

# Construction Company

## Paul Johnson Drywall

### Redirect Health Helps Recruit & Retain Top Talent

With a young labor force of 700 full-time trade employees in metropolitan Phoenix and scores more in Tucson, Northern Arizona and Las Vegas, Paul Johnson Drywall, Inc., a 50-year-old specialty trade contractor, realized it was time to provide a cohesive, understandable, and easy-to-implement healthcare solution for its workforce. Employee loyalty, satisfaction, and productivity were at stake. The company's continued profitability was in question too.

### The Challenge

Never before has affordable healthcare been in a more prominent spotlight. And with the implementation of the Affordable Care Act (ACA), companies of all shapes, and sizes and from a wide breadth of industries are seeking out viable options to bring healthcare to their workforces – without going broke in the process. But in the case of Paul Johnson Drywall, implementing the ACA mandate was just one challenge that drove them to find a better healthcare solution:

- Although Paul Johnson Drywall previously offered health insurance – an anomaly in the construction industry – participation was low.
- The majority of the workforce viewed the previous health insurance plans as unnecessary, confusing and outrageously expensive.
- The labor force sought out quick-fix healthcare solutions, such as visiting hospital emergency departments for non-emergency injuries or illnesses.

Having previously worked with a Redirect Health Accredited Facility through Workers' Compensation Insurance, the company recognized Redirect Health's benefits as a directed care model, which would put care control in the employees' hands. Together, Paul Johnson Drywall, Inc. and Redirect Health tailored a healthcare program that was affordable and prioritized the care of employees so long-term healthcare issues would be minimized.

"The fact that our employee retention is high – much higher than it has ever been – can be directly linked to offering quality, affordable care plans through Redirect Health."

**- Cole Johnson**

CEO & President, Paul Johnson Drywall