

Full-Service Car Wash

Faced with potential business-crippling penalties that could reach nearly \$1 million each year, leadership at a full-service car wash, auto detailing, and maintenance center with hundreds of employees across 18 locations knew it needed to act quickly to provide a comprehensive, easy-to-understand, and convenient healthcare solution for its workforce. Without one, the company's survival was at stake.

The Challenge

The Affordable Care Act (ACA) has brought a new world order to a whole class of employers who have never worried about needing to provide healthcare benefits. Whether with just ten employees or more than 1,000, the challenge was providing a viable healthcare option to the workforce that would satisfy the new healthcare law while ensuring profitability. For the company, the challenge was real and the race was on to find a practical solution that fit the company's needs:

- The car wash was wading into uncharted territory as it operated in an industry that traditionally didn't offer health insurance.
- This environment was also new to employees, who had never needed to understand the intricacies of healthcare insurance or absorb costs associated with coverage.
- With more than 350 predominantly young male employees, the majority of whom speak only Spanish, and a one-size-fits-all option would be challenging to find.
- Employees would typically seek out quick-fix healthcare through urgent care or emergency department visits.

The result for the company went far beyond adopting a healthcare solution that would help bring them into ACA compliance. They now had a solution that provided required coverage and delivered employees unlimited care at Redirect Health Accredited Centers that was affordable and helped employees take charge of their healthcare.