

2022 | ANNUAL REPORT

 **Group Health
Cooperative**
of South Central Wisconsin
ghcsw.com



We reflect our members. We reflect our communities.

BETTER TOGETHERSM

Dear Member-Owners,

The opportunity to reflect on another year with our Cooperative always gives me an overwhelming sense of gratitude. I am grateful to you, for your continued membership, for your active voices and for your trust in our organization. I am grateful to our staff, the empathic and passionate folks who roll up their sleeves every day to serve our members. They are just as excited as I am to share with you about the year we've had.

2022 brought on exciting new projects and a renewed purpose for our organization. The Board of Directors and Senior Leadership team worked to assess our purpose, areas of improvement and how we reflect our members and our communities in our work. Throughout the process, we focused on what we do well – maintaining high-quality care at a reasonable cost, designing health insurance and health care innovations, ensuring our financial security and serving our entire community equitably and equally. Given the major challenges that we have faced together in the last couple of years, this exercise helps us plan the direction of GHC-SCW into the future.

- **Our Mission speaks to why we exist:**

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

- **Our Vision represents what 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.

- **Our Values help us prioritize how we conduct business:**

- We are a not-for-profit Cooperative
- We are member-centered
- We are equitable and inclusive
- We are quality-driven
- We are innovative
- We are community involved

I strongly believe that our mission, vision and values serve as the backbone of our organization. However, it is essential for us to go beyond mere words on paper. It is through the effective implementation and execution of these principles that we can truly make a significant impact and drive meaningful change. In this annual report, we invite you to read about the ways that we're putting these words into practice.



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

Mark Huth, MD

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

Leading Your Cooperative

Our commitment to quality, accessible and affordable care is fueled by the expertise and dedication of our Senior Leaders and Board of Directors. We are proud of how they reflect the needs of our members and communities in all the work we do.

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



Sally Frings
Chief Nursing Officer



Chris Kastman, MD
Chief Medical Officer



Carol Meyer
Chief Corporate 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



Chassitti Clark
State of Wisconsin



Nathan Hayes, DO
GHC-SCW



Courtney Hayward
Lobbyist



Richard A. Lavigne, Jr.
Greater Wisconsin Agency on Aging Resources



Allison Phillips, APNP
GHC-SCW



Judy Ziewacz
National Cooperative Business Association, Retired

We are a not-for-profit Cooperative.

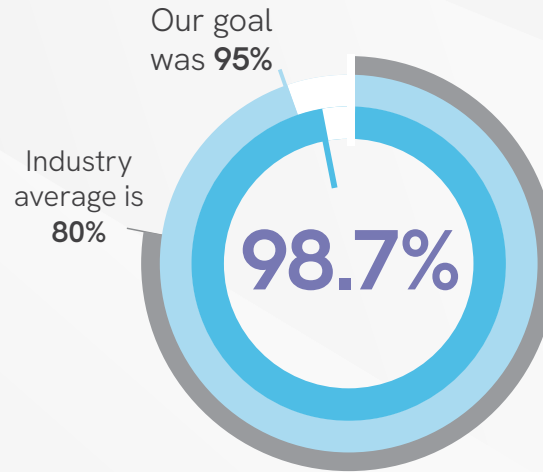
Our Cooperative is driven by an unwavering commitment to our members' health and well-being, not corporate profits. We have again seen great growth this year, which is a testament to a local, not-for-profit, member-owned model that reflects the values of the people in the communities we serve.

83,714



Year-End Membership

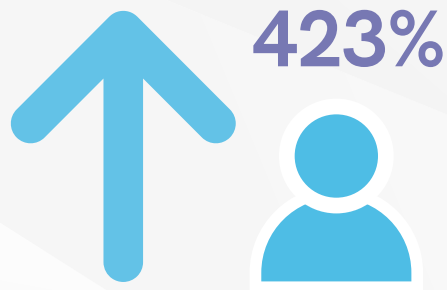
We ended 2022 with 83,714 member-owners.



