

Group Health Cooperative of South Central Wisconsin

HouseCall

Introducing **MEMBER-OWNER REWARDS (MOR)**

Winter Playlist & Activities

- What We Are Listening To...
- Staying Active During Wisconsin Winters...

DEI News Corner

GHC-SCW Awards Three
Medical Diversity Scholarships

 **Group Health
Cooperative**
of South Central Wisconsin

BETTER TOGETHER™

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GHC-SCW Welcomes Sally Frings



Sally Frings, DNP, MA, BSN
Chief Nursing Officer

Sally Frings, DNP, joined GHC-SCW as Chief Nursing Officer with 25 years of health care expertise, including extensive ambulatory, hospital, oncology, perioperative, critical care, and academic medical center experience. Sally will work closely with the dedicated team of nurses, care team support staff, reception teams, clinic managers, and senior leadership to continuously improve patient outcomes through clinical excellence.

“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.”

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

2022 Annual Meeting Election Results

Congratulations to the winners of the 2022 GHC-SCW Board Member Election!



Chassitti Clark
Three-Year Term



Nanette Hensen
Three-Year Term



Judy Ziewacz
Three-Year Term



Richard A. Lavigne Jr.
Two-Year Term

Annual Meeting materials can be found online at ghcsw.com/vote.

➔ Join the Member Advisory Council

To bring the voice of our members to decision-makers at GHC-SCW, a group of members lend their voices to the Member Advisory Council. Their mission is to improve communications between GHC-SCW and our 83,000 members. The Council works with organizational leaders and staff to evaluate policies, programs and practices. Visit ghcsw.com/about-us and select "**Membership Advisory**" on the left side column.

“With *Continuous Improvement* as one of the essential focus areas of our strategic pillars we’re always trying to be better because we care about you.”



Mark Huth, MD
GHC-SCW President and
Chief Executive Officer (CEO)

Dear Friends,

This is one of my favorite editions of HouseCall, because it really speaks to our mission at GHC-SCW: treating the whole person and giving members choice and flexibility in their **personal wellness plan**.

With *Continuous Improvement* as one of the essential focus areas of our strategic pillars, we’re always trying to be better because we care about you. The GHC staff is amazing, and I’m humbled by what they have accomplished this year, like creating our new Member-Owner Rewards program and expanding our GHC Foundations Intensive Outpatient Program.

The COVID-19 pandemic has brought to the forefront how vital mental and behavioral health is in our overall well-being. Nationally, health systems have seen a 25% increase in cases of anxiety and depression. Due to that increase and the demand for quality behavioral health services, GHC recently announced that it is investing additional resources and expanding our GHC Foundations Intensive Outpatient Program. **In September, we doubled our capacity for the program to extend services to those who need it most.** And it’s available to anyone, regardless of which insurance card they carry.

With winter setting in and the days getting shorter, this time of year can increase the onset of behavioral health issues. Guided journaling is a great way to commit to mindfulness and help improve mental health through structured, reflective writing prompts and guided affirmations. I hope you take a few minutes to try it out on page 6.

Lastly, if you are looking for a way to get more involved as a member-owner, I encourage you to apply for a spot on our Member Advisory Council. It is your voice and your input as a member-owner that truly makes us Better Together.

However you celebrate, I hope this season brings joy and good health to you and those you cherish. Please know how much all of us at GHC appreciate you.

A handwritten signature in black ink that reads "Mark Huth, MD".

Mark Huth, MD
GHC-SCW President and
Chief Executive Officer (CEO)

Member-Owner Rewards

As a Member-Owner of South-Central Wisconsin's only not-for-profit cooperative health plan, you have access to world-class primary care and an elite network of specialty and hospital care. But you already knew that!

Here's something you might not know: GHC's unique **Member-Owner Rewards (MOR) Program** opens up a bunch of other doors for you. Think of MOR as a way for you to customize your path to health and well-being in ways that other health plans simply can't match. And there's no need to sign up for it; your GHC membership card already makes you eligible.

