

## Case Study: **Godolphin**

Health Rosetta Advisors: **Greg Humkey, Employee Benefit Associates**

### KEY RESULTS

**\$0**

PRIMARY CARE AND  
MAIL ORDER PRESCRIPTIONS

**24%**

2021 REDUCTION IN  
YEAR-OVER-YEAR  
PLAN SPEND

**\$1+M**

COMPOUNDING REDUCTION IN TOTAL SPEND

Godolphin located in Lexington, KY, has always prioritized taking care of its employees and family members. They pay 100% of medical and dental premiums. And offer a generous health plan design including a \$500 deductible for all employees and families.

After making some changes to their health plan, in 2020, Godolphin defined their top priorities for the future. They were:

- Save money through smarter healthcare benefits that serve unique plan member needs
- Reduce employee costs and ensure a rich plan design that is sustainable
- Attract and retain talent to sustain the mission of Godolphin

## Approach

Godolphin has been a client of EBA's for over 20-years. They've always been financially stable and committed to employees and their family members. With EBA at their side, Horse Farm has been incrementally improving its health plan.

### 2010 – Independent Active Plan Administration

As the employee population aged, many members struggled with one or more chronic conditions, including hypertension, diabetes, and obesity.

## Client Profile

Godolphin is a global thoroughbred breeding operation and horseracing team.

**Location** \_\_\_\_\_  
Lexington, KY

**Industry** \_\_\_\_\_  
Private

**Size** \_\_\_\_\_  
Employees: 142  
Employees on health plan: 142  
Lives on Plan: 458

**Funding Type** \_\_\_\_\_  
Self-funded

**Annual Healthcare Spending** \_\_\_\_\_  
Per Employee Deductible:  
\$500 employee  
Per Family Deductible:  
\$1,000  
(\$0 Deductible Opportunity)  
Office Visit Copayments:  
\$0 Primary Care Opportunity

**Case Study Dates** \_\_\_\_\_  
1/1/2020 through 12/31/2021

## Approach (continued)

At this time, Godolphin began moving to a self-funded health plan to gain insight into how they could best meet the changing needs of their health plan members.

### 2020 – Value-Based Primary Care

For all members, Godolphin implemented high-quality, local independent primary care—a direct-primary care benefit. It added the option for members to visit a local physician at no out-of-pocket cost. Godolphin also covered labs, doctor visits, and prescription drugs (over 1,200 including generic, brand, and specialty) at 100%. The members no longer needed to pay any out-of-pocket costs to seek the care they needed. The local primary care team was accessible to the members and able to act as the quarterback of care to manage members' health appropriately through the entire care journey, especially those living with one or more chronic conditions.



From an employer standpoint, the DPC program has been very useful, and we continue to have new additional voluntary enrollments each year. In the midst of a pandemic when it was nearly impossible to see a doctor within a 48-hour window, The Coopers have been very responsive and extremely helpful when needed.

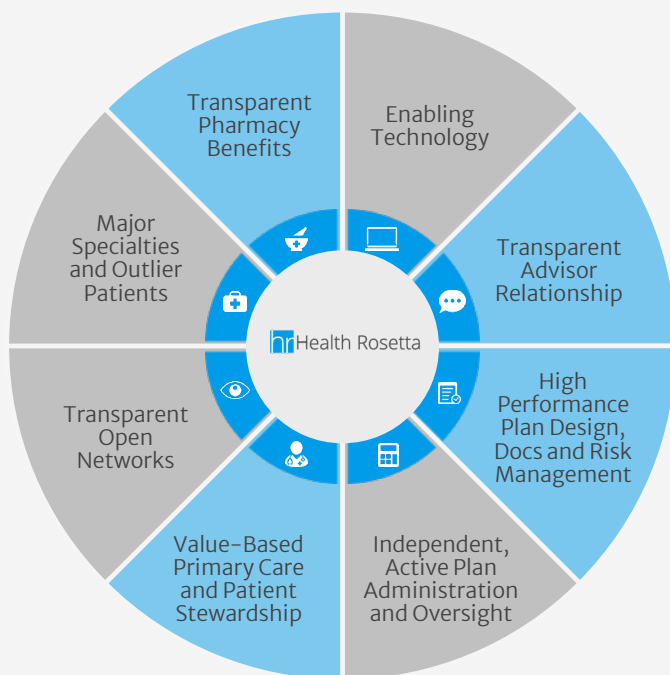
My experience with EBA has been nothing but positive! We have had some complicated situations arise, and we've also had some day to day issues where I needed guidance and assistance. EBA has always been helpful and resourceful not only to me as an HR Manager, but to all of our employees as well!