Employer Group Retention

Our employer group retention reached 98.7% with all but seven groups renewing.

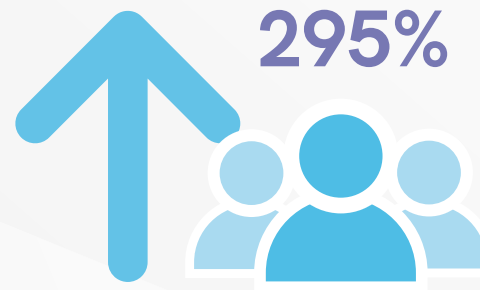
Our goal was 95% and we achieved 98.7%. GHC-SCW continues to be a national leader in group retention.



New Individual Member Sales

We achieved 423% of our individual member sales goal.

Our goal was 1,000, and we welcomed 4,238 new members.



New Group Member Sales

We achieved 295% of our new group member sales goal.

Our goal was 1,500, and we welcomed 4,420 new members.

We are member-centered.

The core of our organization has always been our members. We exist to serve the needs of our members; to listen and understand and improve. Here are some of the ways you, our members, used your health plan, your health care and your Member-Owner Rewards that we launched this year.



Primary Care

You had **116,660 total primary care** visits at our clinics in 2022, including 19,601 video visits. You welcomed 303 babies this year.

You came into GHC-SCW clinics for **26,957 preventive health visits** (a 25% increase compared to before the pandemic). And you had access to GHC-SCW even after you saw your provider. You made 97,198 calls about your care and received 302,306 test results and medications refills outside of office visits.



GHC Experience GuaranteeSM

You gave us feedback on your experiences at GHC-SCW clinics this year and helped us improve. **Only 0.05%** of the total GHC-SCW primary care clinic visits for the year **resulted in a refund request** through the GHC Experience GuaranteeSM.



GHC SmartCare Options

You accessed your health care when you needed it. You used telehealth visits through GHC-SCW and its partners, including:

- **40,296 total GHC-SCW primary and select specialty care visits** using GHCMYChartSM Video Visits. And new in 2022, you could now add a guest to join your video visit.
- **5,127 medical and behavioral health visits** through GHC CareOnDemand and virtuwel in 2022. This year, we saw a 12% increase in virtual behavioral health visits. Visits to GHC CareOnDemand resulted in a total savings of \$403,000 for the Cooperative.
- **17,822 calls to GHC NurseConnect in 2022.**
- **7,236 downloads of the GHC SmartCare app** to make your visits and your GHC Experience GuaranteeSM submissions more convenient.



Complementary Medicine

You utilized **10,554 complementary medicine therapeutic sessions** this year. And **4,449 of you participated in wellness classes** through our Monona Terrace partnership.



ManageWell[®]

You had access to our exciting wellness rewards platform, ManageWell[®]. **5,003 members were registered in 2022** and they earned around \$250,000 in rewards.



GHCMYChartSM

You used GHCMYChartSM for a more convenient way to manage your care and access your providers. GHC-SCW providers across our organization **answered 315,704 patient advice messages**. That's a 196% increase compared to before the pandemic.

We are equitable and inclusive.

GHC-SCW is taking specific steps to reflect the communities we serve, to work on breaking down barriers that prevent high-quality health care and to bring more seats to the table at every level of our organization.

GHC-SCW Pre-Professional Medical Diversity Scholarship

This year, we launched the GHC-SCW Pre-Professional Medical Diversity Scholarship. It's one step in a large effort to reduce racial and ethnic disparities in recruiting and training of health care professionals. We know that when you share a racial or cultural background with your provider, communication, trust and health outcomes improve.

