



FOR IMMEDIATE RELEASE

**Group Health Cooperative of South Central Wisconsin
Welcomes Sally Frings as Chief Nursing Officer**

MADISON, WISCONSIN, October 12, 2022 – Group Health Cooperative of South Central Wisconsin (GHC-SCW) welcomes Sally Frings, DNP, MA, BSN, as Chief Nursing Officer.

Frings brings more than 25 years of health care expertise to GHC-SCW, which includes extensive ambulatory, hospital, oncology, perioperative, critical care, and academic medical center experience. In her new role, Frings will work closely with the team of nurses, care team support staff, reception teams, clinic managers, and senior leadership to continually improve patient outcomes through clinical excellence and build on the Cooperative's unique money-back guarantee to provide exceptional patient care.

"The strong history and foundation of Group Health Cooperative poise us to successfully navigate the headwinds of health care," said Frings. "Together, we will continue transforming our care model to consistently exceed expectations of our patients, families, and communities."

"Sally is highly regarded in the local health care community and brings a valuable clinical and leadership perspective to our organization," said Dr. Mark Huth, GHC-SCW Chief Executive Officer. "We are excited to welcome Sally to the GHC-SCW family and know her commitment to providing the highest level of quality and service will be a great fit for our culture and mission."

Prior to joining GHC-SCW, Frings was the Nurse Director of Ambulatory Services at UW Health and led several key initiatives, including serving as Operations Chief in the COVID-19 Response for UW Health's System Incident Command, and operational lead for UW Health Integrated Behavioral Health Opioid Response, among others.

"I've dedicated nearly three decades to achieving frictionless access to healthcare while serving as a nurse leader in several highly-ranked, even #1, health systems," Frings said. "Through this experience, I understand that the engagement and wellbeing of the health care team positively correlate to a great patient experience and quality outcome."

Frings received her bachelor's degree in Science and Nursing from Viterbo University in La Crosse, Wisconsin; a master's degree in Nurse Executive Leadership & Organization from Columbia University in New York City; and her Doctor of Nursing Practice in Executive Leadership from Edgewood College in Madison.

About GHC-SCW

Group Health Cooperative of South Central Wisconsin (GHC-SCW) is Wisconsin's first and Dane County's only member-owned, non-profit health care cooperative. With the largest primary care network in Dane County, the Cooperative has more than 83,000 members and serves the greater Dane County area and the South Central Wisconsin region with insurance and clinical services. GHC-SCW is the first health plan in Wisconsin to offer patients a money-back guarantee if they are not satisfied with their experience at a GHC-SCW clinic. GHC-SCW is perennially a national leader for quality. In 2022, GHC-SCW achieved a rating of [4.5 out of 5 rating](#) among commercial plans; no other health plan in Wisconsin scored higher, according to the [National Committee for Quality Assurance](#). To learn more about GHC-SCW, visit ghcscw.com.

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