



Star Transportation, LLC

CASE STUDY

# Ensuring Health Insurance

## OVERVIEW

Health Insurance is an often-overlooked piece of the driver retention puzzle. It can be tricky to address, as it is difficult to satisfy the needs of every employee. However, drivers are vigilant in tracking their pay and are well aware of the impact of high-cost health insurance. Moreover, driving is tough on health, so providing high-quality insurance can be key in keeping drivers on the road and productive. How does a carrier go about deciding whether changes to health insurance are likely to have an impact, and if changes are made, what that impact actually is?

The following case study of Star Transportation highlights their successful efforts to provide high-quality and affordable health insurance to their drivers.

## ACTION

In the first quarter of 2022, representatives from Star Transportation and Tenstreet discussed potential areas of focus for quality improvement efforts. Using their proprietary Stay Index, Tenstreet identified areas that both needed improvement and were likely to impact drivers' commitment to the carrier. One of the two areas identified was 'Pay Fairness.' After reviewing specific survey items and studying driver comments for repeating themes, Tenstreet suggested that the company review their drivers' healthcare coverage as changes were likely to result in improved driver commitment.

Star Transportation uses annual surveys created by Stay Metrics to identify changes that will better serve Star employees. Health insurance premiums and benefits had been at or near the top of Star's list of driver issues for a few years, and as the pandemic began, the company made this issue their top priority to fix. "We called our customers, vendors, and fellow transport companies to see if they had any ideas or information on how to improve. After an intensive search and review, we decided to invest more capital to lower premiums and we added new benefit options to help lower the cost in certain instances," says Brad Heringer, Vice President of Star Transportation.



The company was originally founded by the Heringer family in 1926 under the name Lone Star Company. In 1994, the family expanded the business into the petroleum common carrier business under the name of Star Transportation, LLC. Today the company consists of 105 trucks and over 130 trailers with terminals in seven states, delivering petroleum products to more than 15 states. Commodities transported include gasoline, diesel, aviation gas, jet fuel, ethanol and oil.



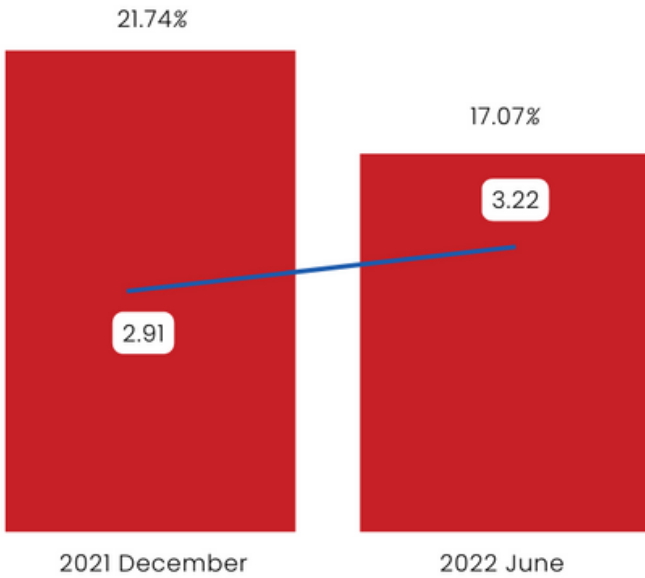
"We have made it our mission to try and make things better for our Star family members and our customers in everything we do."

**Brad Heringer**  
Vice President

## IMPACT

In the third quarter of 2022, representatives from Star Transportation and Tenstreet reconvened to discuss next steps for continued quality improvement and reviewed the impact of changes made since the first quarter. Graph 1 shows changes to the survey item: "Overall, I am satisfied with the health care coverage I receive from this company." Between December of 2021 and June of 2022 there was a considerable increase in the average score (blue line) and a considerable decrease in the percent of negative ratings (red bars).

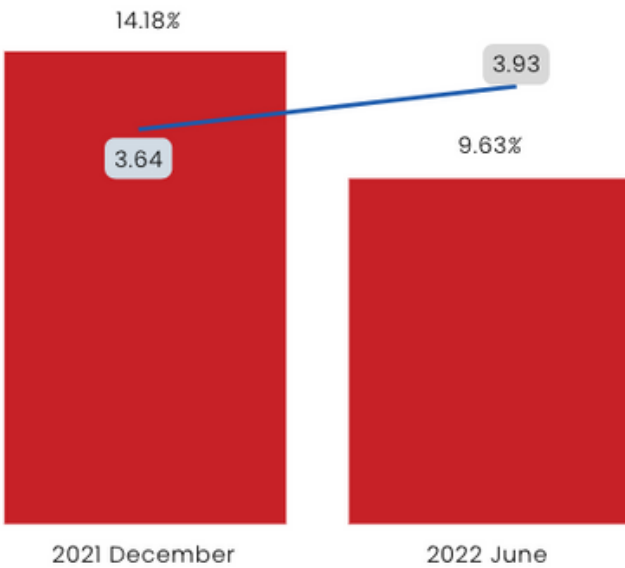
**GRAPH 1: "OVERALL, I AM SATISFIED WITH THE HEALTH CARE COVERAGE I RECEIVE FROM THIS COMPANY."**



Blue line indicates average score, red bars indicate percent of negative responses.

The next graph shows that, between the same two time periods, driver commitment scores also saw remarkable improvements.

**GRAPH 2: COMMITMENT TO STAR TRANSPORTATION.**



Blue line indicates average score, red bars indicate percent of negative responses.

Finally, as compared to December of 2021, Star Transportation's June 2022 turnover decreased 29%. While there were upward and downward fluctuations during that period, the overall downward trend is clear.

## RESULTS

Despite the complexity of improving turnover rates and the factors affecting a driver's experience that carriers have no control over, Star Transportation has continued to see positive results. From the data collected, it is clear that changes to the company's health care coverage have improved driver commitment and decreased turnover. Listening to the factors that affect driver commitment has helped Star Transportation focus on quality improvement with real results that leave drivers more satisfied.

### RESULTS

- Increased driver satisfaction with health care coverage
- Decrease in negative ratings
- Turnover decreased by 29%

### WHY TENSTREET?

Are you currently looking to modify your drivers' health insurance? If so, do you know if doing so is likely to impact drivers' commitment to your company? How will you know whether any changes have an impact? Tenstreet's retention surveys can help you answer these questions and provide a long-term impactful method of making the best decisions with your quality improvement dollars.

