthcare spend savings



What VLRTA members receive

Flexible benefit solutions

More plan choices, including fully insured, level funded, Surest plans and more.

Member-only cost opportunities

Exclusive savings alongside flexible funding strategies.

Benefits beyond medical

Dental, vision, life, worksite benefits, retirement plans and more.

Simpler administration

A dedicated support team, online benefit administration and ACA compliance resources.

Support for every workforce

National and narrow networks when applicable, plus bilingual resources for diverse hospitality teams.

Why choose Memberfy?



One partner.
One Point of CARE.

Benefits, HR, payroll and wellness come together in one flexible model, helping you reduce administrative burden and support your people.



White-glove advocacy

Dedicated CAREAdvocates help employees navigate benefits with confidence.

Give your team more without adding complexity.

Connect with VLRTA's preferred benefits partner today.

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