

INSPERITY PARTNERS WITH CEO OF QUICKLY EXPANDING MIDMARKET CLIENT PRS TO HELP HIM ACHIEVE STRATEGIC PLAN FOR THE WORKFORCE

DOCUMENT # 3SICSV2372

With swift organizational growth come challenges and revelations along the way that, together, are the ingredients in a recipe that can elevate conventional conceptions of what a professional employer organization (PEO) can be. The story at [PRS](#) is that tale: a small organization growing rapidly in its headcount to become a midmarket employer and, along the way, turning to [Insperity](#), the PEO that would be able to help PRS manage this growth from the standpoint of operational HR and help executive leadership realize its greater vision for their people.

PRS: Growing with Insperity

In considering traditional views of why an organization would turn to a PEO, Joe Getch, CEO of PRS, says, “I think a lot of people might think of a PEO as a way to shift resources and perhaps reduce the size of their internal HR staff by utilizing an outside agency to assist with the HR function. Given the growth that we were going through, however, we looked at it as an investment of resources.”

A provider of behavioral health, crisis intervention, and suicide prevention services, PRS won a bevy of new and expanded business between December 2021 and April 2022. Among others, this included expanded national contracts to be a part of the [988 Suicide & Crisis Lifeline](#) as a national backup center and as a core chat center and new business within Virginia. PRS’s headcount grew nearly three times in size in the ensuing 18 months, from 125 to approximately 315 as of the writing of this report. Prompted by this rapid growth, PRS soon began looking at PEOs, ultimately commencing its working relationship with Insperity in May 2022. Says Getch, “Our HR team has actually expanded since,” increasing in the ensuing time from two full-time equivalents (FTEs) to comprise, now, an HR director, two HR generalists and several recruiters.

In considering traditional views of why an organization would turn to a PEO, Joe Getch, CEO of PRS, says, “I think a lot of people might think of a PEO as a way to shift resources and perhaps reduce the size of their internal HR staff by utilizing an outside agency to assist with the HR function. Given the growth that we were going through, however, we looked at it as an investment of resources.”

Balancing Empathy and Efficiency in HR

In the parlance of 3Sixty Insights, there is the idea of concrete HR. This is all the operational, tactical work. Traditionally, PEOs are known for their ability to take on this work, and this frees their customers from a heavy administrative burden. The other idea is abstract HR.

SHARE THIS REPORT



AT A GLANCE

Solution

Insperity

Research Participant

PRS

Synopsis

3Sixty Insights spoke at length with Insperity customer PRS, a sixty-year-old nonprofit home to the backend team supporting the well-known U.S. national suicide hotline. Insperity’s relationship with PRS is exemplary. It is undeniable evidence of how a high-caliber professional employer organization (PEO) can partner directly with an organization’s top leadership — in this case, PRS CEO Joe Getch — to help executives conceive and achieve strategic goals related to their people. The assistance is helping the PRS reach mature in its human capital management to match the company’s growth into a midmarket-sized employer.

CASE STUDY VIGNETTE

A high-caliber PEO will partner directly with business decision-makers to help them balance and achieve operational and strategic imperatives related to their people.



This is the work that goes into creating a positive, optimal employee experience and everything that results from doing so ([3Sixty Insights BWSRN2142 - Concrete vs. Abstract HCM: The Power of “And,” April 2021](#)). The goal with concrete HR is efficiency, and the goal with abstract HR is to practice empathy. And HR organizations learn that it’s tough to practice empathy effectively when inefficiencies abound. The right PEO will be highly adept at solving for concrete HR and instrumental in helping to carry out abstract HR, too.

The right PEO will be highly adept at solving for concrete HR and instrumental in helping to carry out abstract HR, too.

Leveraging a PEO as a Close, Strategic Partner to the C-Suite

This has been the experience for PRS with Insperty, which has enabled PRS’s HR team to become efficient and, thus, proactive in practicing empathy. As a CEO who also happens to be a natural people leader, Getch had clear, strategic goals in mind when the opportunity to work with Insperty presented itself. By turning to Insperty for help in complying with the complex web of regulations governing the hiring and employment of staff in PRS’s industry, he of course expected to mitigate risk. Beyond this and the newfound efficiencies bound to result from Insperty’s help with his HR team’s operational load, however, Getch is working closely with Insperty to realize the vision of his three-year strategic plan: linking several variables germane to the workforce to the overall strategic goals at PRS. Through this effort, his intent is to increase employee retention and promote greater diversity in PRS’s leadership team, factors he sees as bolstering PRS’s competitive edge, attractive to new employees, and helping PRS represent its communities.