Your Member-Owner Rewards Program is built on a foundation of convenience, flexibility and money-saving discounts. And as a core advantage of belonging to a cooperative, you get something even more powerful: **a voice and a vote in how your health plan is managed.**



MAXIMIZE your
GHC MEMBERSHIP
with this **EXCLUSIVE**
package of rewards





Let's Start with that Foundation:

- **Quick-Access Virtual Care Options:**

We know you're busy and don't want you to wait to get care. Beyond the traditional exam room, GHC gives Member-Owners fast and convenient options like: GHCMYChartSM Video Visits*, GHC Care OnDemand**, virtuwel[®]*** and GHC NurseConnect. Please see page 8 for more information on these care options.

- **GHCMYChartSM and the Mobile GHCMYChartSM App:**

Wherever you go, your secure health information and direct access to GHC providers are right there with you.

- **Our Exclusive Experience GuaranteeTM:**

You have a right to expect a great experience when you visit your GHC clinic. And if we fail to live up to that expectation, you shouldn't pay for that visit. Visit ghcsmartcare.com to learn more about our money-back Experience GuaranteeTM!

- **Classes, Services and One-On-One Therapeutic Sessions:**

GHC was the first in Dane County to prioritize complementary medicine, and our offerings have expanded ever since. You'll get preferential GHCMYChartSM appointment scheduling**** for all sessions. For a complete list of sessions, visit ghcscw.com/wellness/complementary-medicine.

- **ManageWell[®] Rewards[†]:**

This online platform includes an entire suite of programs, activities and challenges. Complete healthy activities to earn rewards. Activities include your yearly wellness exam, exercises, step tracking, participating in a Community Supported Agriculture (CSA) share, receiving your annual flu vaccine, creating and completing SMART goals and other ways to protect your health and wellness. Learn more at ghcscw.com/managewell.

- **Eye Care Discounts:**

GHC members get a discount of 20% on retail eye care products such as frames, non-prescription sunglasses, reading glasses, solutions and drops. Members also receive 10% off of a 12-month supply of contacts!

*Members must be physically located in the State of Wisconsin at time of appointment to be treated by a GHC-SCW provider.

**Restrictions or limitations apply for members with BadgerCare Plus, Medicare or HSAs.

***All GHC-SCW HMO and PPO members who reside in AZ, CA, CO, CT, IA, MI, MN, ND, NY, PA, SD, VA and WI get free virtuwel[®] visits. BadgerCare Plus and Medicare Select members cannot use virtuwel[®].

****Appointment availability may be limited based on demand and appointments are scheduled on a first come first served basis.

†ManageWell[®] is not available to State (ETF)/WPEG/FEHB members. Reward restrictions apply to BadgerCare Plus members.

Maximize Today's Potential!

• Today I Plan To:

- 1. _____
- 2. _____
- 3. _____

• Today I Am Grateful For:

• Today I Feel Like: 

• Exercise:

Total Steps: _____



Don't Forget to Add Today's Fitness, Nutrition and Wellness Activities to Your ManageWell® Account to Earn Points!

• Water Tracker: 

• Exercise Box:



GHC-SCW offers a wide variety of classes and therapeutic sessions designed with whole-person care in mind. You'll get preferential GHCMYChartSM appointment scheduling**** for all sessions. For a complete list of sessions, visit ghcscw.com/wellness/complementary-medicine.

What We're Listening To...

As the end of the year draws near, we anticipate the inevitable changing temperatures and our days growing shorter. For some of us, that means daydreaming of those sunny summer days or planning a warm-weather getaway. For others, that means enjoying the cozy layers and the winter activities that come along with the snowfall and changing temperatures. **Which one are you?**

We've compiled a list of our favorite songs for both the cold-weather lovers and the warm-weather daydreamers!

Do You Love the Cold and Snow?

