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“An Ounce of Prevention is Worth A Pound of Cure” – B. Franklin

CASE STUDY

Employer-Sponsored Direct Primary Care As A Powerful Tool For Talent Recruitment and Retention

BACKGROUND

As the labor market tightens, smaller employers unable to afford a full-fledged healthcare insurance plan for their employees face increasing challenges in retaining and attracting the key resource for their success: human capital.

Also, as individuals have been coping with steep annual healthcare costs' increases to provide healthcare for themselves and their family members, the value attached by employees to "any" form of healthcare has increased and is poised to increase substantially.

In fact, according to the Kaiser Foundation's "Employer Health Benefits – 2016 Survey":

- Healthcare cost growth has outpaced both inflation and workers' wages; and
- In 2016 81% of workers paid more than \$20 co-pay per primary care visit. In 2006 it was only 49%.

Such dynamics have contributed to enlarge the competitive disadvantage that HR directors of smaller employers, face, when competing for human capital against larger employers offering a full array of benefits.

FACTS

For sub-50 employees' employers unable to afford a healthcare insurance plan, the RHS simple employer-sponsored direct primary and preventive healthcare offers at a flat fee of approximately \$50.00 per member, a comprehensive, *unlimited*, *secured* access to primary healthcare, which is perceived by the employee and its family member to be worth *multiples* of its cost.

With a limited monthly expense equal to approximately one tenth of a healthcare insurance plan, employees and family members are offered by the employer unlimited access to the

type of healthcare that they would need in the vast majority of health-related occurrences.

Together with an enhanced benefit package which increases the employer's chances to retain and recruit talent, the employer also receives *secured* access workers' compensation and employment screening services at not additional cost.

In late 2016 a smaller employer in Western Kansas decided to purchase on behalf of their employees and their family members access to RHS manages Grow Well clinic in Garden City, KS.

Since then, the employer has enjoyed a lower employees' turn over, significant savings on its workers compensation, and has established *secured*, repeatable processes for timely employment screening.

All of the above for \$50.00 per month, per life.

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