

CASE STUDY

From Deficit to Sustainability: How HUB Helped BGO Reestablish Benefits

Executive Summary

With skyrocketing employee benefits costs, Bill Gosling Outsourcing (BGO) faced a multi-year budget deficit — despite painful cuts. Partnering with HUB’s National Accounts Team, BGO rolled out a tailored solution that cut costs while improving benefits, eliminated a six-figure deficit and offered benefits to hundreds of additional employees.

Bill Gosling Outsourcing (BGO)**INDUSTRY: Outsourcing****SERVICES: Outsourcing Services for Customer Care, Accounts Receivable and Sales****LOCATION: Newmarket, ON****CHALLENGE**

BGO was frustrated with financial shortfalls, as well as the lack of accurate reporting and accountability in its benefits program. Despite their own efforts to correct the issues, BGO’s employee benefits plan had become unsustainable. The plan ran a deficit two years running even as premiums for its health plan went up. BGO had already made cuts in its benefits plan and more cuts could render the plan functionally useless.

SOLUTION

HUB and BGO created a list of clear objectives for the benefits plan; with those objectives in place, HUB took the initiative to offer innovative solutions. HUB offered new, discounted coverages (such as home, auto and pet insurance), and took advantage of burgeoning digital opportunities with an online pharmacy, additional mental health benefits and virtual medical care. HUB also made sure that BGO offered essential health benefits in line with the company’s demographics that brought value to employees.

RESULTS

With the changes, BGO was now on the path of long-term sustainability for its benefits program. Despite adding new programs and digital offerings, employee costs decreased as much as \$20 monthly. On the corporate side, BGO’s costs decreased 4% despite the addition of new programs. BGO also eliminated a six-figure deficit and included 350 employees who didn’t have coverage on the plan previously. What’s more, it took just four months from HUB’s initial meeting to the complete roll-out of the plan — without cutting corners.

“HUB brought a significantly higher level of accountability — they moved from analyzing data to dreaming up changes that made sense. That was a breath of fresh air to us.”

Dave Rae
CEO, Bill Gosling Outsourcing

HUB Employee Benefits Consulting



Reimagining Benefits



Added Coverage

**A sustainable benefits program delivering real value to employees**