- These financial scholarships and mentorship opportunities went to three local medical pre-professional students of color:
 - **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)
- This year's program included:
 - Three scholarships awarded
 - \$15,000 total in scholarships
 - On-site shadowing experiences at GHC-SCW for the three recipients



ConnectRx Wisconsin

Another initiative that launched in 2022 was ConnectRx Wisconsin. It's a new care coordination system led by Dane County Health Council and The Foundation for Black Women's Wellness to support Black pregnant patients by giving them greater access to care and family-stabilizing resources. The program is designed to reduce low birthweight and improve birth outcomes for Black pregnant patients and babies.

"ConnectRx is a critical milestone in the ongoing work we are doing to advance the health and well-being of Black women, birthing people, babies and families in Dane County," said Lisa Peyton-Caire, CEO and president of The Foundation for Black Women's Wellness. "What's most powerful about the system is its emergence from the collaboration of health systems, Black women and the community working together to eliminate racial birth disparities and save the lives of Black babies."

We are quality-driven.



GHC-SCW strives for excellence in the quality of our health care. Utilizing innovative methods with our members in mind, we are proud to **provide some of the highest quality primary care in the nation.**

Once again GHC-SCW **achieved a 4.5 out of 5 rating**, according to the National Committee for Quality Assurance (NCQA) Private Commercial Health Insurance Plan Ratings for 2022.

Of the 536 commercial health plans nationally reporting partial or full data to NCQA in 2022, only 36 HMO plans (6.7%) received a 4.5 rating. This overall rating is the weighted average of a plan's HEDIS® and CAHPS® measure ratings, plus bonus points for plans with a current Accreditation status as of June 30, 2022. This rating placed GHC-SCW in the top tier of commercial health plans nationwide and as one (1) of six (6) commercial NCQA Accredited HMO plans operating in Wisconsin with a 4.5 rating.

Other GHC-SCW department wins this year:

- Our Eye Care team once again **won Favorite Eye Care Facility** from Madison.com's People's Choice Award for the second year in a row.
- We've improved how primary care providers follow-up with patients after hospital stays so much that with the cost savings that we had from reducing hospital readmissions, we were able to **add a dedicated Care Transitions Nurse** to our team!
- The Clinical Pharmacy team **achieved Anticoagulation Center of Excellence designation** from The Anticoagulation Forum.
- We ended the year at the **91st percentile** for the question "Staff Worked Together" taken from our after-visit patient feedback surveys managed by Press Ganey.
- Pharmacy had **\$2,132,311 in savings** through a cost-sharing partnership with Magellan Health. That's **up 37%** from last year!

We are innovative.

One of our most innovative programs expanded its capacity in 2022. We doubled GHC Foundations Intensive Outpatient Program (IOP) capacity in September 2022 to meet the increased demand for mental health services in our community.

Here's a little more about the program, who's using it and the outcomes:



Who's been using the program?

- **In 2022, we treated 148 program participants!**
 - Individuals aged 18 and up (including senior citizens)
 - All genders (including non-binary people)
 - All races and ethnicities
 - A variety of insurance carriers
- **Who might find the program useful?**

Generally, we treat mood and anxiety disorders. These concerns are affecting people so much that they are not functioning well at work, in relationships and social situations.
- **What is the typical time that someone spends in GHC Foundations IOP?**
 - Average number of weeks patients are in the program: 2
 - Total number of patient visits in 2022: 1,633
- **What is a typical outcome for a patient?**

Outcomes include individuals reporting improved symptoms, less hopelessness, more motivation or more energy. Patients report the ability to apply healthy coping strategies to enhance their lives, making them feel more hopeful and find meaning again.

We are community involved.

Our work outside of our clinic walls is integral to our Cooperative. We're dedicated to empowering those around us and expanding access to critical care and health resources through partnerships with local organizations.



Charitable Giving Campaigns

GHC-SCW employees donate to different organizations each year through our Charitable Giving Campaign. This year, they raised funds through payroll deductions to one of three programs of the employee's choice: United Way of Dane County, Community Shares of Wisconsin or the Dr. Russell Hess Memorial Endowment Fund for School Nurse Emergency Medical Needs. In total, **\$9,305 was donated on behalf of employees. Another \$45,000 was donated on behalf of the Cooperative to these three programs.**



Bridges to Access

In 2022, we helped seven children and five adults receive real and compassionate medical care. That amounted to **\$10,694** in crucial health care services and medications. Throughout the year, we also provided medical supplies to area shelters in the form of cold medicine, tissues and sanitation items.



