

CASE STUDY

The Langdale Company

Since 1894, The Langdale Company has grown into a highly diversified enterprise focused on reforestation, civic responsibility and innovation, earning a strong reputation as a progressive company who “does things right.”

Family owned | 1100+ lives covered | Valdosta, GA

CHALLENGE:

Clearing the Way for Change

In 2007, The Langdale Company was struggling to control the costs of their health plan.

Economic challenges and industry pressures pushed the company to seek alternatives. So, Barbara Barrett, Director of Human Resources and Benefits, took matters into her own hands. One of the biggest frustrations with their traditional carrier PPO plan was the lack of data and utilization metrics that would help her understand the key areas that needed to be addressed.

SOLUTION:

Rooted in Cost Control

Through a broker introduction, Barrett approached Imagine360 and worked with co-founders Steve Kelly and Woody Waters to design a customized self-funded health plan to meet the company's needs. She spearheaded the move to include a reference-based pricing (RBP) solution and the changes paid off quickly.

RESULTS:

Branching Out to Better Benefits

Almost immediately, Langdale realized two major benefits: they would cut their costs significantly, and they would now have the data and trend information to drive better benefit programs for employees.

Case in point: Langdale learned that hospital costs accounted for 65% of their total healthcare spending. This led to an effort to improve communication and provide better decision support for their employees. Implementing the Imagine360 solution gave the Langdale Company the information and control they needed to get their health plan back on track for the long term.

Just as importantly, the roots of a successful business relationship were planted.

“I wish that Woody and Steve had approached me a lot sooner than they did,” says Barbara. “Because we were having some serious cost issues in our health plan and they were really the answer to a lot of our issues.”

RESULTS AT A GLANCE:

38% Savings
vs. traditional carriers

\$52 M+
in total savings

Nearly 2 Decades
of RBP Success

EXPERIENCE:

Cultivating Care at Every Level

Keeping true to its core values, the company is doing things right and providing education on how to understand hospital costs and what covered members need to consider when seeking care. Barrett also cites Imagine360's Member Services Team as a major plus for members.

"The Member Advocates always get high marks from our employees," says Barrett. They're compassionate about what they do, they understand the members' concerns and it means a lot."

BOTTOM LINE:

The Deep Roots of a Trusted Partnership

As Imagine360's first and oldest client, it was a bold move that's paid off. The partnership has saved the company significant dollars over the years, and enables them to keep employee member premiums low for covered employees.

"It's truly been a partnership and that's why we're still here—it works. For employers who are considering Imagine360, my advice to them would be to jump right in with both feet and don't look back."



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We promise.

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