

# INCREASE DECREASE

How **two CFOs leveraged** one  
single **strategy** to **decrease** expenses  
& reinvest back into their business.

Delivered as a **quick flipbook** (with **only their best quotes**) because less is *a/ways* more.

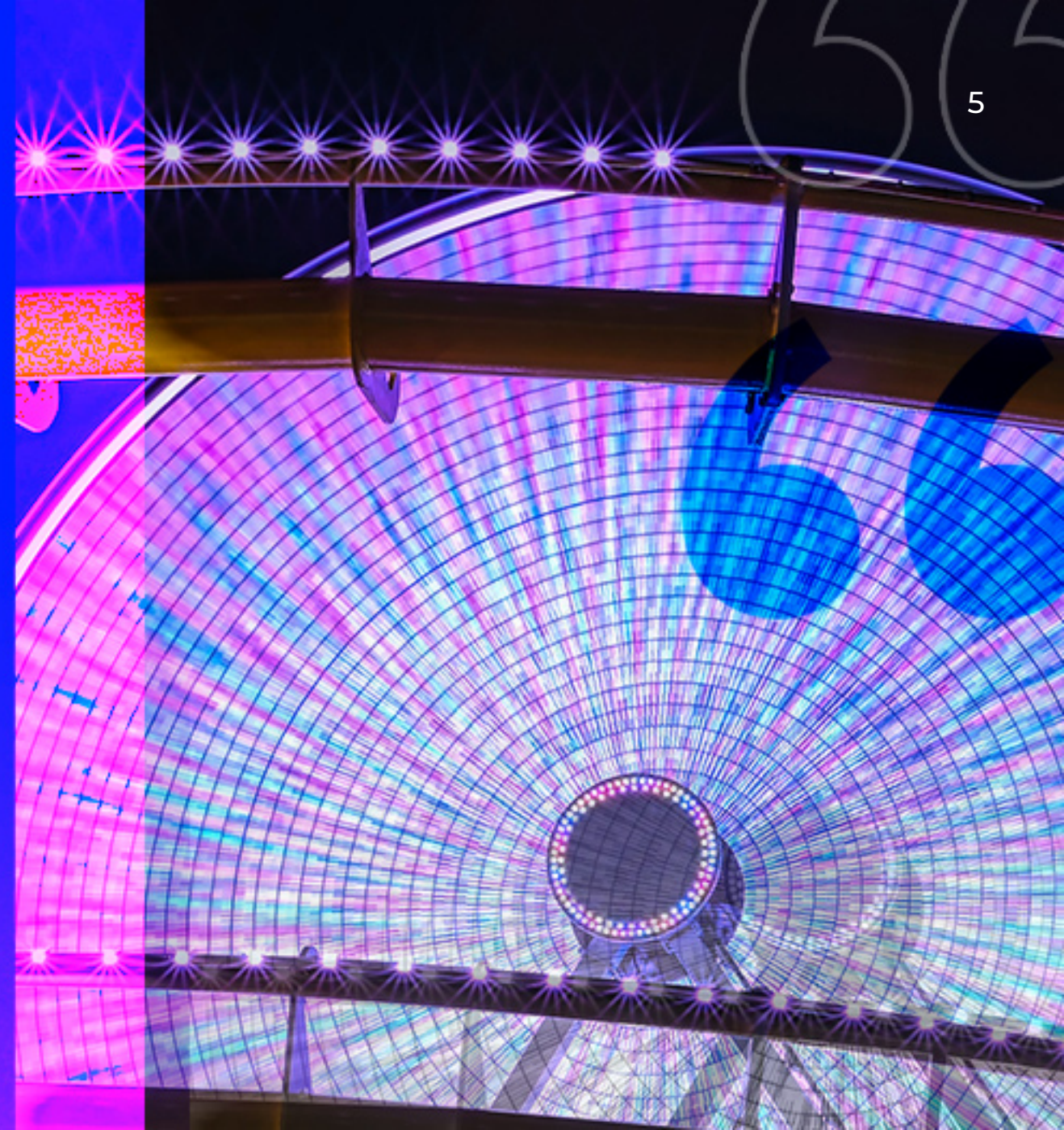


We distilled **the best nuggets** from CFOs on growing their business, saving coin & reinvesting into their people.

