

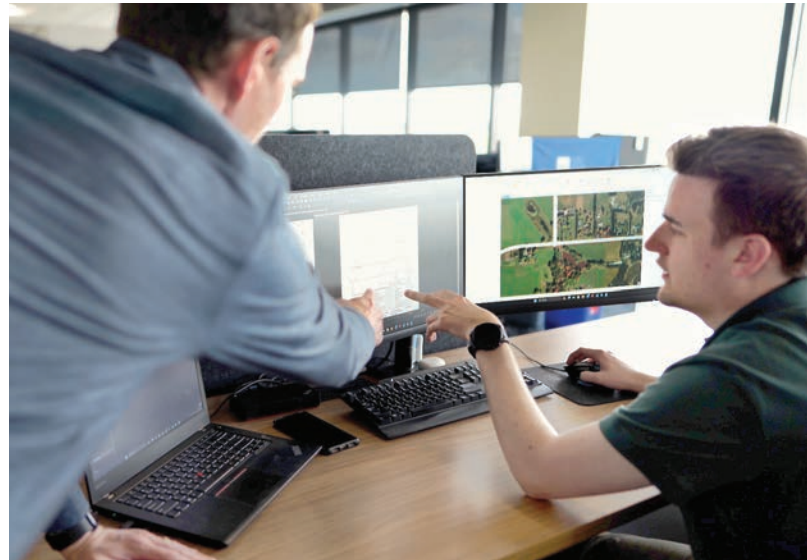
Firm supports employees with cutting-edge health plan design

Company: **I&S Group (ISG)**

Industry: **Architecture and engineering**

Location: **Mankato, Minnesota + 12 locations across 5 states**

Number of employees: **500+ employees**



ISG takes a different approach to architecture and engineering – and their health benefits

Never satisfied with the status quo and relentlessly focused on providing the next-best health benefits, ISG saw the opportunity to offer its employees a new health plan designed without copays or deductibles, while also giving greater visibility into costs and a simpler, more modern mobile app experience.

Situation

- Challenged to develop a health benefits strategy to meet the needs of a younger, digitally engaged workforce
- Felt pressured to raise premiums and needed to explore alternatives that could help employees and their families make more informed health care decisions
- Wanted to take a unique approach to driving employee engagement at open enrollment

Action

- Added the Surest® health plan as a dual option alongside their UnitedHealthcare high deductible health plan for 2024
- Worked closely with UnitedHealthcare to help educate employees about this new plan offering and drive enrollment
- Leveraged the support provided by UnitedHealthcare to ensure a smooth transition for employees who switched from the high deductible health plan to Surest

Results

84%

of UnitedHealthcare member interactions occurred digitally¹

30%

enrollment in its first year offering the Surest health plan (5% higher than the average Surest year-1 enrollment rate)²

Taking a different approach to health benefits

Innovation is the foundation on which I&S Group (ISG), an architecture and engineering firm, is built. As an employee-owned company, ISG is driven to turn big ideas into reality for the clients it serves by using forward-thinking methodologies and technology.

“At ISG, we exist to make a difference. We want to make a difference in the lives of our employee owners, the communities in which we serve, as well as our clients,” says Alec Pfeffer, chief financial officer for ISG.

Understanding that delivering on this mission requires employees to be the healthiest and most productive versions of themselves, ISG aims to think differently about the health benefits it offers to ensure they are meeting the needs of its 500+ employees. And that’s what led them to add a new copay-only health plan option.

“As we continued to build our relationship with UnitedHealthcare, they came forward with the new option for us,” says Pfeffer. “It was called Surest. And it was something innovative that really gave us a new option.”

Offering a new plan built for cost clarity and a simpler digital experience

After years of offering a high deductible health plan, ISG was looking to add a health plan option that would give employees a new way to access health care.

“Surest is a great fit for us,” says Aubrey Lantz, employee experience manager for ISG. “We are a younger demographic. I think we’re very open to having some change and using an app... knowing your costs upfront is just what our employees were looking for.”

