

CASE STUDY

Huffines Auto Dealerships



Auto Dealership Sales & Service | 381 Covered Employees | Dallas/Fort Worth Region, TX

- ✓ Family owned since 1924
- ✓ 9 locations in Plano, Denton, Lewisville & McKinney
- ✓ Winner of the Consumer's Choice Award for 25+ years



CHALLENGE

Like many U.S. employers who provide health benefits to their employees, Huffines felt like they were at a disadvantage because of limited insight into the charges and network discounts for healthcare services. In 2009, one sizable medical claim (\$600,000) set the wheels in motion for them to explore new options for their healthcare plan.

The company wanted to apply the same business principles to their healthcare spending that they demanded for every other area of the business—meticulous review and understanding.

Traditional PPO plans offer a percentage discount off the provider's chargemaster price. Most of the time, a 40% or 50% discount sounds great but Huffines' in-depth review of the exorbitant claim told a different story.

"When a \$600,000 surgery bill was reduced to "only" \$300,000, that still didn't make me feel better."

Eric Hartter, Chief Financial Officer, Huffines Auto Dealerships

SOLUTION

Huffines learned about Imagine360 for self-insured employers and its leading reference-based pricing (RBP) solution that's built in. RBP was appealing because of its thorough auditing of medical bills and because it starts with the cost of the service instead of arbitrary facility chargemaster charges. It then adds a profit margin to calculate a fair and reasonable reimbursement amount for employers, members and health systems.

To better understand how RBP works, the large claim was audited and assessed at approximately \$30,000 — not the \$300,000 paid by their PPO plan.

Besides the deep savings and control that Imagine360 offered, the enhanced member support and online account management were important for Huffines.

"The added feature of strong member advocacy services for our team members combined with the value of the RBP solution convinced us to make the switch."

RESULTS

25%

annual savings in
healthcare costs versus
traditional carriers

\$31 million

total savings since
adoption

12 years

of success with reference-
based pricing



EXPERIENCE

The cost-saving benefits that Huffines experiences with Imagine360 gives them the control over their healthcare spending they were searching for. They've been able to keep their employee's premiums flat or moderately higher yet still offer the same level of healthcare benefits. Combined with the solution's deeply supportive member experience, Imagine360 delivers the full-service health plan solution that checks all the boxes for Huffines.

They also have more money and flexibility for investing into the business, their team members and other initiatives as they approach the centennial anniversary of the family dealership.

BOTTOM LINE

After more than a decade of success, Huffines doesn't see any reason to go elsewhere for a winning health plan.

"This is the best form of true healthcare reform I've come across."

Your health plan can do better.
We promise.

 **imagine360**
imagine360.com