

CASE STUDY

Gunn Automotive Group

Founded in 1955, Gunn Automotive Group has built its reputation on respect, customer service and satisfaction – values that have fueled its growth to six locations across San Antonio. This same customer-first philosophy also drives how Gunn treats its employees. By investing in meaningful benefits and long-term well-being, they've created a workplace culture rooted in loyalty, satisfaction and success.



Client Since 2012 | 425+ Covered Employees | 6 Locations/San Antonio, TX

CHALLENGE:

In an industry known for high turnover and tight margins, Gunn Automotive Group needed a health plan that could deliver real savings without sacrificing quality of care for their employees. Rising healthcare costs and lack of transparency into utilization and cost of care were making it harder to offer competitive benefits while staying financially sustainable.

SOLUTION:

In 2012, Gunn Automotive Group teamed up with Imagine360 to implement a health plan with reference-based pricing (RBP). While financial savings were a key driver, the move to Imagine360 was also about ensuring employees had access to quality care.

Gunn's new health plan included:

- **Transparent, fair pricing**
- Advocacy and support through **concierge-style member service**
- A **user-friendly member portal**
- **Robust onboarding education** to help employees understand and feel confident using their new health plan
- **Ongoing communication** to keep employees informed and engaged



RESULTS AT A GLANCE:

\$61M+
in total savings

NO premium increases
and low deductibles

19% savings
vs. traditional carrier plans

RESULTS:

Over 12 years, Gunn Automotive Group has saved **\$61 million** — while maintaining zero increases in premiums and low deductibles for employees. These savings have also allowed them to reinvest in their workforce by offering life insurance and short-term disability at no cost to employees.

Employees have responded positively, with some even thanking Gunn's human resources team for the health plan. Imagine360 has become a trusted partner, making healthcare less stressful and easier to manage for employees.

EXPERIENCE:

Brandye McDermett, Director of HR at Gunn Automotive Group, sees Imagine360 as more than a health plan administrator. She describes how Imagine360 challenges excessive charges, explains complex medical bills to members, and delivers fair pricing and personalized support. She also highlights Imagine360's white-glove member service and easy-to-use member portal, which help Gunn's employees get the most from their health benefits.

As Brandye puts it:

"Imagine360 does more than process claims—they've become a lifeline for our employees."

BOTTOM LINE:

Gunn Automotive Group proves that it's possible to take control of healthcare costs while enhancing employee benefits. With Imagine360, they've built a sustainable, employee-first health plan that delivers real value — year after year.

"Imagine360's approach does work. You can control your health insurance costs without sacrificing the care that your employees receive."

**- Brandye McDermett
Director of HR,
Gunn Automotive Group**

Your health plan can do better.
We promise.

 **imagine360**
imagine360.com