

Maytee Aspuro



BACKGROUND STATEMENT:

My education includes a Bachelor in Business Administration (1982) and a Master of Science in Management (1991), both from the University of Wisconsin-Milwaukee. I also hold a Master of Arts in Religious Studies (2004) from Edgewood College and a Master Certificate in Project Management (2012) from the University of Wisconsin-Madison.

I am a retired State of Wisconsin employee. Of my 30-year career, 25 and half years were spent in management. I managed in the areas of tax compliance, procurement, strategic services, project management and information technology. Early in my career, I was trained in process improvement and business progress reengineering. Those skills, and the philosophy of continuous improvement, as well as the reimagining of the workplace and work processes, were applied throughout my career.

I have successfully managed significant organizational change through two agency reorganizations. As Director of Procurement during the transition from the Department of Industry, Labor and Human Relations (DILHR) to the newly created Department of Workforce Development (DWD) in 1996 and as Chief Information Officer (CIO) during the creation of the Department of Children and Families (DCF) in 2008. Also, as Assistant Division Administrator of the Division of Administrative Services, I was a project manager responsible for the transition to the Department of Revenue's (DOR) new headquarters in Madison, Wisconsin in 2000.

I have developed, monitored and implement multimillion-dollar budgets, created and facilitated strategic plans, and overseen training development programs within various state agencies. I have worked for the DOR, Department of Administration, DILHR, DWD and the DCF. My extensive experience with these agencies has exposed me to social welfare and health care public policy issues.

I have drafted, issued and evaluated complex Request for Proposals and Request for Bids and managed their resulting contracts. I have also been a member of Affirmative Action Committees for the DOR and the former National Association of Purchasing Managers (currently the Institute for Supply Management). And, as Director of the Office of Strategic Services, DOR, I managed the agency's Affirmative Action Officer. I was also responsible for the DOR's Health and Safety initiatives. At this time, I am a Madison Opera Trustee assigned to the Finance subcommittee.

PERSONAL STATEMENT:

I have been a member of GHC-SCW since moving to Madison, WI in 1991. I value GHC-SCW as a quality health care provider.

I am well aware of many of the challenges health care providers face. Balancing the art and science of health care is difficult, especially given the complexity of medicine, limited resources and high-cost services.

I have been the recipient of EKGs, echo cardiograms, MRIs, mammograms, blood work ups and colonoscopies.

My family medical history includes Alzheimer's, heart disease, and two suicides on one branch of my family tree, triggered in part, by declining health.

Personally, I have a commitment to preventative medicine, having taken steps to live a healthier life through weight loss, nutrition and exercise. I know that there is only so much that I can do for myself and that ultimately, I must seek the services of others to mitigate the impact of disease and aging.

I know that I have much to be grateful for and that many are not as fortunate as I am.

I also have known a number of individuals in the health care field, specifically medical social workers and nurses. I have observed their dedication to their profession. I have also observed how taxing their work can be. I have witnessed how some of these individuals have moved from job to job, seeking home-workplace balance. It seems that the demands within the health care professions are causing individual employees distress, which in turn, results in organizational fragility, if not instability.

As outlined in my background statement, I am an experienced manager and have much to offer as a board member.

Thus, my interest in serving on the GHC-SCW Board of Directors is driven by all above; my personal experience with GHC-SCW, my awareness of the challenges health care organizations and individual professionals face, my empathy for those less fortunate than me and my capacity to contribute. One could also say that my interests are selfish, in that as a recipient of its services, I have a personal stake in seeing GHC-SCW be the best that it can be.

Rebecca Haymaker



BACKGROUND STATEMENT:

I have over 15 years of health care experience. I graduated from Luther College with degrees in management and Spanish. I started my career at Epic directly out of college as a Project Manager, working with a number of different organization across the country including: Ann & Robert H. Lurie Children's Hospital of Chicago, Nemours, NM Health, Essentia Health, Cleveland Clinic and UW Health.

