



SOLUTION FOCUS

Benefit: QSEHRA
Industry: Dental
Region/State: Colorado
Number of employees: 11

SUMMARY OF BENEFITS

- Projected tax savings of \$1,968 a year over taxable benefit options
- 8 full-time employees hired since QSEHRA implementation
- Benefit administration in 2 minutes per month

“We wanted to have the best benefit package possible so our employees would stay with us long-term. We currently have a great team of employees working with us and PeopleKeep helped us attract them and keep them.”

Bryan Hilton, DMD
Summit Dental Group
Co-owner

Summit Dental Group offers a QSEHRA to their employees for a personalized health benefit solution

PeopleKeep’s QSEHRA helps this resort community dental clinic hire more staff, save on taxes, and increase employee morale

The Challenge

Summit Dental Group’s new owners, Drs. Bryan Hilton and Corry Marcincin, were faced with finding a cost effective health benefit that employees would find attractive. Working in a competitive medical field, they knew they had to provide an option that would make their clinic stand out and take care of their employees’ health. But group health insurance was expensive and offered a limited network while taxable stipends didn’t feel enough like a real benefit.

The Solution

The doctors discovered PeopleKeep’s QSEHRA that would let them offer employees a tax-free allowance that could be used on premiums and more than 200 out-of-pocket expenses, which made the clinic look much more appealing to potential new employees.

The Results

With PeopleKeep, they are now able to offer a personalized health benefit that ticks all of their boxes. Their clinic has saved almost \$2,000 in taxes a year with a QSEHRA and the attractive benefit allowed them to hire 8 full time employees. Their staff is much happier now that they can finally afford the medical treatments that they need.

The Challenge

When Drs. Bryan Hilton and Corry Marcincin took over Summit Dental Group in 2013, the clinic wasn't providing health benefits to its employees. However, they learned there was a need right away. Being in a resort community, the cost of living is really high and the unemployment rate is extremely low. With many nearby practices competing for talent, they even lost some employees to clinics with established health benefits.

“By the nature of our jobs, our staff is at a higher risk of getting sick. I wanted to provide a benefit where they could afford to get a flu shot, go to checkups, and stay healthy.”

The health benefit had to be affordable for both their business and the employees as well as fit the needs of their full-time employees. Working in the medical field, their employees risk their health every day when they come into the office, so the benefit had to provide value and cover a wide range of care. They started looking into health benefits options and quickly realized traditional health benefits left a lot to be desired.

Group health insurance was very expensive and it didn't provide a benefit to the employees that had coverage under a spouse. To keep things fair across all of their employees, they wanted a benefit that worked for everyone. Even the most affordable group insurance plan had a limited network and still had high premiums and high deductibles.

The doctors also looked into adding additional income to their employee's checks as a taxable stipend, but they were concerned that it wouldn't feel like a real benefit. Extra money on a paycheck tends to feel like a raise instead of a formal health benefit, and there was no way to ensure that the money would be used on medical expenses. Plus, since a stipend is considered income, the practice would have to pay payroll taxes on stipends and employees would pay both payroll and income taxes.

While they knew these options wouldn't work for them, they were determined to find the right fit.

The Solution

After hearing about PeopleKeep, Summit Dental Group found the QSEHRA. With a QSEHRA in place, they would be able to offer employees a tax-free allowance based on what the practice could afford that employees could use to pay for eligible health expenses. All expenses would be verified by PeopleKeep's documentation review team ensuring compliance. This would take the heavy lifting off of their small business while leaving the control of the benefit in their hands.

The doctors had the option to allow for both reimbursing individual insurance premiums and eligible out-of-pocket medical expenses or only premiums. Choosing to reimburse for both premiums and other expenses would help make their clinic stand out and

appeal to potential new employees as well as keep current employees happy with a more comprehensive benefit.

If anyone needed help with finding their own insurance, PeopleKeep made that easy by partnering with a health insurance concierge service that would help them shop for an insurance policy, determine the right fit, and answer any questions. Having found an option that was cost effective, personalized, and would work for everyone on their staff, they were finally able to provide a health benefit that fit perfectly with their business's needs and the needs of their staff.

"Offering a health benefit through PeopleKeep makes our clinic more attractive to prospective employees."

The Results

Since partnering with PeopleKeep in 2016, Summit Dental Group has hired eight full-time staff members. The PeopleKeep benefit was an influencing factor behind their new hires because its flexibility allows for them to use their allowance on whatever medical expenses they need. It also helps them stand out in their field from other companies that only offer traditional health benefit options.

"The expenses that can be reimbursed are great. Hygienists and dental assistants can sometimes develop neck and shoulder issues and carpal tunnel from bending over and holding instruments all day. Having the ability to use the benefit for chiropractic care is a big deal for our industry."

As a major plus, employees now have access to care they wouldn't have been able to cover previously such as chiropractic services. Because the benefit is personalized to each employee, it has been instrumental in keeping employees with the clinic long-term. Morale has increased as employees feel cared for and are able to prioritize their health care needs.

The clinic is now saving around \$1,968 in taxes compared to a taxable benefit which is extremely beneficial for any small business. The doctors can log into the PeopleKeep software to view verified expenses, make employee updates, and schedule reimbursements in as little as 2 minutes per month which saves them time and keeps their focus on their business and patients.

About the Company

Located just minutes away from the resorts of Breckenridge and Keystone, Summit Dental Group serves the Dillon community and surrounding area by providing outstanding dental care. Though the clinic originally opened its doors in the 1960s, Drs. Bryan Hilton and Corry Marcincin took ownership in July 2013. They brought with them experience as well as cutting-edge techniques and technology. Along with standard dental services, the clinic is equipped

to provide implant restorations, digital impressions, pediatric dentistry, oral surgery, and cosmetic dental treatments.

The team at Summit Dental Group is committed to making their patients feel like family. With each patient's health at the top of their minds, the team's dedication and expertise coupled with their compassionate care ensure a wonderful experience.