- "Winter Things" – Ariana Grande
- "Your Winter" – Sister Hazel
- "Cold As Ice" – Foreigner
- "Back to December" – Taylor Swift
- "Winter" – The Rolling Stones
- "Colder Weather" – Zac Brown Band

Are You Dreaming of Warmer Weather?

- "California Dreaming" – The Mamas and the Papas
- "Thunder" – Imagine Dragons
- "Somewhere Over the Rainbow" – Israel Kamakawiwo'ole
- "Taylor" – Jack Johnson
- "Summertime Magic" – Childish Gambino
- "Barcelona" – Ed Sheeran

Staying Active During Wisconsin Winters...

Though winters in Wisconsin can be beautiful, staying motivated can be difficult. Here are some tips on keeping your mind and body active during the winter months.



Get Fresh Air Outside.

Hiking, cross-country skiing, or even taking a walk around the neighborhood are all great ways to get fresh air and sunlight during the winter season.



Try a Winter Sport.

Skiing, snowboarding, and hockey can keep your body moving in the cold. Even if you're brand new, there are plenty of opportunities to learn winter sports as a beginner.



Try a New Recipe.

When the weather doesn't cooperate for outdoor activities, try cooking or baking a new recipe to keep your mind active. (And there's a tasty payoff when you're done!)



Play with the Kids or Pets.

Get outside with the kids or your pets for an outdoor activity. This gets the whole family moving and avoids that "cooped up" feeling!



Exercise at Home.

Don't have a treadmill or elliptical? There are hundreds of at-home workouts for when you're just not feeling up to getting outside. Try yoga, boxing, or even dancing to switch up your exercise routine.



Practice Mindfulness.

Meditation, drawing, painting or writing in a journal can help you to keep your mind active and alert.



Still looking for ways to stay active or practice mindfulness?

Check out one of GHC-SCW's therapeutic sessions or classes to help you beat the winter blues. Visit ghcscw.com/wellness/complementary-medicine.

GHC-SCW is here for you – by phone, online or video.



GHC NurseConnect

Registered nurses are available 24/7, 365 to guide you and get you on the path to better health fast. They can answer your questions, give you advice and help you plan your next steps.

Call (608) 661-7350 or toll-free at (855) 661-7350.



Video Visit Using GHCMYChartSM

With GHCMYChartSM Video Visits, members can safely visit with health care providers and receive the same exceptional care experienced at a GHC-SCW clinic. Visits are set up using GHCMYChartSM and are available for routine visits and select specialty visits.*

Contact your clinic or log in to GHCMYChartSM to schedule.

Care OnDemandSM

With GHC Care OnDemand, you can access a doctor from your home, office, or on-the-go, 24/7, 365. Board-certified doctors can visit with you either by phone or secure video to help treat any non-emergency medical conditions. Visits are free for most members. Members with HSA-eligible plans must reach their deductible before visits are free.**

Go to ghccareondemand.com.



virtuwell.

Get care anytime, anywhere with our 24/7, 365 online clinic. Use virtuwell[®] to get a diagnosis, treatment plan and prescription for over 60 common conditions without ever leaving home. Depending on your plan, GHC-SCW members get virtuwell visits for free.***

Visit ghcscw.com/virtuwell.

*Members must be physically located in the State of Wisconsin at time of appointment to be treated by a GHC-SCW provider.

**Restrictions or limitations apply for members with BadgerCare Plus, Medicare or HSAs.

***All GHC-SCW HMO and PPO members that reside in AZ, CA, CO, CT, IA, MI, MN, ND, NY, PA, SD, VA and WI get free virtuwell[®] visits. BadgerCare Plus and Medicare Select members cannot use virtuwell[®].

