



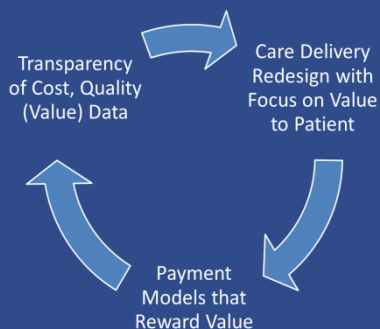
Our Expertise

SERIGRAPH

Based in West Bend, WI, Serigraph moved away from traditional plans to actively engaging employees. As a result the company has seen savings beyond \$2M annually.

THE DEDACARE CENTER FOR HEALTHCARE VALUE

The ThedaCare Center for Healthcare Value strives to redesign the three components of the healthcare marketplace:



Bring Healthcare Costs Under Control

Since 2003, Serigraph has been tackling the rising cost of healthcare through a series of strategies that have resulted in family premium costs increases below 3% per year. Nationally health costs have increased an average of 7% since 2003 and premiums even more.

Employers are responsible for insuring over 55% of the non-elderly population in this country. Yet soaring healthcare costs are making this unsustainable for many companies. Fifty-four percent of companies reported shopping for a new health plan or a new carrier in 2012, reflecting a market that is in flux due to high costs as well as upcoming regulatory changes.

A Proven Solution

Serigraph has proven that employers can effectively take charge of the healthcare market they are engaged in and dramatically change it to more closely resemble a free market. In a free market, prices are determined by unrestricted competition between healthcare providers, and transparency of prices and quality drive consumer decisions about how to allocate their resources.

Learn from John Torinus Jr., chairman of Serigraph, about the successful cost-cutting strategies he has implemented, including:

- Adopting a consumer-driven plan
- Asking for price transparency from a healthcare providers
- Expanding the market to include non-local providers
- Using lean principles to improve healthcare plans
- Guiding employees to high value providers
- Emphasizing primary care

THE DANA CARE
CENTER FOR
HEALTHCARE VALUE

Targeting Value, Spreading Change

TARGET AUDIENCE

- Senior Leadership Team Members in Healthcare, Service, and Manufacturing organizations
- Lean Implementation Leaders

LOCATION AND COSTS

West Bend, WI
Pilot Fee: \$400 per person

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920-659-7500
createvalue.org

Session Objectives

At the end of this session participants will be able to:

- Discuss the key variables that contribute to employee healthcare costs
- Describe the key components of an employer health plan designed to reduce costs and increase employee health
- Articulate the five behaviors changes needed for reform
- See how Serigraph empowers employees to make healthcare decisions
- Create a plan for your own organization that improves workforce health and sharply lowers costs

The Healthcare Pyramid is Upside Down

