



Utah Small business owners

SPEAK UP

“It is very important for WF&Co. to offer a good insurance plan so our staff stays healthy and we can compete for and keep quality employees.”

Wilkinson Ferrari & Co. Strategic Communications

Wilkinson Ferrari & Co. is a locally owned, highly reputable public relations firm. The company’s 10 employees average about 35 years of age. Full health and dental plans are offered to all employees; three decline because they are enrolled in their spouse’s plans.

“We feel it’s the right business decision, as well as a moral obligation, to offer health and dental coverage to our employees, and for the company to pay for the lion’s share of the monthly premiums,” says partner Brian Wilkinson. *“But, it’s getting harder and harder to do so with costs that keep rising faster than any of our other expenses.”*



Over the past five years, the firm has seen premium costs rise anywhere from 10-17% a year. To keep health insurance costs affordable they’ve had to choose plans that offer less and less coverage.

“There was a time when we could offer a rich benefit package with low deductibles to our employees,” recalls company partner Lindsey Ferrari. *“Now the best we can do is offer a fairly basic plan, with fewer choices and benefits and higher cost sharing.”*

Today, WF&Co.’s monthly health care costs exceed the firm’s lease expenses. And, because they are a small firm, the partners are very concerned about keeping up with health care costs. *“It is very important for us to offer a good health insurance plan so our staff stays healthy and we can compete with larger private and public firms for quality employees. It’s difficult to raise the rates we charge our customers by the percentages that our health costs increase, so I’m concerned that eventually we won’t be able to compete.”*