

Triton Benefits Navigates Changing Health Insurance Landscape



Triton Benefits & HR Solutions' Steve Rosenthal and Anthony Farinella walk the walk when it comes to demonstrating encouragement of wellness programs at OVOX Gym & Training Center in Morganville. Andrew Miller/ For NJBIZ

Triton Benefits

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No. of Employees: 65

Top Executives:

Steve Rosenthal, President and CEO;

Jeff Kirk, Director of Benefits;

Marv Tauber, Director of Operations;

Melissa Cooke, Director of Sales;

Tina Freedman, Director of Marketing

Product/Service: Group Health Insurance,
Human Resources & Payroll Specialists

Year Founded: 2008



Steve Rosenthal is no stranger to the business of human resources and group health insurance. The CEO of Triton Benefits has used his vast business knowledge and entrepreneurial drive to build a national benefits broker firm that offers innovative group health plan designs, support and HR technology.

"The synergy between being a benefits broker and understanding HR's technology impact on most businesses is key to being a 21st century broker," Rosenthal said.

Triton Benefits made it a point to be at the forefront of the Affordable Care Act regulations that required businesses with 50 or more employees to provide health insurance.

"Besides white collar businesses, which have their own culture and needs, we took a deep dive into the blue collar businesses we worked with – warehouse suppliers, janitorial services, fast food restaurants, minimum wage workers, etc. – and we knew we had to get creative," Rosenthal said.

By finding Minimal Essential Coverage plans, which cover 64 preventative care treatments for workers, employees were able to gain coverage while employers could breathe easy that they wouldn't have to cut hours or downsize because of high coverage costs.

Now, employees who never had any coverage before could get colonoscopies, immunizations, office visits and discounts on prescriptions.

In an effort to do "creative things in a custom way," Rosenthal explained, Triton Benefits also goes into businesses to educate employees on their options. If a company has an older employee population, the brokers at Triton Benefits can host seminars on AARP Advantage Plans and Medicare Supplemental Gap Plans that offer coverage without costing the employer.

"People don't realize they've been paying into these services and can take advantage of them," Rosenthal said. "A lot of what we do is educating people on everything that's available for them."

While Rosenthal and his staff believe in the power of personal relationships with their clients, they also

incorporate the convenience of technology.

Triton Benefits suggests Telehealth, a remote delivery of health care services by internet or mobile app. A patient can have a doctor who is available 24/7 to answer questions, prescribe medication or give quick advice for non-emergency situations. Everyone knows that mobile devices and apps also are big with millennials. Technology continues to expand and play a vital role in health care.

Steve recognizes the importance and interplay of health benefits and HR solutions. With the goal to always serve the client's needs, Triton HR is also proud to have trained its staff on technology that allowed them to become an ADP Broker Alliance Partner. HR technology streamlines deductions, plan summaries and other aspects of the benefits table so that an employee can go into the computer portal, make his or her selections, and all the adjustments will be made throughout the profile – from payroll deductions to HR notifications.

Wellness programs are critical to businesses on so many levels, from employee productivity to cost savings. As brokers, the Triton team works with an organization to help build wellness reward systems for their employees. If an employee participates in a walk-a-thon, eats healthily and goes to the gym, they can log their activity and be rewarded with money that will go into a Health Savings Account or build toward other rewards. "We are sensitive to all employees and their limitations and wellness needs, so every program is customizable," said Rosenthal.

"Fitness Centers are key to active wellness and is tied to the reduction of claims", said Rosenthal. He believes in wellness so much he has partnered with numerous fitness centers, including his latest one, OVOX in Morganville, New Jersey.

"We know that times are changing and so are the ways that people use and implement services," Rosenthal explained. "It's our goal to always be ahead of those changes and in sync with technology, ACA requirements and wellness. It's important to us to provide our clients peace of mind and lead them through the ever-changing landscape of employee health benefits."