

CASESTUDY

healthcare

TEACHING HOSPITAL

For more information contact your Conner Strong & Buckelew representative at 1-877-861-3220.

THE ISSUE

A teaching and trauma center hospital in a large city wanted to increase domestic utilization in order to control the reimbursements paid to their facility.

OUR RESPONSE

To combat both a modest domestic utilization rate and large leakage to other hospitals, Conner Strong & Buckelew mapped a series of plan options and strategies to create a branded benefit plan, properly priced to promote increased domestic utilization. The new plan was developed using actuarial methods to become a lower cost option with the appropriate pricing modifications.

THE RESULT

Through a combination of design, communications and cost changes, domestic utilization increased by 15% in one year. The hospital was able to significantly contain costs since they were afforded the opportunity to determine their own reimbursement and pricing.



INSURANCE | RISK MANAGEMENT
EMPLOYEE BENEFITS