

CASE STUDY

ALPHARETTA ANIMAL HOSPITAL

New owners focus on innovative approach that improved employee satisfaction and delivered lower costs



CLIENT SUMMARY

Alpharetta Animal Hospital serves pet owners in suburban Atlanta with full-service animal care. When a new owner began looking at all parts of the business, they felt they could create a better group health plan with more benefits and lower costs to both the clinic and to the employees.

- Plan launch: 2024
- Location: Alpharetta, GA
- Number of employees: 20

CHALLENGE

Plan costs had been continually growing through a larger carrier that did not offer flexibility for providers or prescriptions. Out-of-pocket costs were continuing to grow and created frustration for both the owners and the employees alike.

SOLUTION

Moving to Direct Primary Care, the company and participants both enjoyed significant savings:

- Deductibles were reduced by 15%
- Out-of-pocket maximums were lowered by 42%
- Payroll reductions decreased by 55%

RESULTS

INSURANCE PREMIUMS

50% lower

ANNUAL COST SAVINGS

\$37,000+

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