During my time at Epic I worked as an Application Manager within the Patient Access team. I also served as a Project Manager, Customer Happiness Executive, and Team Leader. After Epic, I transitioned to a role within the revenue cycle at UW Health, reporting to the Vice President of Revenue Cycle.

I currently work as the Director of Registration and Technical Services, though I am leaving UW Health on May 25 to pursue a Managing Partner role at Brenton Health, LLC. During my time at UW Health I had the opportunity to learn about the local and regional health care market around Madison. I also worked on the development of new programs and facilities at the UW Health Digestive Health Center, American Family Children's Imaging Pavilion, Union Corners Urgent Care Clinic, and UW Health at The American Center. I established the UW Health Appointment Center, which is currently being rolled out across all specialty and primary care clinics. Additionally, I managed technical projects for the organization such as arrival kiosks, patient photographs and front-end payment collection. Due to my blended operations and IT role, I am able to bring a unique perspective to problems and develop workflow improvements using cutting-edge technology. I am acutely aware of the financial pressures facing health care organizations today and the need to make fiscally responsible decisions. I understand the shift to consumerism and the need to engage patients in both their physical and financial care. I would be honored to apply my knowledge to the future growth of GHC-SCW.

PERSONAL STATEMENT:

I have been a member of GHC-SCW since moving to Madison in 2002. Throughout that time, I married and started a family. Every member of my family has been well cared for by GHC-SCW providers. I have the utmost respect for the organization, providers and all of the staff members at the Cooperative. The service you provide to the community is unlike any other. Appointment access at GHC-SCW is wonderful, as is the urgent care model. I also appreciate the integrative medicine services, wellness reimbursement options, and cutting-edge GHCMYChartSM feature adoption. I would value the opportunity to give back to the organization that has done so much for me and my family.

With the rapidly changing health care landscape locally and nationally, it will be important for GHC-SCW to continue to grow and change, while holding fast to the core values making GHC-SCW so special. The recent advertisements are aimed at stability, though staying the same isn't necessarily a good thing. Health care is about 10 years behind other industries when it comes to consumerism and there is a lot of ground to make up. New challenges abound with the aging patient population, shrinking reimbursement, chronic health conditions, and changing legislation. Health care organizations need to be flexible and responsive to the changing needs of their patient populations.

On a personal level, I care very much about GHC-SCW and want to see the organization remain stable and competitive in the local market. With the merging of Quartz and Physicians Plus, the options for patients are shrinking. Less options lead to less competition and higher costs for the patients. With health care expenses rising faster than the cost of living, it is important to continue to offer great service at an affordable price to our community. Health care is a confusing, but necessary service for everyone. I would love to do my part to help my neighbors, friends and family by serving on the GHC-SCW board.

Ann Hoyt



BACKGROUND STATEMENT:

A GHC-SCW member for 33 years and a board member for three years, Ann is a University of Wisconsin-Madison Emeritus Professor and a current Ombudsperson for the University. She is an internationally known expert in cooperative organizations and board governance. Her extensive board experience includes 22 years as a director of the UW Credit Union (nine as board chair), 26 years as director of the National Cooperative Business Association (two years as chair) and past chair of the University of Wisconsin-Madison University Committee. She has been Board President of GHC-SCW since 2016. Ann was inducted into the National Cooperative Hall of Fame in 2015 for her work with cooperatives. She holds a Ph.D. in Family Economics from Kansas State University.

PERSONAL STATEMENT:

I have been honored to serve as a Director of GHC-SCW and as your Board President since 2016. When you elected three new directors in 2015, your Cooperative faced significant financial, management and organizational challenges. I am pleased to report we have moved to a position of financial success, have an outstanding management team in place and have made significant organizational improvements to enhance the quality of care you receive, contain prices, restore employee pensions and continue to introduce major innovations in the provision of primary care. In addition, your board worked on and approved an ambitious member-centered three-year strategic plan and has been working to develop comprehensive policies that will guide the board and management in years to come. There is still work to do to develop a 21st century board that maintains GHC-SCW's status as one of the premier health care providers in the nation. I ask for your vote to be able to continue my efforts on your behalf.

