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GHC-SCW Names Interim CEO as Permanent Leader Board of Directors Chooses Dr. Mark Huth as CEO

Madison, WI - Group Health Cooperative of South Central Wisconsin (GHC-SCW) Board of Directors unanimously voted to name Dr. Mark Huth as Chief Executive Officer. Dr. Huth has filled the role of Interim CEO since May of 2015.

“Under the leadership of Dr. Huth, we met our aggressive organizational goals and started an important cultural and financial turnaround,” said Ken Machtan, President of the GHC-SCW Board of Directors. “As a board, we recognize the importance of these accomplishments and feel confident in Dr. Huth’s ability to lead us through the ever-changing health care environment.”

The member-elected Board of Directors chose Dr. Huth to permanently fill the position given his deep knowledge and experience within the organization and the health care industry.

“It is an honor and privilege to serve our members along side my co-workers at GHC-SCW,” said Dr. Huth. “The fact that we, as an organization, had the ability to sustain some of the best quality of care in the country during financially difficult times speaks volumes about the entire staff’s commitment. The member-owners’ continued support is just one of the many components that makes GHC-SCW so special.”

Dr. Huth has served GHC-SCW since 2007 as a physician, board member, Chief Medical Officer and Interim CEO. Prior to pursuing his medical career, Dr. Huth earned a degree in Business Administration and worked in the business sector.

About GHC-SCW

Group Health Cooperative of South Central Wisconsin (GHC-SCW) is a nonprofit health plan that cares for more than 80,000 members. The Cooperative has served the greater Dane County area for forty years and provides both insurance and clinical services for its members. GHC-SCW is one of the “highest-rated” health insurance plans in the nation according to NCQA’s Health Insurance Plan Ratings 2015–2016. GHC-SCW was the number one rated private plan in Wisconsin from 2006-2015.

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