Health Care 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. Patients also receive prescription medications that they might otherwise have to go without. In 2022, GHC-SCW delivered **over \$28,735** in health care, including medications, to uninsured individuals living in our community.



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 2022, GHC-SCW provided **over 200 children with \$80,959** in primary care services and medications through this program.



Reach Out and Read

GHC-SCW has embraced the Reach Out and Read Program for the past 10 years. In 2022, we proudly paid for 3,257 age- and culturally-appropriate books to be distributed to children in our clinics and our communities. **The value of these books was \$8,957.**



Stay Healthy

Without proper insurance coverage, folks can't get the most basic health services—like access to a regular doctor and medications—and they are more susceptible to astronomical bills when health emergencies arise. The GHC-SCW Stay Healthy Program covers one physical exam, lab work, follow-up appointments and medications related to the physical - all at no cost for qualified, uninsured adults who lost their insurance coverage because of unemployment or other reasons. GHC-SCW provided primary care for thirteen uninsured individuals in our community amounting to **\$22,319 in medical services and medications.**

2022 GHC-SCW Financial Reports

STATEMENT OF ACTIVITIES

Years ended December 31, 2021 and 2022. Dollars shown in thousands.

OPERATING REVENUE	2022	2021
Premium revenues	\$458,020	\$403,755
Net patient service revenues	21,244	19,094
Other operating revenues	812	162
Gain/(Loss) on disposal of assets	5,055	(206)
Operating revenue total	\$485,131	\$422,805
OPERATING EXPENSES		
Salaries & wages	\$76,013	\$74,445
Outside medical costs	348,334	301,110
Supplies & other	65,575	60,567
Depreciation & amortization	2,463	2,897
Interest Expense	327	227
Operating expense total	\$492,712	\$439,245
OPERATING INCOME (LOSS)	(\$7,581)	(\$16,440)
OTHER INCOME AND EXPENSES		
Investment income	(\$4,022)	\$1,808
Other expenses	81	(110)
INCREASE (DECREASE) IN NET ASSETS	(\$11,685)	(\$14,742)
OTHER CHANGES IN NET ASSETS		
Net assets at beginning of year	\$39,184	\$53,926
Net assets at end of year	\$27,499	\$39,184

STATEMENTS OF FINANCIAL POSITION

Years ended December 31, 2021 and 2022. Dollars shown in thousands.

ASSETS	2022	2021
Current assets		
Cash & cash equivalents	\$12,954	\$6,919
Investments	25,869	29,343
Premium receivables	5,312	4,624
Subrogation recoveries	22,415	19,664
Inventories	2,196	2,345
Prepaid expenses & other assets	1,941	2,369
Total current assets	\$70,686	\$65,264
Assets whose use is limited	\$4,308	\$4,734
Total property and equipment - at cost	21,013	26,945
Operating lease right-of-use assets, net	15,454	—
Other assets	1,546	2,202
Deferred tax asset	2,151	2,151
Total assets	\$115,158	\$101,297
LIABILITIES AND NET ASSETS	2022	2021
Current liabilities		
Current maturities of long-term obligation	\$868	\$868
Medical claims payable	25,638	20,006
Accounts payable	8,852	6,615
Accrued liabilities	7,234	6,951
Advance subscriber premiums	19,998	17,049
Total current liabilities	\$62,591	\$51,488
Long-term obligations, less current maturities	\$8,596	\$9,464
Deferred compensation liability	\$1,019	\$1,161
Long-term right of use liability, operating leases, net	\$14,627	—
Net assets	\$27,499	\$39,184
Total liabilities and net assets	\$115,158	\$101,297