Want to understand your HMO coverage? Check out the Health Plan Member Information document on our website. In the document, we've gathered together the information you should know as a GHC-SCW member. It includes:

- 1 Information about providers.
 - 2 Primary care services, including points of access.
 - 3 Specialty care, behavioral health and hospital services.
 - 4 How to access care after normal office hours.
 - 5 Emergency care, including when to directly access emergency care or use 911 services.
 - 6 Benefits and services included in and excluded from coverage.
 - 7 Pharmaceutical management procedures, if they apply.
 - 8 Copayments and other charges for which members are responsible.
 - 9 How to obtain care and coverage when outside of the GHC-SCW service area.
 - 10 Benefit restrictions that apply to services obtained outside the GHC-SCW service area.
 - 11 Language assistance.
 - 12 How to submit a claim for covered services, if applicable.
 - 13 How to submit a complaint.
 - 14 How to appeal a decision that adversely affects coverage, benefits or a member's relationship with GHC-SCW.
 - 15 How GHC-SCW evaluates new technology for inclusion as a covered benefit.
 - 16 Independent External Review or review request of a member's appeal.
- ➔ To find all this information online, visit ghcscw.com and select **"Health Insurance"** and **"Your Benefit Information."** The document is linked under the header **"Member Information."** **Questions?** GHC-SCW Member Services is always here to help! **Call (608) 828-4853 or toll-free at (800) 605-4327.**

DEI News Corner: GHC-SCW Awards Three Medical Diversity Scholarships to Local Students

GHC-SCW recognizes that sharing a racial or cultural background with your provider improves communication, trust and health outcomes. We are working hard to close the diversity gap in health care. This year, we introduced the GHC-SCW Pre-Professional Medical Diversity Scholarship, which awards three students who identify as Black, Indigenous or Hispanic/Latinx with a \$5,000 scholarship.

We are pleased to introduce you to the recipients of the 2022 GHC-SCW Pre-Professional Medical Diversity Scholarship:

- **Duncan Asaka** – Doctoral-level degree for nursing professionals at UW-Madison
- **Salma Salama** – Doctoral-level degree for nursing professionals at UW-Madison
- **Ahmed Ibrahim** – UW-Madison graduate planning to go to medical school

JOIN US IN CONGRATULATING THE 2022 RECIPIENTS!



Health Equity Accreditation

Notice of Availability of Language Services

GHC-SCW provides written notification to all members about the availability of free language assistance services and how to obtain them. This statement is provided in multiple languages to those served by our cooperative and is available on our website. Print copies are also available on request.

Notification of Privacy Protections

GHC-SCW wants our members to know we respect privacy and have policies and procedures for managing access to and the utilization of data we may collect about our members related to disclosed race or ethnicity, preferred language, gender identity or sexual orientation. Our policy is available to you on our website under Privacy Resources to inform you of how GHC-SCW may use this information to help us deliver appropriate services or better care.

The Goal of Complex Case Management: Engage + Empower + Enhance + Enable

At GHC-SCW, our complex case management team is here to help members create goals toward improving their health and functional capacity. It starts with an assessment, a decision of the resources needed and then a case management plan with performance goals, monitoring and follow-up.



What Is Complex Case Management?

- It's a free, voluntary, short-term program for GHC-SCW members lasting up to one year.
- Members can stop at any time.



How Can Complex Case Managers Help You?

Our complex case managers will work with you to form a personalized care plan to help you establish your priorities and achieve your maximum health potential. They will collaborate with you, your care team, GHC-SCW providers and in-network specialists to ensure you receive high-quality care, and could help you to:

- Improve your quality of life, functional status and overall health.
- Navigate the complex care system.
- Understand your benefits so you can get the most from your health insurance plan.
- Understand and ask questions about your care.
- Access community resources to live better.
- Have support in your recommended treatments and therapies.

Members can refer themselves or can be referred by utilization review or other medical management programs, hospital discharge planners, their practitioners or a caregiver. If you're interested in Complex Case Management, contact your Primary Care Provider to discuss the opportunity or call the GHC-SCW Care Management Department at (608) 257-5294.

GHC-SCW's Population Health

department works to improve the health and well-being of our members and eliminate health disparities. We do this by tailoring preventive outreach strategies for all our members and coordinating care for members with high-cost, complex or chronic conditions such as asthma, COPD, diabetes, chronic pain or hypertension.

