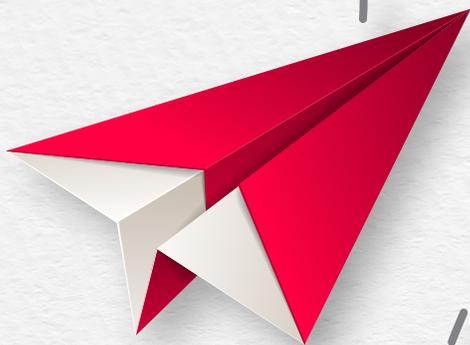


BETTER TOGETHERSM



2021 ANNUAL REPORT

 **Group Health
Cooperative**

of South Central Wisconsin

ghcsw.com

Dear Member-Owners,

Let me start by thanking you. Thank you for your continued membership in our Cooperative. Our model is unique, with health care and health insurance working together for the health and well-being of members and patients. We know that like 2020, 2021 required flexibility, patience, understanding and new ways of working with your health care team.

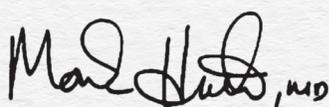
We appreciate you.

As I reflect on 2021, it's hard to believe that it was just last January that we were really ramping up COVID-19 vaccines and since then we have provided full doses and boosters to thousands of members. I want to say a big thank you to our staff for tirelessly working to keep our families and communities safe.

We celebrated our 45th anniversary by recognizing and embracing our differences and readying ourselves for the future. We have made many investments and adjustments to meet the needs of our members. I am hopeful that we have turned the corner both in aligning our organizational structure to be a model for health care delivery for the next decade as well as making long-term plans with our partners at UW Health and others to manage the escalating health care costs that every insurance company faces.

And finally, let me welcome our new GHC members! We welcomed more new members to our Cooperative than we have in a long time. A testament to a local, not-for-profit, member-owned model that aligns with the values of the people in the communities we serve.

In this annual report, you will read about many instances, big and small, of how we live our values and dedicate each day to finding new and innovative ways to be **BETTER TOGETHER.**



Handwritten signature of Mark Huth, MD in black ink.

Mark Huth, MD
President & Chief Executive Officer
Group Health Cooperative of South Central Wisconsin (GHC-SCW)



➔ Leading Your Cooperative

The daily commitment of skills, knowledge and dedication of the Senior Leaders and Board of Directors helps GHC-SCW set the standard for quality care and financial responsibility in the south central Wisconsin region.

GHC-SCW Senior Leadership Team



Mark Huth, MD
President & Chief Executive Officer



Marty Anderson
Chief Strategy and Business Development Officer



Annette Fox
Chief Information Officer



Kingsley Gouborne
Chief Equity and Engagement Officer



Chris Kastman, MD
Chief Medical Officer



Carol Meyer, JD
Chief Compliance Officer



Carrie O'Dell
Chief Human Resources Officer



Bruce Quade
Chief Financial Officer

GHC-SCW Board of Directors



Ann Hoyt
Chair
University of Wisconsin-Madison, Retired



Colleen Gullickson
Vice Chair
Edgewood College



Bill Oemichen
Treasurer
University of Wisconsin-Madison



Nanette Hensen
Secretary
American Family Insurance



Matt Brandrup
Rural Electric Supply Cooperative



Nathan Hayes, DO
GHC-SCW



Rebecca Haymaker
Health Care IT Specialist



Courtney Hayward
Lobbyist



Allison Phillips, APNP
GHC-SCW



Judy Ziewacz
National Cooperative Business Association, Retired

➔ Non-Profit Cooperative

As a health care cooperative, we exist for our members' health and well-being, not for the profit of stockholders. Strong membership growth is key to sustaining the Cooperative long-term and to generating resources that can be reinvested to serve the interest of our members.

Year-End Membership

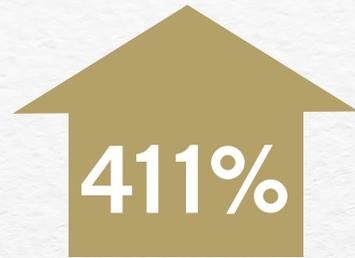
We ended 2021 with **76,270 member-owners**.

