

Business Impact

Control Benefit Costs, Improve Employee Retention,
Reduce Labor Costs, Improve Tax & Regulatory Compliance

Administrative Solutions from ADP Provide a Healthy Regimen for the Clark & Daughtrey Medical Group

Company Background

Established in 1949, Clark and Daughtrey Medical Group P.A. provides comprehensive, high-quality medical services to consumers in central Florida. The multi-specialty medical organization, headquartered in Lakeland, Florida, has earned a reputation for delivering best-value care, by leveraging technology to not only improve the quality of patient care, but also reduce the overall cost of administration. Clark & Daughtrey (C&D), a robust practice which continues to grow, currently has 350 employees including a staff of more than 30 physicians.

The Challenge – Reduce the Cost of Benefits Administration

Reduce Staff Time and the Cost of Paper-based Administration

C&D's consistent growth amplified an administrative need to change the way it administered employee benefits. As the number of employees and work locations increased, traditional paper-based administration became less efficient. Staff members were also spending more time processing an increased volume of repetitive tasks and responding to more phone inquiries.

The Challenge – Improve Organizational Communications Shift Communications from Paper-based to Web Delivery

As staff time and printing costs associated with benefits-related communications increased, C&D employees – burdened with printed memos, policies and enrollment forms – became less satisfied with the flow of information. C&D decided to change its administrative flow with a flexible, Web-based solution that enabled employees to access the information they needed online, 24/7, even through a home PC.

The Challenge – Reduce Direct Labor Expenses

Integrate Badge Access with a Web-based Time and Labor Management Solution

C&D received payroll input from multiple time collection systems. The lack of standardized, automated input provided management with little control over direct labor expenses. C&D wanted to consolidate time and labor management collection via one system, using access badges that not only provided secure entry to facilities but also streamlined labor utilization and tracking, with data seamlessly integrated directly with payroll.

The Challenge – Minimize Tax Liability

Integrate the Accounting Function with the Payroll Process

C&D needed to systemically link accounting and payroll to mitigate risks associated with HR and benefits administration. This required an effective general ledger interface.

“We had spent enormous resources to process payroll and the related cross-overs for accounting and retirement plan administration, and the results were less than what we expected,” says Adil R. Khan, M.H.A., C&D's Chief Administrative Officer. “Our company is respected as a leader in the use of technology for the benefit of our patients. What we needed was help from a leader in administrative solutions that used automation and technology.”

Solution – ADP's Payroll, HR and Benefits Administration Solutions

C&D chose ADP for its payroll, time and labor management, and HR and benefits administration solutions. “ADP's strong reputation and ability to execute and provide ongoing support put them ahead of their competitors,”



“Clark & Daughtrey has grown by over 30 percent since implementing various ADP solutions. Meanwhile our HR costs have actually gone down.”

Adil R. Khan, M.H.A.
Chief Administrative Officer
Clark & Daughtrey
Lakeland, Florida



About ADP

ADP has more than 50 years of experience providing employers with business solutions such as Payroll, HR and Benefits Administration. ADP solutions focus on making businesses more productive by reducing costs, increasing productivity and, most importantly, standing ready to grow with your business. With the widest range of powerful, cost-effective solutions, only ADP can offer your business the flexibility it demands to grow and prosper — whether you have one employee or hundreds of thousands. And you can count on ADP for unparalleled compliance support and the most qualified and accessible customer service in our industry.

ADP's Major Accounts Division was created to address the unique business needs of mid-sized companies. We offer accurate, convenient and reliable solutions that can help you to:

- **Control Benefits Costs**
- **Improve Employee Retention**
- **Reduce Labor Costs**
- **Improve Tax and Regulatory Compliance**

ADP. The business behind business.

says Khan. ADP quickly addressed the medical practice's challenges with needed solutions: integrating C&D's badge access system with ADP time and labor management and payroll solutions; creating a general ledger interface to link accounting and payroll; and shifting communications from paper-based to Web portal access.

ADP's solutions also had a beneficial impact on employee habits. "ADP helped our employees to develop a behavior that looks to the Web first for the information they need, rather than calling the HR department," says Khan. "Access to accurate and secure information has been simplified through the convenience of a Web portal. In fact, ADP was a catalyst for C&D to promote our internal Web portal for all employee data and company communication."

For C&D, payroll and benefits administration is no longer a full-time job of the HR department and the staff has more time to focus on building employee relations and retention. "Across the board, administrative procedures that once took months were reduced to hours," explains Khan.

ADP's leading solutions enable the firm to focus on facility expansion and increasing employee retention by leveraging technology to improve administrative flow and processes:

Reduce staff time and paper costs associated with communicating benefits information: Benefits administration involves processing a high volume of repetitive tasks and responding to numerous day-to-day inquiries. Self Service can help an organization save time and money by automating repetitive, paper-intensive functions and enable employees to view and update records online.

Clearly and efficiently communicate corporate information, news and policies via the Web: Good salary and benefit plans attract good people, but these advantages have

to be communicated effectively company-wide to achieve full value in terms of employee satisfaction and retention. Self-service online HR applications and employee communications have been shown to increase employee satisfaction by up to 50%.

Use personnel and capacity more efficiently:

ADP's time and labor scheduling tools are enabling companies to monitor employee utilization and ensure cost-effective coverage to meet business demands.

Accuracy and timeliness of benefit, payroll and HR-related compliance liabilities:

ADP provides a variety of specialized solutions that work together via a centralized data repository to help increase compliance and mitigate risk associated with HR and benefits administration.

Real Success

Greater Satisfaction for Employees

"Happy employees stay with the company which adds to the quality of care," explains Khan. "We have improved upon an already strong employee retention rate. However, even the slightest improvement can save the company a tremendous amount of money."

Return on Investment

The medical group has already realized over \$100,000 in savings by leveraging the capabilities of ADP's solutions. "Among other things," notes Khan, "we have saved \$30K in administrative and communications costs, another \$5K in materials, \$5K in hardware costs concerning time and labor management and \$25K in accounting-related costs by utilizing ADP's general ledger interface of accounting and payroll." Add to these savings the hours of time no longer spent by staff members on the repetitive tasks of benefits administration — and fewer on-the-job hours for employees to manage personal benefits. Khan concludes, "C&D has grown by over 30 percent since implementing various ADP solutions. Meanwhile our HR costs have actually gone down."



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