

Putting the choice in the employees' hands



K & W T I R E C O . , I N C .

Challenge

As a tire wholesaler and retailer with 10 locations in Pennsylvania and across New England, K&W Tire Co. manages more than 185 employees. Which means that management was often tasked with making decisions on healthcare coverage on behalf of 185-plus families.

Management felt that choosing a single plan that would benefit some in terms of coverage but would negatively affect others by way of cost – and vice versa – was unfair. COO Jeff Hood always wished there was an option that let management determine the company's investment in health insurance but let employees choose the plan that was best for their situation.



Solution

Stoudt Advisors presented that much-desired solution with the Bright Choices® Exchange. Instead of choosing one plan, K&W could set the company's contribution to employees' healthcare costs and then put the decision in the employees' hands as to how to use those dollars.

Additionally, through StoudtAdvisors' counseling, K&W management realized that the national model of health insurance benefits was shifting in the direction of exchanges. They decided that proactively adopting this new model would better prepare them for the future.

“The benefit of having the freedom of choice vastly outweighed any discomfort in the change,”
— Jeff Hood, COO, K&W Tire.

Results

Having experienced the disruption of switching providers in the past and expecting at least some complaints from employees, Hood did not take this decision and process lightly. However, K&W Tire did not experience any pushback from employees about the enrollment process or the Bright Choices® Exchange.

Management enjoys having the ability to let employees define for themselves what their healthcare costs are going to be. The company also finds the predictability of a set healthcare contribution to be a sound benefit. It helps them plan appropriately for the current and coming years knowing that this budget item is no longer a variable in the bottom line.

“The fact that we have all those choices is terrific. We can make decisions based on our own needs.”
-Fred, K&W Tire employee

For more information visit stoudtadvisors.com or call us at 717-581-8382.