



The RoysBoys' Story: Education and Solidarity

How ParetoHealth's experts and community help
a pizza franchise stay strategic and informed.

When Brian Krasielwicz and his colleagues from RoysBoys Pizza, LLC were invited to attend a ParetoHealth member meeting in 2018, they weren't sure what to expect.

"Before ParetoHealth, I didn't know any more about health insurance than the rest of my employees. I'd look at the deductible, I'd pick the plan with the lowest premium, and move on to the next thing," he explains. "We were spending more money each year, but we had no true understanding of what we were paying for—let alone how to come up with a long-term employee benefits strategy and curb our healthcare costs."

According to Krasielwicz, that first meeting was an illuminating and transformative experience. A few action-packed hours convinced the RoysBoys team ParetoHealth was the right choice for the Papa John's franchise. "What initially stunned me was the number of people that were in the room, actively contributing to the discussions taking place," says Krasielwicz. "What ultimately sold us on ParetoHealth was the feeling that we weren't alone. Self-insurance as a concept can seem intimidating on paper. **With ParetoHealth, you have a team of people working with you and learning alongside you.**"



Atlanta
Headquarters

Founded

1999

Joined ParetoHealth

2018

// Our biggest pain point when we were fully-insured was a lack of understanding of what was taking place in the insurance marketplace. When you have no knowledge base, you don't know what your options are. We were spending more money each year, but we had no true understanding of what we were paying for—let alone how to come up with a long-term employee benefits strategy and curb our healthcare costs. We didn't have enough knowledge to make the change(s) we needed. ParetoHealth provided us with that information. **They were a partner from the very beginning.**"

// **With ParetoHealth, you benefit from a true partnership.**

There is a support mechanism there. Every time I go to a meeting, I am surrounded by people that have the exact same goal as me and want to help me—whether that’s through sharing stories, exchanging advice, or talking about things that have worked in their business. **It’s really a spirit of ‘we’re all in this together.’”**

That feeling of community and shared experience is central to how Krasielwicz and his leadership team work collaboratively back in Georgia, too. A fellow Papa John’s franchisee mentioned they should look into ParetoHealth and make a point to swing by the next meeting. “They came to us,” recalls Krasielwicz, “and they said, ‘You’re not going to believe what [ParetoHealth] is doing. You’re not going to believe what this organization is doing for my team members, what it’s doing for my bottom line. You need to be a part of this.’”

As part of a fast food chain with 11 locations around the Atlanta Metro area, the majority of RoysBoys’ employees fall between the ages of 18 and 25. It is not, explains Krasielwicz, a group that traditionally spends much time thinking about their health. Krasielwicz’s team was working hard to deliver high quality, affordable health benefits, but was struggling to articulate why it should matter—on multiple levels—to team members.

“Our employee pool is college-aged. They’re invincible. So a primary care doctor was almost never their first stop. It was always the emergency room or urgent care. And that’s where our spend was accumulating.” Krasielwicz’s company has stepped up its cost management efforts as a result of their partnership with ParetoHealth, and has seen the lightbulb go on for employees. “They started to understand: ‘I’m paying money upfront for a health service that if I don’t use, I don’t get back—and it’s consuming a greater and greater amount of my paycheck.’”

“When we were able to connect those two ideas—the impact on their paycheck and the impact on their personal wellness and health—our employees started paying attention and asking questions. We were able to teach them to be more educated healthcare consumers.”

// Our success would not be possible without the participation of our consultants. Our consultants have been absolutely incredible at guiding our policies, pointing us in the right direction, and building off of their incredible experience working with other groups (what's worked, what hasn't, and which cost management solutions would be best for us to implement). I can't say enough about the high quality consultants that ParetoHealth partners with."

Switching to self-insurance has also been a learning curve for the RoysBoys leadership team. They are now able to proactively implement solutions to problems they previously thought unavoidable. Instead of reacting annually or thinking transactionally, they are now able to make informed, strategic decisions with a multi-year horizon in mind.

And their focus has shifted from simply saving money to containing costs while delivering better care and benefits to their team.

"ParetoHealth didn't try to sell us. They told us: 'We're interested in changing the way healthcare is delivered, and we want you to be a part of it. And, by the way, being a part of this movement is also going to benefit your employees and your business,'" recounts Krasielwicz. "So what we're doing with ParetoHealth is exciting. What we're really doing is changing the way healthcare is provided in the United States. And ParetoHealth has been there for us every step of the way throughout the process. They've been an incredibly reliable partner."