

Driving enrollment through employee education and an elevated experience

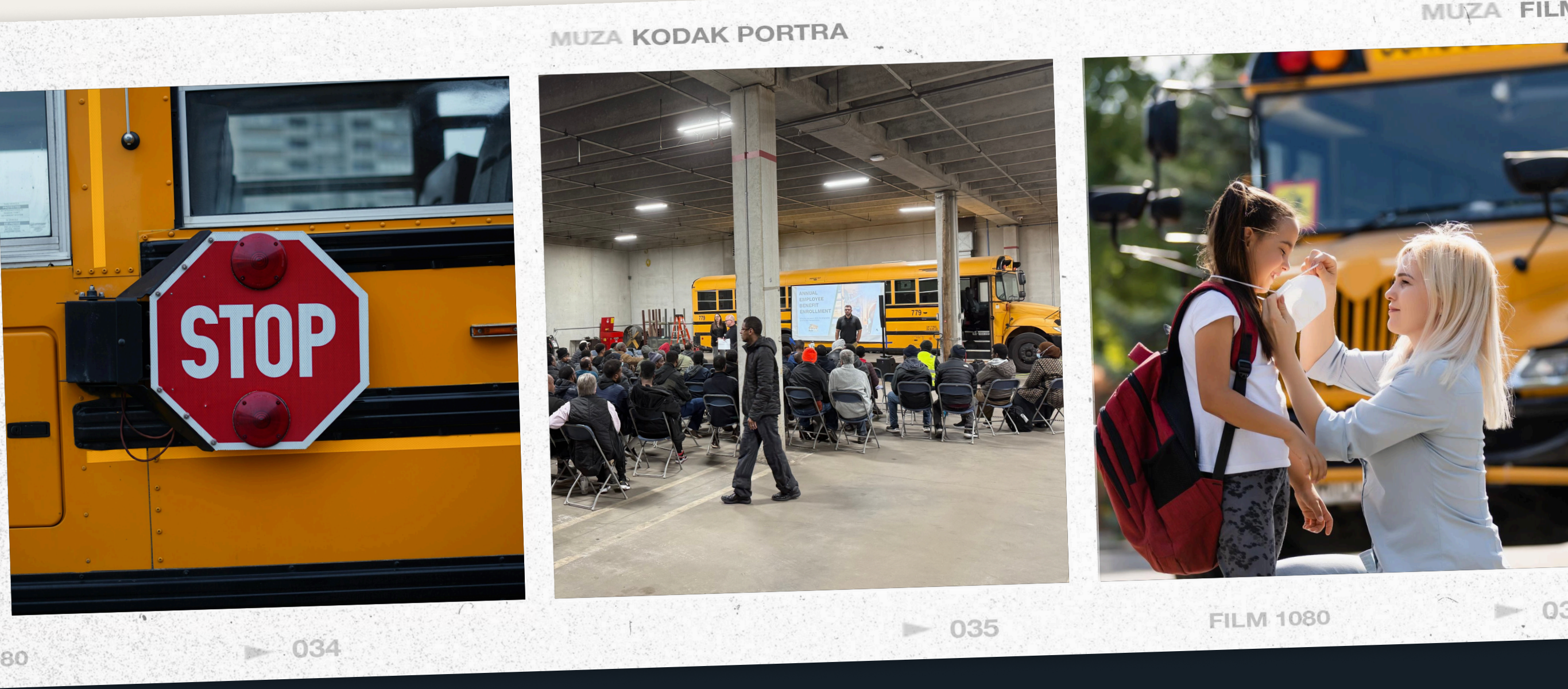
CLIENT SNAPSHOT:

Employer: *Bille Bus*

Industry: *Education / Public transportation*

Group size: *~400 employees*

Gravie client since: *2025*



THE CHALLENGE:

Like many employers of their size, rising healthcare costs were a major factor in Bille Bus' decision to switch from a group plan to an ICHRA. Before their broker introduced them to **Gravie**, Bille Bus had been working with another well-known ICHRA administrator. While the group saw their overall health costs reduced by the ICHRA, spotty communication and barriers to customer support for employees had become **persistent pain points**.

Appointments were required to receive support, even to address simple questions

Scheduling appointments would take days, sometimes longer

Extended wait times during open enrollment created added stress for employees

THE SOLUTION:

As Bille Bus transitioned to Gravie from another ICHRA vendor, the first step was analyzing their prior enrollment report to assess employee participation and plan selection. Participation had been low—making it hard to secure good rates—while high premiums discouraged further engagement.



A classic chicken-and-egg problem.

Gravie identified cost savings based on group size and median age. But due to prior frustrations with service and communication, more was needed. Because ICHRA was still new to Bille Bus, **employee education was essential**. Workers needed clear guidance: How do I enroll? How do I access the portal? Are translation services available?

To ensure clarity, Gravie VP of Sales Eric Mann partnered with the HR lead and broker (Assured Partners) and visited Bille Bus three times. He presented to ~400 employees, explaining what an ICHRA is, enrollment options (Easy vs. Self-Enroll), and each party's role—employer, Gravie, employee—ending each session with open Q&A.



Since transitioning to Gravie and enrolling in our ICHRA solution Bille Bus has experienced:

Increased enrollment rates, reduced labor costs tied to managing health benefits, and significantly higher employee satisfaction.

67%

overall cost-savings vs. previous ICHRA vendor

750% INCREASE

in total enrollment

94% ENROLLMENT

in Easy Enroll plans, saving employees time and effort

100% EMPLOYEE SATISFACTION RATE



“When it comes to ICHRA administrators, you get what you pay for. Having switched to Gravie, our employees can just call Gravie Care and are able to help with whatever they need. They like the fact that they can choose from more than 2-3 health plans, and have the option of contributing more towards their plan if they wish. My advice to any employer looking at an ICHRA? Gravie is the best option.”



Have questions about Gravie ICHRA?

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