Bill Oemichen



BACKGROUND STATEMENT:

I serve as Treasurer of the GHC-SCW Board of Directors, as chair of the Finance and Audit Committee and as the Board of Director's designated "financial expert" as required by the Wisconsin Commissioner of Insurance. I also chair the Board of Trustees of Wisconsin's \$5.1 billion College Savings Program Fund (EdVest); serve as a Board Director and designated "financial expert" for AgCountry Farm Credit Services, a farmer-owned financial cooperative owned by 15,000 Upper Midwest farmers; serve as Audit Committee Chair for the insurance and education arm of the cooperatively-owned \$330 billion Farm Credit System; and serve as Chair of the Board and former Treasurer of SeventhWave, a Madison-based energy efficiency/technology non-profit. I previously served as the Board Chair, Treasurer and designated "financial expert" for Monroe Hospital and Clinics and was appointed by the U.S. Comptroller General to serve on an advisory board to the U.S. Department of Health and Human Services on the development of new health care cooperatives.

I earned a Bachelor of Arts in Economics from Carleton College, a Juris Doctorate (JD) from the University of Wisconsin-Madison and served as a Public Policy Fellow at the University of Minnesota. I taught business law as an adjunct professor at the University of Minnesota and practiced business, accounting malpractice and cooperative law at two major Midwestern law firms.

I served from 2016-2017 as Director of the Office of Preparedness & Emergency Health Care at the Wisconsin Department of Health Services; from 2001-2015 as President and CEO of Cooperative Network, the nation's largest state-level, all-cooperative trade association; from 1996-2001 as Wisconsin Trade & Consumer Protection Administrator; and from 1989-1996 as Assistant and then Deputy Minnesota Agriculture Commissioner.

I am licensed to practice law in Wisconsin and Minnesota and consult on board governance to cooperatives and other non-profits in the U.S. and Canada and have testified on cooperative governance issues before the U.S. Congress, the Wisconsin and Minnesota Legislatures, provincial legislatures in Canada and the Parliament of the United Kingdom.

I have supervised staffs ranging in size from 24 to over 600 and have administered budgets of up to \$128 million. I have supervised the Human Resource, Budget and Information Technology programs within a major state agency, as well as with a cooperative trade association.

PERSONAL STATEMENT:

I am asking GHC-SCW members for a second term on the Board of Directors for four principle reasons: (1) I want to ensure our Cooperative remains a member-owned, local, non-profit health care cooperative, (2) I want to ensure our Cooperative continues to improve its financial health from a loss of \$38.8 million in 2013-2014 to a net gain of \$6.7 million in 2017 so that we may continue to provide a wide range of health care services to our member-owners over the long term, (3) I want to ensure we remain the highest quality health care plan in the state of Wisconsin and one of the highest quality health care plans in the nation, and (4) I want to ensure we hire and retain diverse health care professionals and staff that every day provide such high quality health care to our nearly 80,000 members. This latter priority includes ensuring employee compensation, including annual retirement contributions, are competitive in our marketplace. Moreover, I want to ensure our Cooperative, consistent with the cooperative principle of giving back to community, further builds upon our reputation for improving the lives of community members across South Central Wisconsin.

I am a longtime GHC-SCW member and greatly value obtaining my health care, as well as my family's health care, from a member-owned cooperative where I know providing high quality health care, and not maximizing profit, is GHC-SCW's primary mission. I believe this is a shared interest across our nearly 80,000 members.

Christopher Tyne



BACKGROUND STATEMENT:

I have had the pleasure of working in the health care industry for nearly 15 years, in different capacities, and I have been lucky enough to have a variety of fantastic experiences.

Currently, I am the Senior Vice President of Operations at healthfinch, a Madison-based health care automation company. I have been able to play a key part in the rapid growth of this company and had the great opportunity of wearing many hats over the last four years. My current responsibilities include oversight of financial management, compliance and strategic planning across the organization. I have also worked to push health care policy forward and have the opportunity to help influence policies around interoperability and digital medical devices.