Our care teams, made up of primary care providers, nurses, clinical pharmacists, mental health providers, physical therapists and other GHC-SCW staff, work together to connect members with the resources and support they need. Some of the resources we offer include educational materials, individual consultations with trained health educators, classes or programs such as Complex Case Management.

Members should expect to receive periodic preventive service reminders by phone, mail or secure message through their GHCMYChartSM account. These reminders will have information about recommended care.

To learn more about all the resources offered through Population Health, your potential eligibility or how to opt out, visit ghcscw.com, select "Wellness" at the top right, then click "Health Management."

News & Notes

Providers Not Available

The following providers have left GHC-SCW and are no longer in the provider network.



Katelyn Beemon, APNP
Family Medicine,
GHC-SCW Hatchery Hill Clinic



Dr. Joshua Bettner, DO
Family Medicine,
GHC-SCW Capitol Clinic



Dr. Nancy Deaton, MD
Family Medicine,
GHC-SCW Madison College Clinic

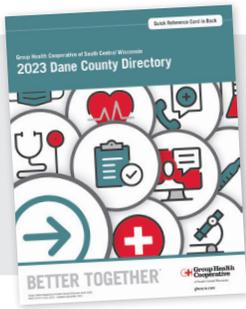


Marilee Thoresen, PA-C
Family Medicine,
GHC-SCW Madison College Clinic



Severe Weather Updates

For the most up-to-date information on weather-related clinic closings, please visit ghcscw.com or follow us on social media.



Provider Directories

The **2023 Provider Directories** are now available on the GHC-SCW website; visit ghcscw.com, click "**Health Insurance**" and select "**Provider Directories**" from the drop-down menu. Print material can also be requested by contacting Members Services at **(608) 828-4853** or toll-free at **(800) 605-4327**.

Pharmacy Corner

Specialty Medications

Did you know you can pick up your specialty medications prescribed by non-GHC providers at GHC-SCW pharmacies?

Some are stocked at GHC-SCW pharmacies or can be ordered for next-day pick up. **Specialty Medication Examples are:** Humira, Enbrel, Glatimir, Taltz, Cimzia, Orencia, Otezla.

Please call a GHC-SCW pharmacy for additional information. Picking up your specialty medication at your local GHC-SCW Pharmacy will reduce environmental wastes like coolers and ice packs used in mail delivery.

Notice of Privacy Practices

GHC-SCW is committed to protecting your privacy. We are required by law to remind you that our Notice of Privacy Practices (NPP) is available to you. The NPP explains how your protected health information may be used and shared with others. It also explains your privacy rights regarding this kind of information.

You may obtain a copy or view the NPP at any time in the following ways: at the entrance of each GHC-SCW clinic location; request a paper copy from any GHC-SCW employee or on our website at ghcscw.com under "**Privacy**" in the footer.

Visit our website for more information about your member rights and responsibilities, including information about the GHC-SCW Compliance Hotline. If you have any questions about the GHC-SCW NPP or general privacy questions or concerns, please contact the GHC-SCW Privacy Officer at **(608) 662-4899**.

Our Mission, Vision & Values

When your health care and your health plan work together, the result is the superb care and impeccable service you've come to expect from Group Health Cooperative of South Central Wisconsin (GHC-SCW).

YOUR HEALTH CARE. YOUR HEALTH PLAN. BETTER TOGETHERSM.

OUR MISSION. WHO WE ARE AND WHY WE EXIST.

We partner with members and the communities we serve to maximize health and well-being.

OUR VISION. WHO WE ASPIRE TO BE.

As a local, not-for-profit, member-owned Cooperative, we are the most trusted resource for lifelong health and well-being in the communities we serve.



MEMBER-CENTERED



COMMUNITY INVOLVED



QUALITY DRIVEN



NOT-FOR-PROFIT COOPERATIVE



INNOVATIVE



EQUITABLE AND INCLUSIVE