



Ideal Printers is an independent, woman-owned commercial printer located in Saint Paul, Minnesota. This family business has been providing quality printing and creative services since 1979, and after 40+ years offering only traditional health benefits, they were ready for a fresh start with Gravie.

Time for a Change

Like many businesses, Ideal Printers was facing a variety of challenges in 2020. From navigating the pandemic while continuing to serve clients, to dealing with a serious health claims history, they found themselves facing a unique set of challenges. As their renewal approached, Ideal Printers wasn't confident they could handle another big increase in the cost of their small group fully insured plan. As rates continued to rise, while offering only stagnant or decreasing value for their employees, they were ready to make a change.

Enter Gravie

In 2021, Ideal Printers was introduced to Gravie's Comfort™ plan through their broker. After running the numbers and comparing Comfort's impressive list of no-cost services with what was offered under their traditional plan, it was clear they needed to make the switch. With Comfort, Ideal Printers is able to offer 100% coverage on most common healthcare services. On top of that, navigating the world of health benefits is often frustrating and confusing, but the straightforward and helpful experience of working with Gravie and their broker sealed the deal.

Comfort makes using benefits and accessing healthcare easier and more enjoyable for all involved, providing true value for every member from day one without steep deductibles or other cost barriers to overcome. And the cherry on top: Comfort has led to significant savings for Ideal Printers that they have been able to pass on to their employees.

“We're really pleased. This has been a positive move when historically, health benefits are a huge expense.

All you hear about is rates going up. This is a breath of fresh air,” said Joan Siewert-Cardona, co-owner and CFO of Ideal Printers, speaking about members' improved accessibility to healthcare services and unprecedented access to preventative and needed care. “People are just happy and doing things they may not have done in the past due to the high cost of previous health insurance. They're scheduling that dermatologist visit.”

Controlling Costs With More Value for Members

In addition to Comfort's comprehensive coverage, Gravie's straightforward enrollment process and year-round benefits support provided by the Gravie Care team have made all the difference for Joan and her team as they aim to meet and exceed the needs of their workforce today.



Ideal Printers saved **22%** against their fully insured renewal rates.



Employee enrollment in Comfort increased from **73%** in 2021 to **80%** in 2022.



Healthcare **utilization improved** overall for their 83 employees, which can lead to fewer catastrophic claims down the road.

Give Your Clients a Better Option

Gravie works with insurance brokers, financial advisors, and trusted partners nationwide who are passionate about presenting innovative health benefits solutions to their clients, like Holmes Murphy was able to do with Ideal Printers.

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We are always looking for creative ways to implement solutions that help customers like Ideal Printers recruit and retain their employees while also helping to reduce costs. Gravie gives us cutting-edge solutions to help our customers improve benefits while reducing costs for the organization and employees.”

Drew Engebrecht, CC, Sr. Vice President
Team Lead, EB/Shareholder, Holmes Murphy