

Why Totem Solutions is “Walking the Walk” as a Member of Roundstone’s Self-Funded Group Captive



THE CLIENT

Totem Solutions
Employee benefits consulting firm
www.totemsolutions.com

Alpharetta, Georgia

Enrolled Employees: 36

Providing higher-quality
care at lower cost

Geoff Rowson is senior vice president of sales at Totem Solutions, one of the leading benefits consulting firms in the South.

As a Roundstone advisor partner, The company frequently recommended Roundstone’s unique self-funded health insurance solutions to their clients as a better alternative to fully insured health insurance plans. Then they took a hard look at their own professional employer organization (PEO) plan.

After dealing with surprise premium increases and lack of data transparency, Totem realized they needed to make a change, too.

THE PROBLEM

Like many smaller businesses looking for a better alternative for health insurance to satisfy employees, Totem was faced with:

- Few solutions for smaller companies with 25-100 employees
- Lack of data transparency
- High deductibles and expensive copays
- Administrative burden in receiving care
- Zero opportunities for cost containment
- Vendor limitations and inflexible plan design

Rowson knew just where to turn from his years of recommending build-your-own insurance solutions to small and mid-market companies: a self-funded employee healthcare benefits plan with Roundstone and its group medical captive. Roundstone’s focus on data transparency, flexible plan design, and cost-containment opportunities made their solution the right choice for Totem.

Since switching to a self-funded plan through Roundstone, Totem Solutions has seen the following benefits:

- **Zero deductibles.** Totem transitioned from over \$6,000 in deductibles with their PEO plan to zero deductibles with Roundstone. These savings filter down to other areas of the healthcare plan.
- **Reduced copay costs.** Roundstone’s self-funded plan achieved lower copays for Totem employees. Lower copays have reduced costs for employees and allow them to access care when they need it.
- **Personalized primary care.** Zero deductibles with Roundstone allowed Totem to institute a direct primary care program for employees. They can now visit a primary care doctor once per month, which has resulted in happier, healthier, and more productive employees.
- **Increased employee satisfaction.** Employee satisfaction is high at Totem. The company was named one of 2021’s best workplaces by Inc. Magazine, and Rowson believes that the higher-quality, lower-cost healthcare played a significant role in that accomplishment.

- **High return on investment.** The first year after switching to Roundstone, Totem received a 12% refund on unused premiums. Having a data-driven approach to cost containment and the design-your-own-plan approach contributed directly to this high ROI.
- **Flexibility to customize.** With Roundstone, Rowson says that Totem was free to customize their plan as needed. This has resulted in better coverage, happier employees, and a high ROI.

THE SOLUTION

Here's how Totem's employer-sponsored plan came together to meet the business needs while delivering high-quality healthcare for employees.

- **Access to claims data.** Roundstone's plan provides actionable insights through their [CSI Dashboard analytical tool](#). This feature helped Totem understand where their funds were spent and how to implement effective strategies to save on expenses.
- **Cost-containment opportunities.** With the help of the [Cost Savings Investigators \(CSI Team\)](#) at Roundstone, Totem Solutions received expert guidance on available solutions providers and wellness programs to pinpoint areas for change to reduce spending while improving employee wellbeing and satisfaction.
- **Lower overall costs.** With Roundstone, Totem avoided paying costly deductibles and enacted a simple-pay program that reduced copays for employees.
- **Control over vendors and networks.** Roundstone's self-funded plan allowed Totem to bring in their own vendors and use preferred network providers.
- **Fewer administrative burdens.** The ability to choose their own third-party administrator (TPA) reduced the administrative burden on Totem when employees sought care.

THE RESULTS

- Affordable copays
- Zero deductibles
- Top-quality providers
- Access to preferred vendors
- Increased employee satisfaction
- Named on "Best Workplaces 2021" list by Inc. Magazine
- Direct primary care program
- 12% refund on unused premiums

Making the switch to a self-funded healthcare plan from Roundstone allowed Totem Solutions to "walk the walk" as a consultative benefits advisor who now truly understands the experience of its clients.



"The change has resulted in lower-cost coverage, higher-quality care, and happier employees. We're pleased to be part of Roundstone's network of advisors and also one of Roundstone's employer groups participating in the captive. It was a smart choice."

- Geoff Rowson

SENIOR VP OF SALES AT TOTEM SOLUTIONS

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