imagine360

Great Care Starts with Great People:

A Smarter Health Plan for Senior Living Companies

Rising health benefit costs force hard choices

Health plan rates just saw their steepest increase in 15 years, forcing senior living companies to make tough decisions:

- Absorb higher costs, squeezing already thin margins
- Pass costs to staff, risking retention
- Cut positions, impacting resident care and adding to employee burnout
- Delay facility upgrades or technology investments

There's a better way forward

RBP is a proven way to help senior living companies lower costs and protect benefits.
Unlike traditional PPOs, Imagine360's reference-based pricing (RBP) sets fair, transparent limits based on trusted benchmarks like Medicare rates and actual provider costs — so your plan pays a reasonable price.

Scenario: What's a fair price for a CT scan in Tampa, FL?

	Average Billed	Average Cost	Medicare Pays	At a 50% Discount, Traditional PPO Pays	We Pay
Hospital A	$4,568	$92	$109	$2,284	$131
Hospital B	$5,195	$78	$113	$2,598	$136
Hospital C	$9,784	$130	$143	$4,892	$172

What it means for your bottom line

Imagine360's RBP solution delivers estimated savings >$2,000 per employee annually vs. traditional carrier models — dollars you can reinvest where they matter most.

Impact on a senior living facility with 7 locations, 350 beds and 400 employees

Current Financials	
Revenue	$35M
Margin	15%
EBITDA	$5.25M

The Impact of RBP	
# of Covered Employees	400
Savings Per Employee Per Year	$2,500
Total Savings	$1M

EBITDA Impact
+ 19%
2.9% higher margin

Senior living companies nationwide have added RBP to save millions and reinvest in their employees.

Client Success Story: Signature HealthCARE

Here's how one of the largest post-acute care operators in the U.S. turned savings into game-changing employee perks:

Employee Benefits

- **20% reduction in premiums/deductibles**
- **$250K increase** for benefits support staff
- **Invested 100% of savings** to fund daycare, rideshare, tuition relief and more

Company Savings

- **$11M saved** in year 1
- **41% savings** vs. traditional PPO

Read more success stories

"Candidates are knocking on our doors."
- Nick Porter, Vice President, Total Rewards, Signature HealthCARE

Imagine360 simplifies healthcare, cuts costs and puts members first.

1,000+ clients

90% client retention

98% member satisfaction score

15-30% savings vs. traditional carrier plans

Featured senior living clients:

BROOKDALE SENIOR LIVING

Signature HealthCARE

APC Home Health Services

BRIGHTSPRING HEALTH SERVICES

Ready to transform your health plan?
Let's connect.
Or explore our senior living industry resources page for more information.