

## INSPERITY EMPOWERS PEOPLE LEADER AT CORERX TO DEMONSTRATE HR'S STRATEGIC VALUE TO THE ORGANIZATION

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Six years ago, [Kevin Rierson](#) became the very first HR person at CoreRx. In business for 11 years at the time, [CoreRx](#), which now employs approximately 200 people (with some seasonal ebb and flow), is what's known in the pharmaceutical industry as a contract manufacturing organization (CMO). This means it formulates drug delivery methods, such as tablets and capsules, and moves them through the manufacturing process to be cleared and approved by the FDA. Before Rierson joined CoreRx as the HR director, HR at the company fell under the authority of an "accidental HR person" — in the parlance of human capital management (HCM), someone with another, official role who also happened to be responsible for tactical, operational HR. It's easy to imagine the result

### Awakening From a Passive Slumber in HR

Who are accidental HR people? They're anyone, really, who picks up the slack of taking care of any aspect of HR at a growing organization absent official HR people with official HR titles ([3Sixty Insights 3SICSV2343 - "Isolved Spares Hands-On, Strategic People Leader and Owner of Right At Home North Shore LI the Hassles of Unautomated HR," April 2023](#)). Organizations contending with

this kind of a situation are prime candidates to consider a professional employer organization (PEO). This is at the crux of most PEOs' business model: solving for the basics of HR for businesses that have finally figured out that they cannot handle in-house the heavy administration associated with the management of the employment of people.

**"The prior PEO showed very little drive or initiative to expand their work with us," says Kevin Rierson, executive director of HR at Insperty customer CoreRx. "When I entered, I revamped everything to build employee relations and an HR infrastructure. I just simply took over the HR function." CoreRx let the contract run out and then turned to Insperty.**

However, the story leading up to the role today of HR, as well as Insperty, at CoreRx is much bigger. The director of finance was also handling HR there with the help of another PEO, which CoreRx had been utilizing for several years. Through this relationship, this person was able to form some workforce policies, some employee handbooks, and some other information. The relationship never progressed from there, however.

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### AT A GLANCE

#### Solution

Insperty

#### Research Participant

CoreRx

#### Synopsis

3Sixty Insights spoke with the executive director of HR at Insperty customer CoreRx, a pharmaceutical development and manufacturing firm with approximately 200 employees. CoreRx has been an Insperty client since January 2022. This Analyst Insight explores how CoreRx found, in Insperty, the higher level of care it needed to solve for operational HR once and for all and become more strategic with human capital management.

## Deciding on Insperity

Following this, and with the help of the private equity firm funding CoreRx, Rierson conducted an analysis. Versus engaging with a new PEO, “we measured what it would take to bring HR in house with benefits, 401k, workers compensation and any other liabilities that are out there, as well as compliance.” All of this was taken into consideration, plus payroll. In evaluating other PEOs, too, Rierson thought Insperity, from the perspective of its technological platform, “was user friendly. I was looking at things from the end user aspect, meaning the employees can find everything they need as quickly as possible, and with as few clicks as possible.”

Rierson, in fact, calls the Insperity Premier™ Platform “the one stop shop.” Employees can see everything: their pay, their 401k, apply for a leave, the performance management feature of Insperity Premier, and more. “Anything they are checking on a daily basis, they can go to one place for it,” he says. “And that, to me, is valuable because employees have other things to do. So, it’s definitely a positive from a technological standpoint” — as Rierson describes, starting for the workforce from the outset, when they apply for employment through the applicant tracking system, to everything being loaded directly into the Premier Platform portal, right down through to hiring the candidate. “The I-9 process, everything being electronic, it really flows well.”

