

Briarcliff Manor UFSD Case Study

Briarcliff Manor Union Free School District, (Briarcliff Manor UFSD or the District), has three award-winning schools built in the heart of their local community. When you visit these schools, it's clear just how special they are. From new renovations that facilitate open collaboration between students and staff to the camaraderie you feel between everyone there—it's clear the District has a serious commitment to the wellness of their staff, students and community.



At A Glance

- Client since 2019
- Three award-winning schools
- Educating more than 1,300 students
- 99% Four-Year Graduation Rate

“We want to make sure that we offer the best benefits that we can to our employees, and I think that really allows us not only to demonstrate our investment in our employees but, hopefully, attract the very best [talent] because they know that Briarcliff cares about them,” stated John Brucato, Assistant Superintendent for Finance & Operations and Executive Committee Member for NYBEST Agency.

Improving Health & Financial Wellness—Without Administrative Burdens

When John joined Briarcliff Manor UFSD, he knew immediately that he wanted to continue focusing on staff wellbeing by partnering with a benefits broker that not only held people at the center of all they did, but that also continuously looked for opportunities to improve customer experience, reduce costs, and simplify the lives of those using and administering the benefits.

“Bringing [Daybright Financial and NYBEST] into Briarcliff was a no-brainer. Having had the experience with them in a prior district—and having the companies already here [offering Student Accident]—just really made a seamless transition,” added John.

Assessing, Correcting and Improving

When Chris Higgins, a Business Development Executive at Daybright Financial (Daybright) who had worked with John at his previous district, and Katy Dermady, a Daybright Account Manager, got to work on the District's Dental and Life and Long-Term Disability plans, they quickly rolled up their sleeves to clean up some oversights by the prior broker. The goal was to first clean up some of the inconsistencies caused by the prior broker—who had become complacent in their maintenance of the District's plan. From there, it was about improving the District's experience and addressing some other key opportunities.

The Opportunities

Reduce Benefit Costs

Look for opportunities to reduce overall cost of benefits without sacrificing quality or networks.

Simplify Benefits Administration and Maintenance

Streamline benefits tasks for Human Resources while ensuring access to the benefits remains as simple as possible for staff.

Partner with a Non-complacent Benefits Broker

Work with a proactive broker dedicated to data accuracy and ongoing maintenance of benefits plans to ensure participants receive the best benefits possible.



Briarcliff Manor Union Free School District's Current Benefits Lineup

Service

Dedicated Account Management
Open Enrollment

Employee Benefits

Dental Insurance
Life Insurance
Long-Term Disability
Student Accident
Flexible Spending Account

Celebrating the Wins

Once the rigorous implementation process was completed by the Daybright and NYBEST team, they were able to reduce the District's costs, broaden their dental network, and streamline some otherwise cumbersome processes through their improved client service.

"There was a time when there was frustration in terms of archaic processes for accessing paperwork or whatever the processes were...in the last several years since we partnered with [Daybright and NYBEST], that's changed. I don't hear very much...I see teachers and staff accessing these benefits and I don't hear the frustration that we've promised something we're failing to deliver on. So it's been a great relationship and I greatly appreciate the effort," shared Briarcliff Manor UFSD's Superintendent, Dr. James Kaishian.

The Results

Reduced Dental Premium Costs by 5%

Improved dental plan
Broader network to open up more dental office options
Enhanced overall plan experience and satisfaction

\$31,000 Annual Savings on Life Insurance and Long-Term Disability Insurance Plans

Reduced district costs, allowing saved funds to be applied to other areas

Improved Overall Employee and District Experience

Simplified tasks for HR team, making open enrollment easier than ever
Implemented Flexible Spending Account with Debit Card

About Daybright Financial

Simply put, we are one of the nation's largest independent, privately held firms specializing in employee benefits, retirement plans and all their associated compliance needs. Since 2008, we have grown by acquiring over 60 local and national firms that have been trusted members of their communities for decades. Independently certified as a "Best Places to Work - USA" company, we currently serve over more than 18,000 employer groups and 3.6 million plan participants nationally.

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