

PR Firms Are Sick Over Healthcare Costs



Rick Gould
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Ask PR execs about headaches and they're likely to cite healthcare, says Rick Gould, managing partner, **Gould + Partners**. "Healthcare costs are killing them," he says, referring to firms and employees, who are contributing to health plans. After labor and rent, healthcare usually is a firm's largest cost, he says. Of the 76 firms Gould polled in this unpublished survey (chart, right), 97% offer health plans. The chart below shows plans are "all over the place," Gould says, with HMOs dominating. Good news: Several firms are "working very hard" with healthcare consultants to create "customized plans that will save" costs. Other nuggets: Despite the move to get women into the C-suite, just four of the firms offer daycare. Providing it as a perk "could have a huge return on investment," he says. In addition, 60% of firms offer flex time. "That's low," Gould says. ■

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Profile of Firms in Healthcare Survey	
	# Respondents
Size	#
Less than \$3 Mill	20
\$3 Million to \$10 Million	34
>\$10 Million to \$25 Million	14
> \$25 Million	8
Average All Firms	76
Regions	
1. NY & NJ	22
2. D.C.& Suburbs	2
3. NE	6
4. SE	6
5. Midwest	15
6. SW	7
7. Southern CA	5
8. Northern CA	5
9. NW	2
10. Canada	6
Average All Firms	76

Plans PR Firms Offer to Employees			
Type of Health Insurance		#	%
HMOs	Health Maintenance Organizations- You have access to providers and hospitals within a network	24	31.6%
PMOs	Project Management Office- Solves healthcare business challenges using project management solutions	19	25%
PPO Plan	Preferred Provider Organizations- a network of medical providers	16	21.1%
EPO Plan	Exclusive provider organizations- Similar to HMO, but may require referral to specialists	4	5.2%
Group Health Plan	Employee welfare benefit plan established or maintained by an employer or by an employee	2	2.6%
Employee Selects	The employer selects and purchases health insurance	1	1.3%
PEO Plan	Professional Employer Organization- Companies outsource the admin tasks associated with the health plans	1	1.3%
Self-Insured Plan	Employer assumes the financial risk for providing health care benefits to its employees.	1	1.3%
POS	Point of Service- hybrid of HMO and PPO	1	1.3%
HDHP- NPOs	High-deductible health plans	1	1.3%
Blank		6	8%
Total		76	100%

Source: Gould + Partners (2017), unpublished survey, material shared exclusively with PR News

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