

## COMPANY PROFILE



**INDUSTRY:** CPA FIRM



**GROUP SIZE:** 75 EMPLOYEES



**COST CONTAINMENT TOOLS USED:** BENEFITS INSIDER PLAN, PBM MANAGEMENT, DATA ANALYTICS, DIRECT CONTRACTS



**CHALLENGE :** RISING COSTS AFFECTED FIRM PROFITABILITY AND BECAME A RECRUITING HINDERANCE

## CHALLENGE:

The company was in a traditional, fully-insured arrangement for more than 10 years, with consistently rising costs. The rapidly growing firm also needed to maintain their competitive recruiting edge by offering an exceptional benefit package that stands out among national competitors.

## SOLUTION:

Hotchkiss implemented a multi-year strategic plan to lower costs by introducing new programs and analytics over a three-year period. We successfully transitioned them from a traditional, fully-insured arrangement into the Benefits Insider plan with lower total costs and less risk than their fully-insured benefits.



Cost Decrease  
over 6 year period



Richer  
Benefits



1,000+ Surgical &  
Imaging Procedures  
FREE to members

## IMPACT:

### A COMPETITIVE RECRUITING ADVANTAGE

Over the past six years with the implementation of the Insider Plan, deductibles, copays and out-of-pocket responsibilities have not increased. In addition, the firm makes over 1,000 surgical and imaging procedures available to members at no out-of-pocket cost, waiving their deductible if they work with a concierge program to schedule their care.

Historically, their benefits package had been exceptionally expensive for the firm and not as competitive as peer firms, which impacted their ability to recruit top talent. The Benefits Insider approach allowed the firm to offer richer benefits and lower pricing, transforming a potentially unfavorable benefit package into a competitive advantage. How many of their competitors offer their employees access to free healthcare?