



- ✓ Global leader in nonprofit fundraising
- ✓ Located across five continents
- ✓ Covered employees: 500

CHALLENGE:

Skyrocketing Employee Healthcare Costs

For several years, nonprofit fundraising leader Innovairre was mostly satisfied with its fully funded benefits program. But after seeing significant jumps in the cost of premiums and claims, the company began exploring reference-based pricing (RBP) as an alternative.

Although intrigued by the cost-saving potential of RBP, they were hesitant to make the switch initially, then came 2018. The company faced a 50% renewal increase despite having had a positive claim experience the year before. Innovairre tried making modifications to the benefit plan to keep costs down. **"It got to a point, though, where we couldn't afford it as a company - and our employees couldn't afford it either," said Tracy Maloy, Chief People and Culture Officer at Innovairre.**

Innovairre's leadership knew it was time to switch to a self-funded plan so they could take advantage of the cost-savings from an RBP solution.

SOLUTION:

Member Advocacy Stood Out

After comprehensive research, Maloy and other project leaders chose Imagine360's reference-based pricing solution. Imagine360 provides a powerful health plan solution with RBP built in and access to select health providers nationwide.

And Imagine360's personalized service and empathetic advocacy stood out, according to Maloy: **"That really was important to me, because it was all about the employee experience," she said. "they talked about employee advocacy ... in a different way, in a way that I related to. When you're somebody's advocate, that means you're fighting for them."**

Hesitancy about making a big change quickly dissolved. In Imagine360, Innovairre saw a true collaborative partner that would help the company navigate the initial unfamiliar territory. And with RBP, employees would pay a fair price for their healthcare - without increased contributions, which was very important to Maloy.

RESULTS:

Savings and Expanded Benefits

Innovairre achieved \$2 million in savings in 2019 after implementing a self-funded plan powered by Imagine360. And as of November 2021, healthcare costs were \$1 million under budget, according to Maloy.

28% lower costs
compared to PPOs in their region

4 years
without cost increases for employees

\$2 million
in healthcare savings in 2019

With money saved on healthcare expenses, Innovairre now offers:

- Higher 401k match and annual salary increases
- Telemedicine and virtual mental health services
- Reduced pharmaceutical deductible (from \$500 to \$100)
- Concierge pharmaceutical service for Tier 3 pharma patients, which helps reduce costs

The savings also enabled Maloy to fund a new position on the HR team dedicated partly to helping employees understand their benefits.

“Because of the savings, I was able to fund a new position on the HR team that is helping employees but also is...adding value to the business.”



EXPERIENCE:

Reinvesting in the Workforce

The result that Maloy is happiest about? Innovairre has been able to roll cost savings into a better experience for employees, with expanded benefits, higher salary increases and stable healthcare costs. **“Our employees haven’t had a premium increase since 2018,” she said.**

BOTTOM LINE:

Putting a Pin in Inflated Healthcare Pricing

“Businesses are some of the largest consumers of the medical field, because of our employees. We have to take control of it; we have got to push back on costs, and RBP is a way for us to push back on pricing,” Maloy said, emphasizing her belief that companies can make a real difference in the fight against ballooning healthcare costs.

Despite some hesitation about making the switch to RBP, the company has no regrets. “The initial change and getting used to it holds employers back,” Maloy said. Working with a strong collaborative partner like Imagine360 to navigate changes has made all the difference. “You can manage it.”

Your health plan can do better.
We promise.



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