

Why AultCare continues to win . . .

With all of the health insurance and health care delivery challenges in today's environment, AultCare continues to be successful. The quick question is, "Why is this so?" Some may point to programming, pricing, integration, strategy and other process-oriented work. While these are important, the single greatest contributing factor is YOU! Yes, EACH of you! Your daily care and concern for your colleagues and those you serve through each phone call, email, or face-to-face meeting are the ingredients in the AultCare "secret sauce." You make it uniquely positive and engaged. You see, people do business with those that they know, like and/or trust. The more of these three ingredients in play, the greater the chance of maintaining a relationship. Each of you has found a way to energize these ingredients. YOU are our differentiator!

Here are some "fast facts" to substantiate the above:

- AultCare's colleague turnover is running less than 9%, which is better than the 2021 and 2022 totals, which were closer to 10%. The industry average is nearly double that or more.
- Over 80 of our AultCare middle managers have participated in leadership development through GiANT International. Much of that work finds its way into your team meetings and conversations. You have engaged with your leaders with your great skills and talents and merged those with meaningful work. Your teams have life!
- 17 manager cohorts meet every 6 months due to our *AC:60 Leadership Insights* program. This program reinforces the "why" AultCare exists and how each of your teams continues to win daily.
- Over 92% of AultCare client groups remain with AultCare, even though the competition attempts to take them strategically and when we have had to raise certain groups' rates to match their usage experience. They are willing to stay with us, given the relationships you have helped to cultivate.

So, as you read this neat summary and reflect upon its significance, see a photo of yourself and your team in the top right corner. YOU are the reason why we continue to win!