



Client
Stacks & Associates

Industry
Healthcare Finance
Management

Location
Located in East Lansing,
Michigan, the firm specializes
in employee benefit plans for
small- and mid-sized
employers

Challenge
Streamline HR and benefits
processes for clients, backed
with one-on-one support and
service.

Solution
Stacks & Associates depends
on the end-to-end features of
BASIC Guru to simplify
administration, provide
employee self-service,
support HR, and deliver ROI.

Results
Clients have averaged a
composite cost for benefit
plans 24% below national
average and reduced plan
costs 30% to 40% without
reducing employee benefits.

BASIC Guru Gives Healthcare Finance Management Company a Competitive Edge

Stacks & Associates, a healthcare finance management company serving small- and mid-sized businesses, is a model for agents and brokers looking to remain competitive in a changing market rife with uncertainty. Much of this has to do with confusion around the regulatory environment introduced by the PPACA. Agents and brokers who previously relied on providing a menu of offerings will now find themselves needing to provide companies—many with a one person HR staff—with expertise and guidance on remaining compliant with new provisions in the PPACA, as well as day-to-day support on benefits enrollment, communications, and other labor-intensive HR tasks.

Stacks & Associates was fortunate in that it didn't have to make radical changes to its business model; founded two years ago by industry veteran Doug Stacks, the company from the outset differentiated itself on its support—and on providing small- and mid-sized companies with HR backup. Then, on a recommendation from a colleague, Stacks implemented BASIC Guru, which enabled them to create self-service HR/Benefits portals tailored to each of their employer groups. He also “plugged” clients into BASIC hr, a comprehensive resource library that administrators can go to for all their needs—from content to forms and posters.

From an ROI standpoint, working with its TPA partner, Stacks' clients have averaged a composite cost for benefit plans 24% below Kaisers' published national average by using its cost management technologies and practices. Moreover, many of its clients reduced their plan cost 30% to 40% without reducing employee benefits.

As important, BASIC Guru simplifies compliance with the new SBC provisions in the PPACA—where organizations can document that each employee was sent—and each employee received—their SBC. The initial implementation of the platform prompted more client support phone calls—which Stacks was delighted to receive, as it was an opportunity to engage with administrators and particularly with employees, and provide one-on-one support.

“BASIC Guru enables us to simplify the task of employer compliance, particularly with SBC documents,” says Stacks. “Compliance and helping small- and medium-sized businesses navigating the PPACA and assuring compliance will be a bigger part of our business. It would be a big thing to take on, but BASIC has handed that to me on the platter.”

“We’re a small shop,” Stacks continues, “but with BASIC Guru, we can efficiently manage our entire book of business. If my clients' HR department is out and they need someone enrolled, I can get them online, explain benefits, get them signed up...I can even bring my laptop onsite. The nice thing about Guru is that it's a complete package...and their support, which in my experience is second to none, is the frosting on the cake. BASIC Guru is the wave of the future in this industry.”