

CASE STUDY:
Towne Properties



Meeting Increased Healthcare Demands

Custom Design Benefits presents a new solution
with big savings for Towne Properties

Introduction



One of the many ongoing challenges that companies face is the battle to find affordable healthcare benefits for their employees. Between selecting the right plan details while navigating increasing costs, the difficulties can be unending.

For Beverly Casey, Director of Human Resources at Towne Properties in Cincinnati, Ohio, the search for not just affordability – but transparency – in healthcare plans was becoming tiresome. She was looking for plans that were effective and flexible amid the constantly rising costs and intricacies of appropriate coverage.

That was when, in 2017, Towne Properties began their partnership with Custom Design Benefits.

Working with Natalie Maier at Cornerstone, an insurance services brokerage in Cincinnati, Towne was drawn to CDB largely due to their self-funded *TrueCost* program. This program,

in conjunction with PPO plans, were the right fit for Towne’s needs and fulfilled their hopes for transparency and flexibility for its participants. Often, when someone needs a procedure or prescription, the lines can be blurry between who is paying for what, and when. With *TrueCost*, CDB eliminates that confusion.

“We began because of the *TrueCost* product,” Casey said. “Their pioneering effects negotiating reference-based pricing has helped us in this endeavor. We’ve received a lot of positive feedback from employees because now they know what they’re going to owe. That’s really innovative.”

The new plans were working well for Towne Properties, but participants’ needs tend to change. Soon, Towne sought additional solutions to meet those needs, particularly with prescription medication coverage.

Company Background



In the summer of 1961, an opportunity arose for an economic and developmental rebirth of the Mt. Adams neighborhood in Cincinnati. A partnership group consisting of Neil Bortz, Marvin Rosenberg and Lambert Agin aspired to lead the charge, and Towne Properties was born. The founders' goal was to create a portfolio of high-quality, income-producing properties that clients and residents would hold for long terms.

Today, Towne Properties manages sites in Ohio, Kentucky, Indiana and North Carolina. Their expansive lineup includes more than 13,000 apartment buildings, 113,000 condominiums and other homeowners' association units, and nearly 800,000 square feet of retail and office spaces, plus a tennis club and a 500-slip marina.

Locations
OH, KY, IN, NC

Tennis Club

500-Slip Marina

TOWNE PROPERTIES
portfolio

800,000 sq. ft
Retail & Office Space

113,000
Condos & HOA Units

13,000
Apartment Buildings

Seeking additional solutions



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CDB continually works to bring us solutions. They have case managers reaching out to our most vulnerable participants, providing guidance and direction as they combat serious medical conditions.

Beverly Casey, Director of Human Resources

Prescription drug plans are a key component of any healthcare benefits package.

But depending on the requirements of the participant, prescription plans can be complex and costly, especially if specialty drugs are needed. These are specific treatments that are often excluded from regular prescription plans and can be incredibly expensive.

In order to meet the growing needs of their members' medication requirements while attempting to keep costs affordable, Towne Properties once again turned to Custom Design Benefits for help.

“CDB continually works to bring us solutions,” Casey said. “They have case managers reaching out to our most vulnerable participants, providing guidance and direction as they combat serious medical conditions.”

For those vulnerable participants, receiving valuable guidance and direction was just the start.



Substantial savings

Towne Properties cut their prescription drug costs by 35%, totaling more than \$100,000 in savings in just the first four months on their new plan.



The great relationship that Towne Properties already had with Custom Design Benefits grew even stronger when CDB responded with a solution to Towne's growing concerns; the solution was the Magellan Rx (MRx) Select Savings program.

In a joint effort with Paydhealth, MRx introduced the *Select Drugs and Products*[™] program as part of *Select Savings*. The goal of this program is to lower or eliminate the enormous costs of specialty drugs for approved cases. It works by seeking alternative sources of funding from private and public organizations and other benefactors to significantly reduce – often completely – the costs of specialty drugs for its members.

Towne began using the new program in February 2021, and drastically lowered their prescription plan expenditures immediately.

When comparing a four-month span in 2020 against the same timeframe in 2021, Towne Properties had cut their prescription drug costs by 35%, totaling more than \$100,000 in savings in just the first four months on the plan.



Moving forward with confidence

Implementing the *Select Drugs and Products*™ program not only provided a much-needed cost-savings solution for Towne Properties, but it strengthened their relationship with CDB and added to a positive outlook for the future.

“The CDB team has worked tirelessly with us, particularly this year, to investigate and recommend good health insurance coverage at an affordable cost,” Casey said.

“We anticipate continuing prescription savings and with their assistance are looking into a proactive approach to wellness; narrowing our networks and encouraging participants to seek care at excellent hospitals willing to appropriately price their services, as well as other thoroughly researched solutions.”



Contact Your Broker,
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