This is all the **crazy s#s!**  
executives want to hear but are  
afraid to say... *in print.*



In the Fall of 2021, CFO Hilton Sher was invited for an interview to share the success of his company's healthcare strategy. This **quick read** is a collection of only the **best quotes** – delivering wisdom, ideas & personal perspective.





# MEET HILTON SHER

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CFO, Consolidated Credit  
Location: Ft. Lauderdale, FL  
Enrolled: 200



“We have had quite a roller coaster. We had a number of years with good claims and didn’t reap the benefit. Then we just hit a **downward spiral** of year after year high claims ratio premiums going **up** and **up** and **up**.”



**“ I had the CEO call me and say, ‘I don’t care what you have to do, fix it.’”**



“I said to my new broker, ‘You’ve got to come in and save me.’ He gave us a great proposal and a **deep analysis of the opportunities** in our plan to save. **I had never seen that before.”**

“In our first year we saved \$600K and \$400K more on renewal. We avoided a premium increase and lowered our costs.”



3 years with WellNet

**Savings to Date:**  
**\$1.2m/23%**

**“In the 20 years I’ve been with Consolidated Credit, this was the first time we felt that we had a handle on where we were going and how to address it. In partnership with our advisor and WellNet, we were data mining, interpreting the claims and weighing suggested action.”**

“We didn’t exclude anything - **we found a better way to source it.** Our **employees have a concierge to access** higher quality, lower cost doctors for surgery or a specialist... **We’re doing things by covering their deductible** if they engage with their concierge. We will **suggest personalized options,** but **we do not mandate them** to our people.”



“We are not waiting for the renewal and always behind the eight ball. **We’re now ahead of the game.** As a CFO, I think the key is to show us how we’re going to save money and why we won’t have a loss of service.”

In the Spring of 2021, **Burt Brenner, CFO of Lindsay Automotive** sat down for an interview on how they've enhanced culture, **cut rates 5% and pocketed \$700K** this past year alone while improving workforce development for the betterment of the company & their people.







# MEET BURT BRENNER

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CFO Lindsay Automotive  
Location: Arlington, VA  
Enrolled: 700

“Our **main concern focused on the lower wage talent** because we’ve all been there with healthcare. It’s a 25% increase this year. It’s 5% the next. It’s 40% the next. You don’t know until it’s too late.”





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**What we wanted to do is bring more control in house and create some stability in pricing - certainly for the company, but more specifically, for the employees.”**

“[When we started] it wasn’t the time to change benefits. We kept deductibles and overall coverage the same - still a very rich plan. We needed to **bring it in, figure out where we stood, and at the same time, re-educate employees** on the state of health insurance today, not what it was 20 years ago.”

**“The main thing about going to a self-insured plan - aside from the cost component that is a huge win for anybody who’s on it - is the stability. Not just the stability in the cost - stability in the provider and networks.”**

“In our first year with WellNet, we created a separate agreement with a dialysis center that has plenty of centers around the area and cut costs on just two participants by \$700K.”



**“We had an employee with a child getting blood transfusions that cost about \$60K a month on the fully insured plan. We had zero control over it, and we would get those spikes. You could see three months worth of those RX expenses come through with a 90-day supply.”**

**“When we moved to self insured, it was a lot easier than I thought it would be. We were able to manage it with the employee and a contract that reduced the cost to under \$10K a month.”**



“

We let employees know what things cost and that we're self-insured. They're part of this big picture. Higher claims will lead to increased rates for them. **Lower claims will lead to lower rates. We've proven that.**”

**“I guarantee you that you’re not going to spend more on a self-insured than a fully insured plan. You’re just not. We can go back to the fully insured market at any time. That’s not in the cards for us. It’s just not. I wouldn’t...”**





# About WellNet

WellNet builds and optimizes smarter self-funded health plans for companies across the nation with 100 to 5,000 employees.

Leveraging our patented technology stack, we fix the unaffordable healthcare mess with ongoing education, stronger advocacy, and aligned incentives to combat the vested interests of traditional health insurance carriers.

Our unique ability is doing whatever it takes – at the right pace – to lower the cost of healthcare and improve the experience for companies and their people.

Please visit: [wellnet.com](https://wellnet.com)

## Get in Touch

Learn More

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