



CASE STUDY

Bill Miller Bar-B-Q

Bill Miller Bar-B-Q operates 75 restaurants in the San Antonio, Corpus Christi and Austin markets, primarily selling specially prepared barbecued meats and fried chicken.

Family Owned Since 1950 | 275+ Enrolled Employees | San Antonio, Texas

CHALLENGE:

Healthcare costs were eating our lunch

For multi-location restaurant chains, building and maintaining a successful business – one that doesn't just hit the break-even point but actually thrives – is a tall order.

Known for staffing shortages, high employee turnover and relatively low wages, many restaurants operate on thin profit margins, making any additional costs, including healthcare benefits, a critical factor in financial planning.

At Bill Miller Bar-B-Q, healthcare spending had long been the company's largest operating expense. As the business expanded and the employee population grew, so did the impact of rising healthcare costs on the bottom line.

These Texas pitmasters knew the only way to improve profitability was by lowering the heat on the cost of healthcare without passing the bill to employees which could make an already difficult hiring situation worse.

SOLUTION:

Getting creative with self-funded health plans

The company's CFO reached out to their healthcare broker. The message was clear. It was time to "get creative" in finding alternative health plans that could make a positive difference in the continued success of the brand and the well-being of its people.

Imagine360 emerged as the only alternative health plan on the market that is independently verified to save an average of 19.8% compared to traditional health plans. Although, actual results for Bill Miller Bar-B-Q later proved to save more than double this amount.

Beyond cost-containment, switching the health plan to Imagine360 also meant a more comprehensive, seamless experience for the company. With Imagine360's longstanding expertise in health plan administration and a best-in-class member experience team that puts people first, multi-vendor headaches are a thing of the past for Bill Miller Bar-B-Q.

RESULTS AT A GLANCE:

47% Savings
vs. traditional carriers

15+ Years
with RBP

“We’ve only had to increase premiums 3 times since 2008,” Controller, Bill Miller Bar-B-Q.

Big healthcare savings put money back in employees’ pockets, improved the company’s bottom line and eased retention and recruiting efforts by expanding the benefits package.

And, because the franchise is headquartered in San Antonio, the Imagine360 plan was customized to include direct contracts with select San Antonio hospital systems and practices. As a result, it’s easier for plan members to get affordable access to quality care close to home.

EXPERIENCE:

Service and support that hits the spot

Leadership knew that healthcare savings alone wouldn’t be enough if the experience of using the plan was poor – either on the HR side or the member side. That’s why the Imagine360 solution stood out.

It includes designated support for HR teams and an ongoing communication program that keeps members informed throughout open enrollment and all year long. This made transitioning to the new plan and educating employees a smoother process for everyone.

And for members, the Imagine360 health plan also meant direct access to a multidisciplinary support team for help with everything from finding providers to managing complex conditions.

BOTTOM LINE:

A recipe for health plan success

Improving profitability was the company’s goal and implementing an alternative health plan from Imagine360 helped Bill Miller Bar-B-Q get there. By mitigating out-of-control costs with an end-to-end solution designed to make healthcare more affordable for employers and employees alike, this family-owned restaurant chain set the table for continued success.



Your health plan can do better.
We promise.

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