**The shift to Insperity also arose from Rierson’s conclusion that he wanted and needed a PEO capable of providing a much higher level of care, one addressing clients’ business leaders’ vision.**

## Successful Transition

In considering his needs holistically, “Dollar for dollar, it really did behoove us to go with Insperity. We signed the contract and have been very happy since then.” In fact, this level of satisfaction with Insperity began at the very outset of the relationship, with Insperity’s white-glove approach to onboarding new clients. “The onboarding was handled very professionally,” he says. “The Insperity transition team was phenomenal, from the project manager all the way through—very supportive, very communicative.”

## Leveling Up with Insperity: A Partnership

Ultimately, Rierson’s decision hinged on not only the caliber of the technology and the sure-to-be-welcome relief from a heavy load related to operational HR, but also much more. The shift to Insperity also arose from Rierson’s conclusion that he wanted and needed a PEO capable of providing a much higher level of care, one addressing clients’ business leaders’ vision.

“From the inception of the relationship,” says Rierson, “from every Insperity team that we work with — from benefits, payroll, and compliance, to now training, mission, vision, and values, the Insperity

## About Insperity

Since 1986, Insperity has advised small and mid-sized businesses with anywhere from 5 to 5,000 employees on HR administration and strategy. With recent annual revenues of \$5 billion, Insperity employs more than 4,000 corporate staff across more than 90 locations throughout the U.S. to provide thousands of organizations with scalable HR solutions to mitigate risks and drive growth. Insperity delivers the administrative relief, reduced liabilities and better benefit solutions that businesses need.

representative reaches out and initiates these conversations, as opposed to having to be sought out. They're really helping build CoreRx's future."

Rierson describes it as a partnership that Insperty develops directly with CoreRx's executive team, the extended leadership team, and people leaders. When it comes to HR strategy, "They help guide us with what that looks like, plus the rollout of every aspect of that strategy." As for training, Insperty is doing its part, alongside Rierson, to lift CoreRx's workforce into a learning culture mindset. Insperty helps with surveys to determine what the training should entail and learn how CoreRx's people leaders want training to occur—e.g., in person or in modules, ongoing or as needed. The Insperty team then builds a curriculum and delivery method based on this feedback. "It really is customized to our particular business and our particular population." Their work together was a factor in inspiring CoreRx to change the name from Mission, Vision and Values to Purpose, Mission and Principles, "and the Insperty team supported this."

Following the initial rollout of Purpose, Mission and Principles at CoreRx, Insperty developed a follow-up survey to gather feedback and shared this information with CoreRx's executive team. A measurement of what communication did best and what needed tweaking, it was instrumental in helping inform CoreRx leadership's development of a gameplan for next steps. In all, this level of deep involvement and consultation is emblematic of what Insperty refers to as the "Distinction of Level of Care," the idea that growing businesses entering the midmarket need a PEO that is capable of more than solving for operational HR. These organizations need a PEO that can provide proficient strategic HR guidance and implementation.

## Proactive HR: A New Kind of Value in Amplifying CoreRx's Culture of Trust

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With the help of Insperty, CoreRx has transformed the operational aspects of its HR's impact on the organization, for the better. To measure these newfound efficiencies would be too simplistic. They're near 100 percent, and whatever the number, to point to them as the story of success with Insperty at CoreRx would be to tell only part of that story. The real value has been in Insperty's impact on strategic HR at CoreRx. "I'm freed up a lot more to work on the business versus in the business. The support from Insperty really works in the business and on the business—the strategic and the tactical."

As it is with any organization that has a strong, positive culture, trust is a major linchpin of it at CoreRx. With Insperty's impact on operational HR has come another benefit, Insperty's positive effect on this trust, the result being a further amplification and underscoring of it. "Our leadership team at CoreRx gets along very well. Everybody trusts everybody. We are really a good team that is growing together. The Insperty team helps support that from an HR perspective, because it really does show the value that our leadership team has with the broader employee population at CoreRx. So, all the downstream activity, whether it be via performance support, counseling, employee relations, anything they have their hand in, it further supports that trust."