Over my four years at healthfinch, I have been fortunate enough to play a key part as the company grew nearly 1,000%. During that time, I helped create and lead multiple new divisions within the company that stand as the foundation for healthfinch today. We have implemented our software at almost 100 health systems and continue to grow.

Outside of my day job, I sit on the Board of Directors for Culture Community. Culture Community is an organization that helps Madison-based companies share their corporate cultures and learn from each other. Over the past two years, Culture Community has grown by over 400% and will expand to other cities in the coming months.

I originally moved to Madison from the east coast to start my career at Epic. Over my nine years at Epic, I had the great opportunity to put my Computer Science degree to work while solving problems for hundreds of health systems internationally. The lifelong skills I learned at Epic helped propel my career to where it is today and will continue to do so.

PERSONAL STATEMENT:

I have always had a passion for health care and helping health systems solve some of the most difficult problems they face. It is also very important to me to do everything I can for my local community. As a board member for GHC-SCW I could intersect two of my greatest passions.

It would be a great opportunity to be able to help direct the health care organization where I have been a member for well over a decade. Through this position, I would strive to help GHC-SCW meet their organizational goals and continue to improve the services for their members while remaining financially viable for years to come.

I look forward to an opportunity to help make a great organization even better.

Judy Ziewacz



BACKGROUND STATEMENT:

Since being elected to the GHC-SCW Board of Directors three years ago, my most immediate, relevant experience is the work of the Board of Directors and management to stabilize GHC-SCW's financial health so that it continues to provide quality health care to our members. My position as Chair of the Quality, Safety and Patient Experience Board Committee provides oversight for GHC-SCW state and national quality ratings as well as the population health work and initiatives like the one to address the opioid crisis.

I bring 43 years of organizational and financial management experience to the GHC-SCW Board of Directors. As the immediate past President and Chief Executive Officer of the National Cooperative Business Association based in Washington, D.C., I was responsible for an annual \$60 million budget including \$50 million of U.S. federal government contracts for overseas development with a staff of 700. I have been a steward of public funds as Deputy Secretary of the Wisconsin Department of Agriculture, Trade and Consumer Protection; the Wisconsin Office of Energy Independence; and, as Chief of Staff for a U.S. Congressman. As Executive Director of several relatively small non-profit organizations, I have developed and executed strategic plans to focus their innovation, impact and sustainability. My public policy experience ranges from extensive work on the Wisconsin Cooperative Statute, congressional legislative processes as well as work with state and federal health and insurance agencies. I have served on the GHC-SCW Board for five years – 1983 to 1985 – and again since 2015.

On a personal level, I gained knowledge of “complex care management” when my spouse suffered a traumatic brain injury which resulted in 12 years of various therapies, hospitalizations, home health assistance, durable medical equipment and coordination of insurance coverage between Medicare and GHC-SCW. Management of his care was seamless because of access to, and support from his GHC-SCW provider, care team, GHCMYChartSM and Member Services Department.

PERSONAL STATEMENT:

I would like to continue my service on the Board of Directors to grow its reputation and financial resources; to build its patient-centered care culture through strategic innovations that make care accessible and responsive to our members' lifestyles; to preserve GHC-SCW as the only locally-controlled, consumer-directed health care delivery system in the Dane County region.

I first became a GHC-SCW member in 1981 and a strong believer in its emphasis on wellness. As the only Health Maintenance Organization in the market at that time, GHC-SCW was the pioneer in preventive care. This is baked into GHC-SCW's DNA and a critical factor for its success along with the staff-model culture and commitment to innovation. At the end of the day, our goal is to keep our members healthy; to help them when they are not; and to deliver care that is seamless rather than stressful.

I firmly believe that, although not as large in terms of members and financial resources as others, GHC-SCW is the best health care provider in the area. It is the best because of its focus is primary care; it delivers both health care and a health plan; it is committed to community; and, it is a locally-owned, member-controlled health cooperative. I would appreciate your vote and thank you for your consideration.