

CUSTOMER PROFILE

RUN is a strong creative collective of designers, directors, producers, and video artists who are dedicated to designing and producing innovative, engaging and effective visual design for brands, events, commercials and interactive media.

RUN Studios makes media that moves. The company specializes in 2D and 3D motion graphics, visual effects, character animation, and video editorials that connect with the senses.

RUN Staffing connects clients with proven talent. A network of some of the most experienced and respected creative talent and production personnel in the industry: RUN creative directors, designers, motion graphic designers, animators, project managers, video editors, storyboard artists, audio engineers, and video producers are available for turnkey and onsite production.

THE CHALLENGE

RUN was founded in 2007 and has quickly grown to nearly 50 employees. The company wanted an affordable health benefits solution that provided cost control and maximum employee flexibility. With its unpredictable costs and mandatory participation requirements, a traditional group plan was not a good fit for RUN's workforce.

ARRAY'S SOLUTION

In May 2008, RUN implemented Array's solution. The company gives a health benefits allowance to each employee, who then uses the funds for a wide range of medical expenses, including individual health insurance premiums. Employees can select and apply for individual health insurance policies and also view their account balances online with Array's platform.

RUN did not set up a separate bank account for the new plan. All funds stay in the general assets of the company until employees submit their medical expenses. Array tracks the accounting which RUN's administrator can access through its online Company Portal. Once a month Array posts a report instructing RUN how much to reimburse employees for medical expenses, including health insurance premiums, that were submitted to Array in the previous period. RUN simply uses this report to reimburse employees through payroll.







www.runstudios.com

"We were excited to choose and implement Array Health. Array has provided RUN Studios with a health care solution we couldn't find anywhere else. Their ability to give flexible options to our varied employee needs has provided us with the ability to contribute in a very effective and individually catered manner, giving RUN and our employees the most for our health care dollars. Now through Array's excellent service, and easy to use web-based platform, RUN Studios is pleased to say our employees are getting what we believe to be the best-in-class health care solutions."

—Darrek Rosen, President of RUN Studios

KEY BENEFITS

Array's solution enables RUN to:

-  **Offer an affordable health benefits plan:** RUN is able to offer health benefits at a cost it controls.
-  **Give employees choice:** Array delivers real value to current employees by giving them choice of how to use their healthcare dollars.
-  **Provide administrative simplicity:** Array's technology makes the plan administration easy.
-  **Offer portability:** Since RUN's employees have a variety of needs, it is important to be able to integrate existing plans, as well as allow people to continue their coverage easily if they move on to other opportunities.