

Oak Ridge Care Center

Union Grove, WI

- ✓ Founded in 1968
- ✓ 100+ Covered Lives
- ✓ 2 Senior Living Locations



CHALLENGE:

Finding the right fit

Family-owned and operated, Oak Ridge Care Center provides assisted living, rehabilitation and skilled nursing care to the residents and families of Wisconsin. The organization's flagship location is south of Milwaukee and a short drive from the shores of Lake Michigan.

With 250 employees, Oak Ridge was traditionally fully insured for years, and paid the price for it.

"As a small group, we knew that if we had a good year, our increases would be mid-to-high single digits. A bad year would be in the high teens," says Steve Kuranz, Owner/Executive Director.

Oak Ridge was looking for more insight and control over their healthcare expenses. They moved to a self-insured model, liked it, and credit their knowledgeable broker as the key to their success as they enter their fifth year.

"We felt we could manage our costs better if we had more control, and it's been a terrific decision," says Kuranz.

SOLUTION:

Minimizing risk

In 2021, Oak Ridge took the control and savings of their self-insured plan to the next level with the addition of the Imagine360 solution, which has reference-based pricing (RBP) built in.

RBP provided the cost transparency that Oak Ridge was searching for.

"As a smaller organization, we felt that the risk of being fully-insured was greater," says Kuranz.

This plan design has worked well for Oak Ridge, plus Kuranz adds that they've also had good fortune.

"We haven't had any really bad years, but we're a pretty conservative group. We sock away the savings so if we do have a bad year, we're prepared for it."

"We felt we could manage our costs better if we had more control, and it's been a terrific decision.

*Steve Kuranz, Owner/Executive Director
Oak Ridge Care Center*

RESULTS:

Three for three

Now in their third year with Imagine360 and using RBP, Kuranz describes their experience as “really good.” “We haven’t raised premiums to our team at all, we feel our coverage is better, and we know what’s happening.”

Not only that, but Oak Ridge is enjoying their increased flexibility. “We’re able to tailor our benefits package to the needs of our team, so for example, we can cover a major portion of employee-only coverage. In the future, we hope to expand that to employee-plus family.”

Oak Ridge has also put added resources into their wellness program, including onsite biometric screenings. In addition, incentives around preventive care have resulted in employees building a relationship with their primary care physician, some for the first time.

EXPERIENCE:

The “noise” factor

Before Imagine360, Kuranz says lack of support had been an issue, but that’s all behind them now.

“With our previous provider, when there were employee issues or concerns we really didn’t have great support, but with Imagine360, the support has been great. It gets rectified very quickly.”

Kuranz speaks from personal experience about calling the Member Experience line. **“I say here is my problem, and they take care of it. That doesn’t happen for me very often, and I delight in it.”**

Oak Ridge also makes educating employees a priority, and “the HR folks are great champions of our solution.” While Kuranz feels that being proactive is an important part of minimizing the bumps, he also believes noise exists for every type of insurance. In fact, he regards it as a positive.

“Personally, I think noise is a good thing. You should understand and realize that healthcare does cost money. It takes effort, just like shopping for a car. You want to compare and look and search.”

“When we need Imagine360, they’re there for us.”

No Premium Increases

for employees

48% Savings

compared to a PPO

\$1M Total

Savings

BOTTOM LINE:

A winning formula

Kuranz is a firm believer that a reimbursement model based on cost plus a fair profit margin is the way it should be. Imagine360 leverages insightful predictive analytics and years of industry data and experience to understand costs and power its RBP model.

“I love RBP,” says Kuranz. “From a moral and ethical perspective, it’s the right thing to do.”

Kuranz sums up healthcare reimbursements in a single sentence every business owner can relate to.

“If you can’t make it on 120% of your costs, and sometimes even more than that, you’ve got a problem.”

In keeping with this philosophy, he’s not a fan of the reimbursement formulas peddled by some of the large carriers.

“I’ve seen contracts where they’re giving 50% off, so you think you’re doing great, but the discount is really 200% of Medicare. I call that nonsense.”

In addition to RBP, Kuranz says the combination of outstanding support, a strong PBM, and a dedicated brokerage is a well-coordinated and winning formula.

Your health plan can do better.
We promise.

 imagine360

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