About Insperty

Since 1986, Insperty 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, Insperty 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. Insperty delivers the administrative relief, reduced liabilities and better benefit solutions that businesses need.

Insperty Customer Snapshot: PRS

Founded in northern Virginia 60 years ago, [PRS](#) employs approximately 315 in staff to provide behavioral health, crisis intervention, and suicide prevention services. Among many things, and notably, PRS is the backend team supporting the national suicide hotline. PRS's vision is to change and save lives in communities nationwide, empowering hope, recovery, wellness, and community integration.

Challenges: As a licensed agency working across dozens of states, PRS experiences many compliance challenges in interacting with state and federal agencies. The HR department was bogged down as the primary point of contact for any compliance issues and questions. Time and attendance for different groups of employees were also being imported and logged via disparate inefficient systems. Recruitment also became an issue when their call centers went virtual, remote work expanded their talent pool from local to national, and new contracts demanded increased staffing.

Finding and Implementing with Insperty: An 18-year veteran at PRS, [Joe Getch](#) became CEO of the company three years ago, when he began scouting for a new PEO to replace his existing service. After winning multiple national contracts, PRS had expanded rapidly, well more than doubling headcount over just 18 months' time. The company's increased size made the above-mentioned old processes unsustainable as the HR team became spread too thin. Getch needed employees to act independently instead of overwhelming his HR department. "There was a lot of handholding," Getch said of PRS' HR strategy when the company was smaller and without a knowledge repository or an employee handbook.

Due to a solid reputation within the PEO community and the ability to liaise with their local office in Tyson's Corner, Getch landed on Insperty. beginning in March 2022. With Insperty going live by early May that year, implementation was swift to meet PRS' requested, compressed timeframe. The Insperty team's availability made a big difference. "They threw everybody at us" and "really took it seriously," Getch says.

Success and Partnership: PRS leverages Insperty's support in building HR infrastructure, workflow processes, and compliance. PRS has gained access to time and attendance, payroll, and dashboard technology they didn't have before. While Getch originally viewed integrating their accounting system and timesheets with Insperty as daunting and overwhelming, he was amazed by how smoothly it went.

The PRS team worked with their HR specialist at Insperty, who helped them create an employee handbook within a few months. For his employees, additionally, the Insperty portal is a comprehensive system that grants them access to time and attendance, absence requests, and the employee handbook from their smart devices. For Getch personally, the value dashboards and analytics have been a game-changer: "Insperty is everything HR for us," he says, admitting they don't do any tracking outside of that. PRS is also undergoing a rebrand, partnering with Insperty to prioritize and execute on new initiatives not only in diversity, equity and inclusion (DEI), but also vis-à-vis PRS' mission, vision, and values.

PRS's Future with Insperty: PRS' point of contact for the relationship with Insperty, Jennifer Walsh, holds monthly touch point meetings with Getch's team and the HR director. "She's been invaluable in terms of keeping up with the ongoing work within my organization. They're a true partner, care about who we are as an organization, and want us to improve in the HR space." Getch's three-year strategic plan includes using Insperty's consulting group to further link employee focus and satisfaction, DEI, and performance evaluations to PRS' strategic goals. He believes integrating these will lead to higher employee retention and more diverse leadership from within the company, keeping PRS competitive and desirable for new employees and better representing the community. Getch also wants to get to a point where he can determine the right balance between a PEO and an internal HR staffing relationship to ensure they continue to get the same value.

3Sixty Insights Inc. Navigating the Information Technology Buying Process.

Unless otherwise noted, the contents of this publication are copyrighted by 3Sixty Insights Inc. and may not be hosted, archived, transmitted or reproduced, in any form or by any means without prior permission from 3Sixty Insights Inc.