



As 1 in 3 Workers Call Private Healthcare “Essential”, PayFit and Kota Enable Access Directly Through Payroll

PayFit integrates with Kota to give employees access to affordable private health benefits directly through payroll

SMEs face mounting admin pressures, with HR teams spending 57% of their time on paperwork - integrated payroll benefits remove that burden and give time back to teams

LONDON, 20 November - PayFit, the payroll platform used by over 20,000 SMEs across Europe, is expanding its offering to give UK employees access to private health benefits as [one in three working-age adults](#) now consider private health insurance “essential”. The new product is powered by Kota, the benefits solution trusted by 50,000+ employees and leading employers like Remote, Carwow, Tines, Zoe Health, and more.

With this integration, Payfit becomes the UK’s first dedicated payroll platform with health benefits built in. PayFit customers can now access private health benefits without additional tools or manual processes, delivering fast, comprehensive care from a range of popular providers to their employees in a few clicks.

The product meets a growing expectation for employers to support workforce wellbeing. This shift comes as employers face rising costs from sickness, turnover and lost productivity - [estimated at £85 billion a year](#) and as employees report growing financial stress impacting their mental health, according to PayFit.

With more workers looking to their employers for support, this need for faster, more reliable care is reflected in national trends. A record [4.7 million people in the UK](#) are now covered by employer-sponsored private medical insurance (PMI) - the highest in over 30 years.

Firmin Zocchetto, Co-founder and CEO of PayFit, said: “SMEs are stepping up to support employees across their physical, mental and financial wellbeing and, with HR teams

under pressure to provide meaningful support, it makes sense to bring healthcare and payroll together. For some SME leaders, this is particularly challenging with teams already stretched and HR professionals spending up to 57% of their time on admin tasks. By embedding benefits directly into payroll, we remove these pain points, freeing up time for what really matters - supporting our people, not drowning in paperwork.”

Luke Mackey, Co-founder and CEO of Kota, added: *“Every business wants to take care of their people, but until now, offering meaningful health benefits has often been too complex or costly, especially for SMEs. Together with PayFit, we’re changing that. We’re giving small businesses the tools to offer big-company care, seamlessly embedded where they already work. By combining PayFit and Kota, HR teams can better support employees on their mental, physical and financial wellbeing.”*

By combining PayFit’s payroll infrastructure with Kota’s benefits technology, employers can manage health insurance directly within their payroll, putting accessible cover within reach for SMEs.

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About PayFit

Launched in April 2016 by Firmin Zocchetto, Ghislain de Fontenay and Florian Fournier, PayFit revolutionises and simplifies payroll and HR processes for growing businesses. Fast, intuitive and automated, PayFit offers all the tools you need to manage and pay your people seamlessly.

PayFit is present in the United Kingdom, France, and Spain and currently supports over 20,000+ companies in managing their payroll and HR functions.

About KOTA

Launched in 2023, Kota is building the internet infrastructure for employee benefits – from insurance and pensions to flexible allowances – helping modern businesses offer benefits more easily and affordably through one integrated platform, app and API. Powered by proprietary infrastructure and regulated by the Central Bank of Ireland, Kota removes the friction from global benefits for HR and Finance teams.

The company supports hundreds of businesses across Europe and is backed by leading investors including EQT Ventures, Northzone, Frontline Ventures and Eurazeo.

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