

CASE STUDY • SENIOR CARE NAVIGATION & PLACEMENT

How Gentle Hearts Living Solutions Reclaimed 15–20 Hours a Week with Helpside

How an RN-owned senior care placement company replaced a patchwork of vendors with one partner — and got 15–20 hours a week back to grow the business.

50%+

LOWER INSURANCE COST

for one recent hire's family coverage

15–20

HOURS SAVED WEEKLY

on payroll, benefits & HR admin

1

ALL-IN-ONE PARTNER

replacing a patchwork of separate vendors

INDUSTRY

Senior Care Navigation & Placement

FOUNDED

2018, RN-owned & family-run

LOCATION

Serving Arizona & Idaho

SOLUTIONS USED

Payroll, Benefits, 401(k) & HR

THE CHALLENGE

A Patchwork of Vendors Instead of a Partner

- **A Fragmented Vendor Patchwork.** GHLS had cobbled together separate providers for payroll, 401(k), health insurance, and HR — each with its own systems, deadlines, and requirements.
- **Hidden Administrative Burden.** Nicholas found himself acting as a part-time 401(k) administrator, handling testing requirements, spreadsheets, uploads, and paperwork he didn't always fully understand.
- **A Costly Vendor Error.** A significant error by the previous 401(k) provider took months of back-and-forth to resolve, pulling Nicholas's attention away from running the business.

THE SOLUTION

The Helpside Difference

- **A True All-in-One Partner.** "It was truly all-in-one. We could get good health benefits, a 401(k), payroll, HR support, workers' compensation, and the other infrastructure we needed through one relationship," said Nicholas.
- **Set It and It Works.** "For payroll, I enter our employees' hours, commissions, and a few other items specific to our business, and the rest gets handled," Nicholas said.
- **Reliable, Responsive Support.** "Anytime I reach out, I get a response and we get the issue resolved. I don't feel like I have to manage Helpside to make sure things are getting done," said Nicholas.

THE RESULTS

What Changed After Partnering with Helpside

- ✓ Reclaimed 15–20 hours a week previously spent on payroll, benefits, HR administration, and chasing multiple providers — nearly two full working days.
- ✓ A recent hire secured better family health coverage for less than half of what she'd paid at her previous employer, and resumed contributing to her 401(k) with an employer match.
- ✓ Consolidated a patchwork of payroll, 401(k), insurance, and HR vendors into one all-in-one relationship.
- ✓ No longer acting as a part-time payroll, benefits, HR, and 401(k) administrator on top of running the company.
- ✓ A competitive benefits package now helps GHLS attract and retain stronger applicants, even against much larger employers.

"I no longer have to become a part-time payroll, benefits, HR, and 401(k) administrator just because I own a small business."

— Nicholas, Co-Founder, Gentle Hearts Living Solutions



Want to see how much your business could save on benefits and HR admin?

Request a Custom Helpside Benchmark Analysis.

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