

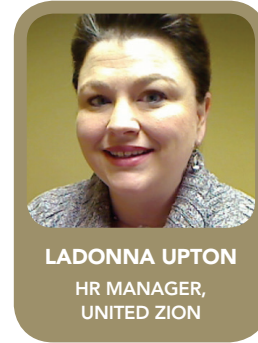
Taking care of our people



Challenge

In long-term care, you want your employees to be with you for the long haul. Offering competitive benefits is critical to retention. For United Zion Retirement Community, its mission to take care of its people underscored its search for the best way to accommodate employee healthcare needs.

But with 140+ employees, it was impossible to find one plan for everyone. Realizing that the overall trend in health insurance benefits was moving in the direction of exchanges, United Zion sought a solution that would allow ultimate flexibility.



Solution

United Zion felt the Bright Choices® Exchange was ideal for multiple reasons:

- They could offer a variety of plans to accommodate the unique needs of every employee
- The Bright Choices storefront offered the most function, resources and aesthetic appeal
- It provided a more concrete method for controlling organizational spending

“The exchange program allowed us to offer a lot more benefits for about the same cost, in a fair and equitable way.” – LaDonna Upton, HR Manager, United Zion

Results

United Zion expected resistance to the change, as well as some anxiety. Having gone through a rough benefits transition in the past, United Zion wanted a benefits partner committed to serving their employees. While there was some anxiety going into the process, it was ultimately a positive experience.

A StoudtAdvisors representative and the HR Manager sat down with individual employees wanting a deeper understanding of the available products or assistance with the enrollment process. While time consuming, this personal attention helped ease fears and allowed the opportunity for questions and answers.

Overall, United Zion feels it is now able to offer benefits comparable to the larger community and competing organizations.

“I had a choice rather than ‘this is what we have so this is what you get.’ I really appreciated that there were a lot of choices and that they worked with you to find the right one for you.”
– Nancy, United Zion employee

“I wasn’t on the old insurance plan. It was expensive and I wasn’t going to use it much. Why pay that much money for something that wasn’t going to benefit me? When I heard of the exchange program, I signed up. It was awesome to have a choice.”
– Sherrie, United Zion employee

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

UNITED ZION RETIREMENT COMMUNITY