



Auto Dealer Sees 63% Enrollment in Peak Care

EMPLOYER EXPECTS INCREASED EMPLOYEE ADOPTION AT NEXT OPEN ENROLLMENT

Korum Ford-Lincoln-Hyundai, a dealership with locations in Puyallup, gives drivers plenty of reasons to buy, with a “people before cars” approach to customer service and a wide selection of new and pre-owned vehicles. After adding Peak Care as a secondary health plan option, **the company saw 63% adoption** in the first year and **expects that number to rise to 75%** at the next open enrollment. Thanks to its combination of simple, straightforward benefits and responsive customer service, Peak Care has become Korum employees’ leading health plan choice.

Situation

This Pierce County auto dealership wanted to offer a second health plan option that provided both choice and cost savings for their employees. Given the concentration of employees living in Pierce County, they felt Peak Care was a good fit.

Peak Care is a cost-effective and sustainable health plan designed for Pierce, Spokane, and Thurston Counties. It’s offered through Premera Blue Cross and uses the MultiCare Connected Care (MCC) Clinically Integrated Network and the Physicians of Southwest Washington’s select network, known as the Tahoma network. Under Peak Care, doctors, specialists, and hospitals work together to streamline patient care and keep costs as low as possible.

KORUM FORD-LINCOLN-HYUNDAI

An auto dealer that takes a people-first approach to selling new and pre-owned vehicles

Plans offered:

Premera PPO plan,
Premera Peak Care plan

Industry: Automotive

Organization size:

152 employees

Number of locations: 4

Locations: Pierce County

Michael Atwood, human resources manager at Korum, has been in Human Resources and benefits administration for 26 years. He says his company was one of the first to offer Peak Care to its employees. "We liked the plan in large part because we're located close to a MultiCare hospital. A ton of MultiCare's facilities and doctors are also near where our employees live," he says. **"Another big selling point was a smaller network of select providers, which creates savings we can pass along to our people."**

With Peak Care, companies can realize up to 15 percent savings through Premera because of the strong provider partnerships with the MultiCare network. The more employees that enroll in Peak Care, the higher the savings.

Solution

Korum Ford-Lincoln-Hyundai **chose the Peak Care plan as a way to add simple-to-use benefits for its employees.** With Peak Care, employees have one dedicated team to call for questions and priority when booking appointments. That decision paid off, with 63% of workers opting for the plan.

"I've never had another plan where they were as interested in making sure things are running well for us," says Atwood. "Peak Care representatives check in with us to see if we have the information we need and ask for feedback on how to improve their service."

Impact

The employee response has been positive, especially around getting questions and needs addressed promptly—so much so that Atwood expects enrollment numbers to continue to climb at the next open enrollment. He attributes this to the responsive Premera Peak Care customer-care team.

"The providers and network both have good reputations," says Atwood. "And many of our staff were already seeing a MultiCare doctor. They didn't need to change their primary care physician or specialist to save money on their premium—which is a great bonus."

Conclusion

"We give Peak Care a 5-star review," says Atwood.

The Peak Care difference is based on a shared desire between MultiCare and Premera to make the healthcare experience fundamentally different—and better. This means helping people predictably get the healthcare they need and have a great experience along the way, with prompt answers and customer support.

"Another big selling point was a smaller network of select providers, which creates savings we can pass along to our people."

Peak Care, brought to you by Premera Blue Cross and MultiCare, reduces cost, enabling employers to offer comprehensive, affordable coverage for employees and their families.