It makes sense. When the workforce understands that HR is under control, in good hands, this knowledge enhances trust. [3Sixty Insights has touched on the idea](#) — that, when

## Insperity Customer Snapshot: CoreRx

[CoreRx](#) is a pharmaceutical development and manufacturing firm based in Clearwater, Fla., with approximately 200 employees. [Kevin Rierson](#), executive director of HR at CoreRx, has made it his mission since joining the company, in 2017, to focus on employee relations, employee advocates, and building out the HR program. Insperity's involvement has been critical to his success.

**Challenges:** Before Rierson arrived at CoreRx, the director of finance there also handled HR. This person had devised some employee handbooks and information, but day-to-day HR was full of inefficiencies with no initiatives and zero updates. The ebb and flow of the CMO industry due to funding and grants also led to challenges with managing staffing headcounts and budgets.

**The Case for Insperity:** Rierson and his team measured and budgeted what it would take to bring HR in-house, including payroll and compliance, or to go with a PEO. In the end, a PEO made better financial sense for CoreRx. Following a less-than-stellar stint with another PEO, Rierson approached an Insperity representative.

CoreRx has been with Insperity since January 2022. Transitioning to Insperity from the other PEO was done quickly with a “white glove, high-touch approach.” The transition-and-implementation team was “phenomenal,” Rierson says—very professional and an excellent sounding board for their clients.

**Success:** Coming from another PEO, CoreRx needed improvement in manual processes and paperwork to finalize its mission and values. In partnership with his CoreRx's CEO, Ajay Damani, Insperity helped the company finish what they call their “purpose, mission, and core principles.” As for those tactical improvements, Rierson says Insperity “picked up the ball on their own,” and the time saved from newfound efficiencies unearthed since the switch is considerable. With new mental white space, Rierson has been free to expand aspects of his HR department that couldn't exist before, and he can now work and think more strategically, focusing on the business instead of being in the business.

**Points of Value:** Rierson likes their HR technology platform. The employee self-service capabilities allow employees to find everything they need, such their paycheck and training, with the fewest clicks possible on their own. Rierson describes the platform as a “one-stop shop” where employees can apply for leave, get a pay stub, and see their 401k. Plus, the applicant tracking system (ATS) has been helpful in keeping track of candidates and employees throughout their employment lifecycle as funding changes within the industry. According to Rierson, additionally, Insperity is excellent at implementing strategic HR initiatives, too, such as administering surveys to build and deliver training curriculum as well as develop and implement a communication plan for CoreRx's business Purpose, Mission, and Principles. Insperity then measures the results of Rierson's newly implemented strategies via employee surveys, takes these to the executive team, tweaks things, and strategizes a game plan to deliver a quality message and help cultivate engagement.

**CoreRx's Future With Insperity:** While payroll continues to be with the finance department at CoreRx, it is in the process of being transitioned to HR. Rierson believes that dealing directly with people vis-à-vis payroll should fall under HR instead of finance, where they're just another number. Looking to the future otherwise, Insperity is in lockstep with CoreRx's CFO and CEO to communicate their value, and they've created a trusting bond with the leadership team to develop the strategy side of HR. Rierson thinks they will be able to grow together.

organizations become efficient in their HCM, one of the major outgrowths is their ability to practice empathy in their leadership. And recognizing the need for trust in the workplace culture is solid evidence of empathetic leadership.

## Looking Ahead: No Looking Back

“It’s a 180,” he says, describing the journey from January 2022, when CoreRx signed for the first time with Insperity, to today. Thinking back to the analysis Rierson conducted to arrive at Insperity, recall: he was the sole CoreRx person working on it. Now, Rierson and Insperity have the ear of CoreRx’s executive leadership. “Fast forward to contract renewal. The Insperity team is in lockstep with my CEO, making sure that he understands the value of the relationship” — and how Rierson’s work contributes to this. Insperity has helped Rierson show the HR function’s strategic value to organizational leadership at CoreRx.

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