76,270



New Individual Member Sales

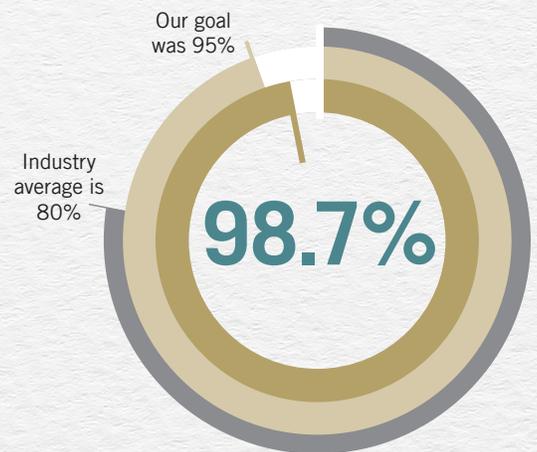
- We **achieved 411%** of our individual member sales goal.
- Our goal was 450 and we welcomed 1,829 new members.



Employer Group Retention

Our employer group retention reached **98.7%** with 611 of 619 groups renewed.

Our goal was 95% and **we achieved 104% of our target**. GHC-SCW continues to be a national leader in group retention.



Community Involved

Being hands-on and proactive in working with our community partners to provide individuals and families with access to quality health care and connections with health care resources makes us **BETTER TOGETHER.**



Adopt-A-School

As an avid promoter of health knowledge, we **adopted 5 local schools** in need of health resources again this year. We demonstrated our commitment to school children in our community in many ways throughout the year including **donations totaling \$16,770.**



Bridges To Access

In 2021, our Bridges to Access program helped eleven adults and their children receive real and compassionate medical care in their hour of greatest need. That support amounted to **\$10,431** in crucial health care services and medications.



Healthcare Access Program

The program provides uninsured individuals a place to call their medical home and access to a compassionate medical provider – all at no cost. GHC-SCW delivered **over \$21,412** in health care and medication to uninsured individuals living in our community this year.



Primary Access For Kids

For over a decade, GHC-SCW has been providing free checkups, immunizations, medications, vision checks and even glasses, for uninsured students in the Madison Metropolitan School District through Primary Access for Kids. In 2021, GHC-SCW provided **161 children with \$52,520** in health care services.



GHC-SCW Refugee Assistance Program

Working with our partner Jewish Social Services, **we helped 100 refugees from Afghanistan, the Democratic Republic of the Congo and Iraq** through this program. Our new neighbors received hours of one-on-one help from our staff to connect them to needed care. We served as their advocates by setting up appointments for care and follow-up care and helped them establish roots here in our community.



Reach Out and Read

GHC-SCW has embraced the Reach Out and Read Program, and 2021 was the ninth year we participated. We proudly paid for 3,725 age and culturally appropriate books to be distributed to children in our community. **The value of these books was \$10,243.**

→ Patient-Centered

Our members and patients are at the center of all we do. From video visits that keep members safe in their homes, to providing online wellness services or non-traditional care options; GHC-SCW is committed to whole person care.



Telehealth

- **41,581 GHCMYChartSM video visits** allowed members to easily see their GHC-SCW providers for primary care and select specialty care visits.
- GHC NurseConnect answered **44,000 calls**.
- GHC Care OnDemand resulted in a **total savings of \$510,491** for the Cooperative.
- **4,698 medical and behavioral health visits** happened through GHC Care OnDemand and virtuwell[®] in 2021.



ManageWell[®]

In its first year, **4,026 members joined** ManageWell[®] and they earned a total of 4,542 rewards.



Complementary Medicine

Members utilized **10,428 complementary medicine therapeutic sessions** this year. There were also **4,449 wellness class participants**. We continued our partnership with Monona Terrace to make those classes possible.



Customer Service

GHC-SCW knows how important it is to be accessible to member-owners who need us. **Our staff fielded over half a million calls in 2021.**



Quality-Driven

A point of pride for GHC-SCW is providing some of the highest quality primary care in the nation year-after-year according to both feedback from our members and NCQA. And every GHC-SCW visit is backed by our exclusive money-back Experience Guarantee.