Offering no coinsurance or deductibles and a mobile app that allows employees to search for and compare care options, ISG felt confident that this health plan would appeal to its younger workforce.

“Here at ISG, we are 100% employee-owned,” explains Pfeffer. “Everyone feels the weight of that ownership and understands we have a duty to look out for one another, which includes providing the best health benefits package we can.”

Engineering a communication plan to drive enrollment

It’s one thing to offer employees a new and different type of health plan – it’s another to get them to understand, enroll and engage with it, especially as people are naturally averse to change.

“We tried to be really forward-thinking when introducing this new health plan design,” Pfeffer says. “We wanted to build momentum into the communications plan and make sure that people were excited about it.”

Leveraging materials and support provided by its UnitedHealthcare team, ISG was able to successfully educate its employees about this new plan option, answer questions and help make the transition as seamless as possible for those who decided to make the switch, resulting in a 30% enrollment rate within its first year of offering Surest.²

“Our rollout campaign included 3 separate email blasts ahead of open enrollment, using a demo to break down the plan and how it works,” explains Lantz. “We also created a podcast-style virtual event, which included a Q&A. Through it all, UnitedHealthcare was right there with us.”

Working to make it easier for employees to access care

Ryan Welke, senior project manager at ISG, was among the first to enroll in Surest. As a type 1 diabetic, Welke understands how much his health benefits matter to effectively manage his condition.

“The health benefits that my employer provides are really important as a type 1 diabetic. So, when looking at specific employers and their benefits, sometimes my wages took a back seat,” explains Welke.

With Surest, Welke hasn’t had to make that trade-off. When ISG introduced Surest, Welke’s initial reaction was that “it seemed too good to be true.” He goes on to explain, “the Surest plan really helped me identify a provider that specializes in type 1 diabetes and is available to answer questions, to really dial in on the program that I need to be on.”

“I’m really thankful for ISG in being able to think differently about health care,” says Welke. “ISG investing in our team and trying new things so we can always be the best version of ourselves is how we can help better serve our clients and truly exist to make a difference.”



¹ UnitedHealthcare Annual Health Plan Performance Review for I&S Group (ISG) based on claims incurred between Jan. 1, 2023, through Dec. 31, 2023, and paid through Feb. 29, 2024, compared to claims incurred between Jan. 1, 2022, through Dec. 31, 2022, and paid through Feb. 28, 2023.

² Surest 2023 book of business.

This case study is true. Savings calculated on book-of-business case rate savings for these programs. Savings for enrolled members are case specific. Results will vary based on client-specific demographics and plan design. Results will vary depending on the state where the insured policy is issued and the amount of engagement by employees.

Insurance coverage for fully insured plans is provided by All Savers Insurance Company (for FL, GA, OH, UT and VA), by UnitedHealthcare Insurance Company of IL (for IL), by UnitedHealthcare of Kentucky, Ltd. (for KY), or by UnitedHealthcare Insurance Company (for AL, AR, AZ, CA, CO, DC, DE, GA, IA, ID, IL, IN, KS, KY, LA, MD, MI, MN, MO, MS, MT, NC, NE, NH, NV, OH, OK, PA, RI, SC, SD, TN, TX, UT, VA, WI, WV and WY). These policies have exclusions, limitations, and terms under which the policy may be continued in force or discontinued. For costs and complete details of the coverage, contact either your broker or the company. Administrative services for insurance products underwritten by All Savers Insurance Company and UnitedHealthcare Insurance Company, and for self-funded plans, are provided by Bind Benefits, Inc. d/b/a Surest, its affiliate United HealthCare Services, Inc., or by Bind Benefits, Inc. d/b/a Surest Administrators Services, in CA.

Insurance coverage provided by or through UnitedHealthcare Insurance Company or its affiliates. Administrative services provided by United HealthCare Services, Inc. or their affiliates.