*Tiffany Johnson, HR Manager*



### Health Rosetta Components Included

● Included in Plan ○ Not Included in Plan



### Plan Grade

**58th Percentile**

of all Health Rosetta 2022 Plan Grades\*



Health Rosetta is the blueprint for high-performance health benefits. It's a practical approach built on what successful purchasers do. We drive its adoption by growing an emerging ecosystem. Think of us as providing LEED-like blueprint for health benefits.

As part of that effort, we have a proprietary Plan Grade protocol to assist plan sponsors in understanding how optimized their plan is.

#### 2022 Plan Grade

\*XX / 100 Raw Score across administrative, clinical and risk management factors  
All Plan Grades are indexed to the current

year's highest plan grade.

## Top Level Results

The employee spend decreased each year since implementing a primary care-centric plan. In 2019, the total plan spend for an employee was at \$688 PMPY (Per Member Per Year), and in 2020 that number came down to \$614 PMPY. In 2021, their spending came down even further to \$530 PMPY. Needless to say the members are happy with the additional benefit at a lower cost.

The employer has also seen significant savings and has greater control to sustain better benefits for their employees far into the future. In 2019, Godolphin's total spend was down 15% compared to the previous year. In 2020, Godolphin's total spend actually increased year-over-year due to some significant high-cost claims activity, but they were well prepared for this increase because they were in the driver's seat with greater control over their health plan. In 2021, Godolphin saw a decrease in total spend by 24% and continue to invest in their employees' future.

In 2021, Godolphin's total plan spend was \$1.8 million, which was \$1.2 million lower than the carrier's underwriting team had projected. At a time when many employers are cutting benefits, Horse Farm is in the driver's seat of their health expenses and offering better benefits while saving everyone money.

In addition to actual savings for everyone, members love their plan. In a survey, they responded that they would recommend their direct primary care benefit 9.5 out of 10. That net promoter score is almost unheard of in the health insurance space as the average is less than 3.

By removing barriers to care, many members who weren't seeking medical care received the care they needed. One catastrophic health event was averted when a member who wasn't seeking

any medical care before visited the direct primary care physician. They diagnosed and routed the member to a specialist for treatment of hepatitis that could have led to catastrophic liver failure. The direct primary care physician continued care alongside the specialist to monitor ongoing care for optimal treatment.

## Change Management

Managing change is essential to the success of these changes to plans and how members access care. With the new benefit and plan incentive structure, Greg Humkey and the EBA team took the time to work with Horse Farm to educate employees. Greg invited the physician onsite at the open enrollment meetings. Having the physician onsite ensured employees understood the new benefits and, as a way to build trust, allowed them to meet the physician.

Through consistent employee education, communication, and incentives to visit the primary care physician, most employees took advantage of the new benefits and obtained the care they needed.

### Read More

View more case studies and solutions at [healthrosetta.org](https://healthrosetta.org)

## Expect More from Your Advisor

Greg Humkey and Godolphin's journey is just one of many examples of how implementing better benefits is a win for employees, employers, and local providers.

Employers who partner with a Health Rosetta advisor do so with the confidence the advisor is acting in their best interest. The Health Rosetta is a LEED-like blueprint for health benefits. Health Rosetta Advisors work with clients to bring them along the Health Rosetta path. For Greg Humkey and Horse Farm, the approach included implementing Independent, Active Plan Administration & Oversight, and Value-Based Primary Care.

### Advisor Background



Greg Humkey is a Partner with EBA (Employee Benefit Associates) in Lexington, KY where he quickly became a leading consultant both for employers and their employees. 5 years before the Consolidated Appropriations Act was established to protect consumers, Greg spoke to the interim joint committee on Banking and Insurance for the Kentucky Legislature. During his testimony, Greg warned about the harmful effects of hospital "Surprise Billing" practices. Using data analytics and proven practices, Greg and his team design 3-5 strategic plans to protect their clients from the healthcare confusion