

# Taking Care of People Without Breaking The Budget

PARAMOUNT  
COMMUNICATIONS INC.

## OVERVIEW

Paramount Communications has been in the business of getting things right for over 30 years.

So when it came time to look at employee benefits, they weren't just shopping for a program, they were looking for a partner they could trust.

Leadership had a clear goal: do more for their people without creating financial strain or operational headaches. What they found was a smarter way to do exactly that, and the results showed up faster than anyone expected.

## THE RESULTS

# \$20,211

Net FICA savings in 6 months

# \$40,000+

Projected annual savings at current participation

# 79

64 employees and 12 dependents initially enrolled



Tax benefit, convenience and easy access in the portal.  
Paramount Communications, Inc.

## THE CHALLENGE

- Take better care of employees without adding to employer costs
- Keep payroll clean and administration simple
- Understand exactly how the finances would work before saying yes
- Give employees healthcare access that actually fits their lives

## THE SOLUTION

The Sanguine team walked Paramount through every step, from initial evaluation to full employee onboarding, making what could have been a complex process feel straightforward and supported.

Together, they implemented the OACEUS 360 Preventative Health Plan, structured through Section 125 to unlock real tax efficiency. Employees gained access to virtual primary care, urgent care, behavioral health, pet health, and guaranteed-issue life insurance — benefits that meet people where they are.

Rollout included written guides, text reminders, live Q&A sessions, and one-on-one support so no employee was left to figure it out alone.

## THE OUTCOME

Seven months in, Paramount had something rare in the world of employee benefits: a program that delivered more for their people and cost-savings for the business, at the same time.

No increase in employer spend. No reduction in employee take-home pay. Just a smarter structure that worked.

Their team described it as valuable, easy to manage, and genuinely meaningful to employees. The most appreciated elements? Virtual access, the personal support throughout the process, and life insurance employees could actually qualify for. For a company built on doing things the right way, this was exactly that.



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