

The Benefits of Having a Partner in Business Health

Confidence In A Market Of Soaring Healthcare Rates



Name: Paula

Title: Owner and CEO

Company: Bronleewe, Inc.

Industry: Custom Memorial Stones & Monuments

Employee Count: 34

"It's great to be in a partnership with a PEO that gets it – and has the buying power of the big guys."

-Paula, Owner and CEO

Background: Since 1947, Bronleewe has served the community as the leading provider of custom, handcrafted memorial stones. Their award-winning work decorates funeral homes, cemeteries, churches, homes, parks, universities, and stone applications throughout the world.

Challenge: Year after year, small business owners repeat the same cycle. They ask their health insurance broker to shop the market to find a better healthcare deal for their companies. Their broker asks questions – 'What do you want?' and 'What are your needs?' – but it's rare that the options presented cover everything. None of the options reduce cost without further cutting benefits. It's often a 'do better next year' kind of conversation. Paula knows how important health benefits are to employment, especially considering the rising cost of healthcare. She wanted to break the cycle and figure out how she could offer her employees the best options possible while also meeting her own needs as a business owner: lowering

Telemedicine Eliminates the Need to Miss Work

When you're the owner of a small business, it's hard to take a 'sick' day. Imagine a world where you could pick up the phone and call a doctor without waiting rooms or doctor's office copays. Telemedicine is exactly that. It's available to all Aliat co-employees, regardless of whether they are enrolled in health benefits. It eliminates the need to miss work to go to the doctor's office for a prescription. It's also full family coverage – so even an employee's spouse or children who are covered on another employer's plan can use the service.

"Now that I am with Aliat, I can focus more on my company. To have a team already doing the research is great."

-Paula, Owner and CEO

overhead costs. When Paula came to Aliat, she knew what to expect. Her company Bronleewe had been in a Professional Employer Organization (PEO) agreement before. But this one seemed to stand out.

Solution: After researching several options, Paula decided to partner with Aliat. "They aren't like a typical PEO 'on the outside looking in'. They provide a relatable and understanding experience," says Paula. The partnership enabled her to provide her employees with exceptional benefits, all while keeping her costs low. She encourages her employees to take advantage of new services like Telemedicine, her own go-to service. "The Telemedicine benefit has saved us money and time. We were in awe over the service. It really works. It's not just a hype."

Not only have her business healthcare needs been met, but Paula also feels more confident overall with her payroll, employee safety, HR and reduced legal risks. Paula now has more of her most valuable business resources – time and money – to focus on running her company.

What's Next:

Bronleewe's Going Global!

Bronleewe, now OM Stone, has been a value-driven innovator in the memorial industry for 70 years. However, despite their many years as industry leaders, they feel as though they are just getting started! Bronleewe is the first to bring a patented color process with longevity into the memorial market, which has increased their growth potential as they go global.

