

Strategic Partnering Everybody Wins

The Healthcare Challenge



A consumer services company* with 12,000 employees pays 100% of the limited medical benefit plan for both their managers and associates, which constitutes about 8,800 of their total employees. The employer was looking to enhance their managers' current medical plan while maintaining their associates' plan in its current state and simultaneously keep the overall costs comparable. In addition the employer wanted to consolidate their voluntary benefit offerings to all their employees as well as facilitate a one-on-one national enrollment campaign to over 800 locations.

The CHC Solution

The broker working to obtain the company's business immediately identified the buying decision was being driven primarily by the limited medical plan. Century Healthcare (CHC) was then introduced to the company. CHC worked hand-in-hand with the broker and the client to identify and design a plan that would meet their specific needs.

CHC presented the company with a fully-customized plan which allowed them to meet their needs while providing superior customer service, consolidated billing, and administrative support. CHC worked in conjunction with Benefit Associates, a national enrollment firm that provided all 800 locations with personal one-on-one support during their enrollment period. The company made note that Century Healthcare was the only vendor to come back with an answer to solve the exact issue at hand.

The Result

The Broker received the Broker of Record letter not only on the mini-med plans, but also on the ancillary lines, and the comprehensive major medical plans. This resulted in 5.5 million from the mini-med plans with an additional 4 million from the other business gained.

The consumer services company achieved its objective of better healthcare coverage for their managers' while maintaining the associates plan and the overall cost structure. The CHC solution...that's smart business.

For more information about CHC and its products and services, please call us toll free at 866.261.9998.

**This represents a composite of a real client solution*