Primary Care

- **135,898 total primary care visits**
- 204,031 responses to GHCMYChartSM messages
- 76,048 patient calls
- **226,893 test results and medication refills** managed outside of an office visit
- 361 baby deliveries



COVID-19 Response

Many departments across GHC-SCW collaborated on testing and vaccination efforts to educate, schedule and vaccinate our members.

In 2021, we:

- Participated in the COVID-19 Vaccine Outreach Program through the Department of Health Services to achieve targeted levels of vaccination for members on BadgerCare Plus. GHC-SCW was #1 HMO in the state for COVID-19 vaccination for BadgerCare Plus members.
- Performed 26,352 COVID-19 tests.
- Set up a drive-through vaccine clinic on Tokay Blvd.
- Implemented a vaccine mandate for staff.
- Executed new member outreach methods and implemented new vaccine appointment scheduling through GHCMYChartSM.



GHC Experience Guarantee

- **Only 3 out of 10 submissions** on the GHC Experience Guarantee app requested a refund.
- 2.9 refunds were paid per month on average.
- Less than 3 in every 10,000 GHC-SCW primary care clinic visits resulted in a refund request.

→ Innovative

GHC-SCW utilizes both operational innovations and member-friendly options for making quality health care accessible and affordable.



Pharmacy

Pharmacy had **\$1,551,995 in savings** through a cost-sharing partnership program with Magellan Health.



GHCMyChartSM

Members used GHCMyChartSM for more convenient access to their providers and their care. **53,551 e-check-ins** helped members to streamline their check-in well in advance of their visit to one of our clinics. We implemented patient health history questionnaires through GHCMyChartSM to improve screening for risk factors, social determinants of health and other insight so providers could better collaborate with patients. **52% of patients** filled out their questionnaires through GHCMyChartSM in 2021.



→ 2021 GHC-SCW Financial Reports

STATEMENT OF ACTIVITIES

Years ended December 31, 2020 and 2021. Dollars shown in thousands.

OPERATING REVENUE	2021	2020
Premium revenues	\$403,755	\$408,146
Patient service revenues	19,094	16,385
Other operating revenues	162	1,597
(Loss) gain on disposal of assets	(206)	(78)

Operating revenue total **\$422,805** **\$426,050**

OPERATING EXPENSES

Medical costs	\$301,109	\$287,845
Salaries & benefits	74,445	73,469
Supplies & other	60,567	62,624
Depreciation & amortization	2,897	2,923
Interest	227	259

Operating expense total **\$439,245** **\$427,120**

OPERATING INCOME (LOSS) **(\$16,440)** **(\$1,070)**

OTHER INCOME AND EXPENSES

Other expenses	(110)	(116)
Investment income	1,808	2,511

INCREASE (DECREASE) IN NET ASSETS **(\$14,742)** **\$1,325**

OTHER CHANGES IN NET ASSETS

Net assets at beginning of year	53,926	52,601
Net assets at end of year	39,184	53,926

STATEMENTS OF FINANCIAL POSITION

Years ended December 31, 2020 and 2021. Dollars shown in thousands.

ASSETS	2021	2020
Current assets		
Cash & cash equivalents	\$6,573	\$19,048
Investments	29,689	28,940
Premium receivables	4,624	4,161
Other receivables	19,664	15,813
Inventory	2,345	2,715
Prepaid expenses & other assets	2,369	1,785

Total current assets **\$65,264** **\$72,462**

Assets whose use is limited **\$4,734** **\$4,870**

Property & equipment, net **\$26,946** **\$28,957**

Other assets **\$2,202** **\$1,700**

Deferred tax asset **\$2,151** **\$2,151**

\$101,297 **\$110,140**

LIABILITIES AND NET ASSETS

	2021	2020
Current liabilities		
Current maturities of long-term obligation	\$868	\$868
Medical claims payable	20,005	16,992
Accounts payable	6,615	4,897
Accrued liabilities	6,951	7,073
Advance subscriber premiums	17,049	15,060

Total current liabilities **\$51,488** **\$44,890**

Long-term obligations, less current maturities **\$9,464** **\$10,333**

Deferred compensation liability **\$1,161** **\$991**

Net assets **\$39,184** **\$53,926**

\$101,297 **\$110,140**