

How Personalized Care & Benefits Are Making Health Insurance and Employee Benefits Better and More Affordable for Small Businesses

Personalized Care & Benefits combines direct primary care services with individually selected health insurance plans to create more valuable, but less expensive, benefit programs for business owners and their employees. Personalized Care & Benefits provides a healthier and happier employee experience free from the restrictions and high costs of traditional small group health plans.

The amount of money you spend on health insurance and employee benefits at your company is no doubt an all too familiar, yet mysterious, line item. And if you're like most small business owners, it's probably one of the more disturbing checks you write each month because it's so hard to determine what you're really getting for it.

The fact is most employers are over-insuring their employees but their employees are still being underserved for by the healthcare system.

You want to treat your people well. You want them to stay longer, and help you grow. You want them to have good health benefits.

Yet small group plans are expensive and only provides basic coverage. Your monthly premiums are high, but your co-pays and deductibles are high, too. And prescription coverage usually adds a whole other level of complexity and expense.

One of the newest and fastest-growing models of primary care delivery is called Direct Primary Care (DPC) and it's growing quickly among primary-care physicians. The idea is simple: Pay your doctor a low monthly subscription fee (on average \$80 per month) for unlimited access.

Traditional small group health plans are simply too frustrating, confusing, and increasingly cost-prohibitive for many small business owners. This is why 65% of small businesses do not offer health insurance.

But the combination of direct primary care models and new health plan design – Personalized Care & Benefits – are changing all that and can actually create a better overall health insurance and benefits experience that truly delivers on promises of flexibility, lower costs with fewer hassles for everyone involved.

Personalized Care & Benefits – Smart Benefits Design for Small Businesses

With health insurance now available for all, product and service choices have overwhelmed the market. Old carriers, new carriers, public exchanges, and private exchanges are all scrambling to reach individuals, families and the small business market.

This environment creates health plans options that boggle the mind. It's not easy, and this is where it pays to seek professional guidance from a health plan advisor, someone who's trained and knows the ins and outs of health plans and The Affordable Care Act (ACA.)

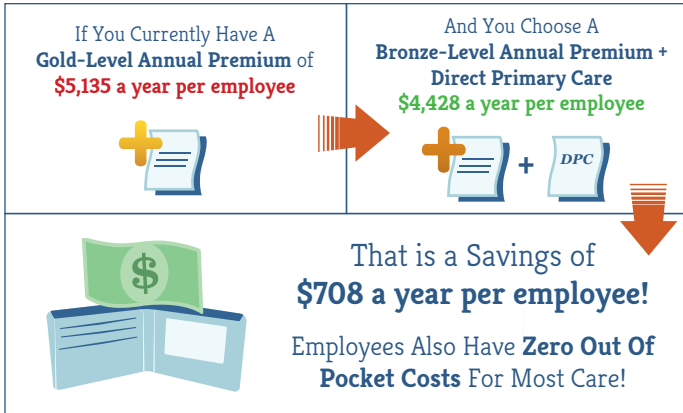
The ACA requires that everyone in the U.S. have a minimum level of health insurance or pay a tax. There are special rules for small businesses for how you can offer and fund healthcare coverage for employees. Good professionals will keep you on the right side of the IRS and labor laws for your state.

But let's set aside the health plan issue, and instead focus on the more human part of healthcare, where most of the healthcare services in the U.S. are delivered each day: Primary care doctors' offices.

Primary care is the most accessible, useful, and cost-effective care setting you have for yourself and your employees. Good primary care keeps you out of emergency rooms and helps you avoid expensive hospital beds.

One of the newest and fastest-growing models of primary care delivery is called Direct Primary Care (DPC) and it's growing quickly among primary-care physicians.

The idea is simple: Pay your doctor a low monthly subscription fee (on average \$80 per month) for unlimited access. Call, visit, email or text your doctor's office as much as you like with no co-pays, no deductibles, and no insurance interference. The result is happier and healthier employees, and a striking reduction in expenses.



When you provide DPC with the right benefits plan, you can give your employees quality care for less money. We call this winning combination Personalized Care & Benefits.

Personalized Care & Benefits lets you and your employees experience health care the way it should be: affordable, convenient, reliable, and compassionate. With Personalized Care & Benefits, doctors take the time to listen, answer questions, and provide medical care customized to the particular needs of the patient.

Personalized Care & Benefits provides attractive cost-savings opportunities with the right blend of DPC and health plan coverage. The key is designing a Personalized Care & Benefits plan that's right for your company and your employees.

Four Steps to Personalized Care & Benefits for Your Company

With an experienced employee benefits advisor, you should expect better health insurance plan design and an overall lower cost structure for all stakeholders.

Make sure your advisor has a process for finding and implementing the best health insurance and benefits program and direct primary care coverage for your company. Here's a best-practice framework for designing Personalized Care & Benefits for your company:

» **Strategy, Assessment and Analysis.** Your employee age/family status mix, income, healthcare utilization patterns and your budget goals should be captured and reviewed during this step.

» **Options Outline.** All options in your marketplace should be explored and uncovered. Employers with less than 50 full-time employees do not have to worry about the ObamaCare taxes, so

exploring both the group and individual markets makes sense. Employers with 50 or more employees have options to fully transfer the risk/cost to insurance companies as well as creative financial arrangements that allow them to cap risk and retain savings.

» **Engage and Enroll.** Your advisor should counsel you on bringing direct primary care into the worksite and provide the appropriate resources for education, engagement and enrollment. Employees must be able to understand the total program for it to be a success.

» **Communication and Support.** Your advisor should help explain your Personalized Care & Benefits to your employees and be ready to handle questions about coverage, cost and care delivery. This should also be delivered 24/7/365 on multiple platforms that your people use. Paper, web, mobile must all be a part of the deployment.

» **Compliance and Administrative Support.** Your goal should be to reduce the administrative burden so you can focus on your people. If sponsoring a benefits plan you must also transfer the risk of compliance to an expert who guarantees their work.

When you provide direct primary care with the right benefits plan, you can give your employees quality care for less money. We call this winning combination Personalized Care & Benefits.

Give Yourself and Your Employees a Raise

In the end, your health insurance and employee benefits program should feel less like an overpriced, misunderstood cost of doing business and more like a valuable employee reward and retention program – based on strategy, smart design, and informed selection. Your employees expect and deserve a program that helps them protect their health and financial well-being. And you need health insurance that is manageable and cost-effective for your business.

Personalized Care & Benefits is one of the best ways to counter high healthcare costs, turnover, and hiring pressures. Small businesses that embrace it can create richer benefits and position themselves for long-term financial sustainability. Those that don't risk being left behind.

Health insurance and employee benefits can be stressful and unreasonably expensive but they don't have to be. With creative and thoughtful design, Personalized Care & Benefits provides better health benefits for you and your employees. And even though it sounds too good to be true, Personalized Care & Benefits actually costs much less than regular small group health plans. ♦



Twitter: @SimplifiMe
Facebook: Simplifi Benefits Exchange

Simplifi Benefits, LLC was formed in 2012 to give small business owners a competitive advantage. **Your Budget. Employee Choice. Simplified.** Craig Scurato helps small business owners find the best direct primary care resources and health insurance plans for their needs. You can reach Craig via email at CScurato@SimplifiBenefits.com or by phone at 813.397.8637. Connect with Craig on LinkedIn at LinkedIn.com/in/CraigScurato