



Success Story

Transitioning retiree healthcare smoothly

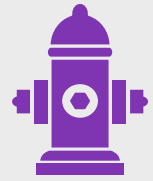
The AMERICAN Cast Iron Pipe Company's retiree medical strategy



VIA BENEFITS®
By WTW

About AMERICAN Cast Iron Pipe Company

AMERICAN Cast Iron Pipe Company is a leading manufacturer of ductile iron pipe, spiral-welded steel pipe, valves and hydrants that make up much of this and other countries' water infrastructure. Its Golden Rule business philosophy is to treat others the way you want to be treated.



The Challenge

Transition Medicare-eligible retirees, spouses and dependents to Medicare-only coverage.

Background

John J. Eagan, the founder of AMERICAN Cast Iron Pipe Company, was committed to building a different kind of company, one that would provide fair pay and unprecedented benefits, such as overtime pay, healthcare and retirement savings. To ensure his commitment to employees and retirees was fulfilled, he would even visit with employees to make sure that AMERICAN's wages were sufficient to support their families.

A century after its founding in 2006, the company moved to a traditional group healthcare plan, offering employees more healthcare options. AMERICAN's retirees relied on Medicare parts A and B as their primary coverage but remained on the company's group healthcare plan, which provided secondary coverage.

As 2020 approached, rising healthcare costs dictated that AMERICAN could no longer offer retiree medical benefits. In the time leading up to 2020, AMERICAN began to explore how to help Medicare-eligible retirees, spouses and dependents transition to Medicare-only coverage.

The Solution

Leverage the expertise and experience of Via Benefits, WTW's Individual Marketplace.

Strategy

An individual marketplace for Medicare-eligible retirees with a health reimbursement arrangement would allow the company to provide financial support for Medicare-eligible retirees and dependents. It would also provide these individuals with the services of knowledgeable advisors to guide them in selecting the Medicare plans best suited to meet their needs.

Via Benefits was able to successfully walk Medicare-eligible retirees and dependents through this transition. AMERICAN's team benchmarked with several companies and, based on its research and feedback, chose to partner with Via Benefits. "It was evident early on that the transition was not something we could manage in-house; it was simply too complex, and we had some 2,200 retirees and dependents on Medicare," says Julie Shedd, director of human resources at AMERICAN. "We needed a partner with the expertise and experience to ensure the transition would go smoothly for our retirees."





“ One thing that really impressed us was the sensitivity training that Via Benefits provides its employees to help them empathize with older individuals who might have mobility or vision impairments.”

Julie Shedd, Director of Human Resources

The Result

A smooth transition to Via Benefits and a positive outcome

The plan was well received. Retirees and their families felt comfortable with the transition to the individual marketplace. Via Benefits partnered with AMERICAN to assure that retirees and their families understood their available options and provided them with all the necessary resources to help them select the Medicare plans best for them.

Not only were retirees pleased, but AMERICAN felt reassured in its decision to partner with Via Benefits. Follow-up surveys showed that the enrollment process went smoothly and the communications that led up to the transition was comprehensive and well received.

“

We knew this would be a huge change for our Medicare-eligible retirees and dependents, and we were committed to ensuring the transition went as smoothly as possible for them. Going with Via Benefits was the right decision.”

Julie Shedd, Director of Human Resources



[OptimizeRetireeBenefits.com](https://www.optimizeRetireeBenefits.com)

About Via Benefits by WTW

Via Benefits Insurance Services has helped more than two million people evaluate and enroll in individual health insurance. Via Benefits is a resource offering personal service to help retirees understand coverage options through a robust online experience supported by an award-winning customer service team. Founded in 2004, it operates the first and largest Medicare marketplace in the country and, in 2014, expanded to include individual and family plans for Pre-Medicare retirees.



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