

For Immediate Release

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Kingsley Gobourne Named GHC-SCW Chief Equity and Engagement Officer

Madison, WI – Group Health Cooperative of South Central Wisconsin (GHC-SCW) is pleased to welcome Kingsley Gobourne, MSOD, IICDP, to the Cooperative as Chief Equity and Engagement Officer.

Most recently, Gobourne was Senior Consultant Diversity, Equity and Inclusion (DEI) at UnityPoint Health (UPH). In his role, Gobourne led all DEI efforts and developed UPH's first Diversity Council with representation from nine different hospital regions located across three states. Most notably, he began work on a multi-partner initiative in Iowa to develop a nursing pathways program, the first of its kind in the state.

Gobourne has also done extensive work with senior leadership teams and boards on topics of equity and belonging, which includes training, education, and developing strategic plans and frameworks for health care system leaders.

"We are thrilled to have Kingsley join our GHC-SCW senior leadership team. He is the first Chief Equity and Engagement Officer in the history of our organization," said Dr. Mark Huth, GHC-SCW President and Chief Executive Officer. "Kingsley brings tremendous talent, knowledge, passion and experience to this critical work in diversity, equity and inclusion."

Dr. Huth adds, "Kingsley will focus both internally and externally on our performance as an employer to over 800 employees and in our work to provide health care and insurance to over 75,000 members. Kingsley has developed meaningful relationships with many area leaders that will help us deepen our collaborative partnerships and work with individuals and organizations who are also focused on creating a more inclusive and equitable world."

In his role, Gobourne will develop, implement and lead initiatives as part of GHC-SCW's robust program focused on DEI strategies that break down barriers, promote advancement and sustain equity-minded institutional change.

"I am extremely excited and grateful for the opportunity to lead this newly created division at GHC-SCW," said Gobourne. "It is an intentional act to foster a feeling of belonging – a feeling all of us want and deserve – making it a critical component of successful DEI efforts. Cultivating an

environment of belonging and addressing health equity are among GHC-SCW's top priorities, and I am honored to play a leading role."

Gobourne received a bachelor's degree in sociology from the University of Wisconsin-Madison and a Master of Science in Organizational Development from Edgewood College. In addition to his extensive experience in DEI, he has worked in banking and finance. Gobourne is a certified diversity practitioner through The People Company Inclusion Institute. He proudly gives his time and talent to the following nonprofits: YWCA Madison, Board Member; Habitat for Humanity of Dane County, Board Member; United Way of Dane County, Personnel Committee; UW-Madison Department of Sociology, Board of Visitors; and Community Development Authority Village of Mount Horeb, Co-Chair.

About GHC-SCW

Group Health Cooperative of South Central Wisconsin (GHC-SCW) is a nonprofit health plan that cares for more than 75,000 members. The Cooperative 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, achieving the highest possible rating of 5 out of 5 nationally in 2019 and was the number one rated private plan in Wisconsin from 2006–2020 according to the National Committee for Quality Assurance (NCQA).

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