

Group Health Cooperative of South Central Wisconsin

HouseCall

2023 GHC-SCW Virtual Annual Membership Meeting

Meet the Candidates
Register & Vote

Preventive vs.
Diagnostic Care
Office Visit

 **Group Health
Cooperative**
of South Central Wisconsin

BETTER TOGETHER™

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From the Desk of Dr. Mark Huth

Dear Member-Owners,

As winter melts away and the trees start to bud, I am reminded of the vitality that spring brings to our community. It is a time of renewal, growth and optimism. Spring provides us with opportunity to make changes, in our health and in our Cooperative.

One of your most important responsibilities as a member-owner is how you use your voice. In this issue of HouseCall, please get to know your fellow member-owners running for a seat on our Board of Directors. Then take the time to cast your vote to elect these important positions. Through this democratic process, you can choose leaders who will best represent the interests of our member-owners in our organization.

I want to take a moment to thank each and every one of you for setting our direction for another year. I want to encourage you to join us at the Annual Membership Meeting. You're invited to share important feedback and learn more about the year we had at GHC-SCW.

It is with your voices, your participation, that we continue to blossom and grow as an organization. Wishing you all a happy and healthy spring season.

Best,



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

2023 Notice of Annual Membership Meeting

Your Cooperative holds an **Annual Membership Meeting** so your voice can be heard. This year the meeting will be in a virtual environment, so we can safely gather.



When:
June 22, 2023
5:30 p.m.



Where:
Virtual



Register:
ghcscw.com/vote

Annual Meeting materials, including a copy of the 2022 Annual Meeting Minutes, can be found online at ghcscw.com/vote.

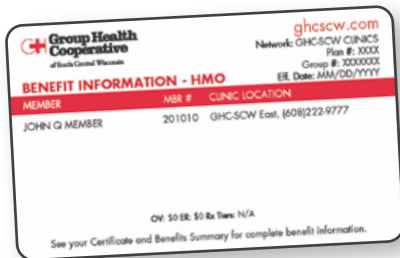
The 2023 ballot will include candidate voting as well as proposals to approve the 2022 Annual Meeting Minutes and to vote on 2024 Nominations Committee members. If you have trouble accessing the minutes, please email annualmeeting@ghcscw.com or call (608) 662-4183.

Voting — Online or Mail-In



All eligible GHC-SCW voting members may now vote online or by mail-in paper. **Voting begins on Monday, May 15, 2023 at 8:00 a.m. and closes on Tuesday, June 20, 2023 at 11:59 p.m.**

Visit ghcscw.com to cast your online vote. All you need to cast an electronic ballot is your GHC-SCW member number (found on your member ID card) and your home zip code.



You may still request a paper ballot to vote before the virtual Annual Membership Meeting. Requests for a paper ballot must be in writing and include your name, GHC-SCW member number, address and date.

Mail to: GHC-SCW Administration
c/o Daniela Annen
P.O. Box 44971
Madison, WI 53744-4971

Completed paper ballots must be received no later than Tuesday, June 20, 2023 in a sealed envelope **bearing the signature of the member on the outside of the envelope.**

ALL VOTING CLOSSES END OF THE DAY ON TUESDAY, JUNE 20, 2023.

2023 Board Member Candidate Profiles

This year, there are nine candidates running to fill three open positions on the GHC-SCW Board of Directors.

Read their profiles to get to know your 2023 candidates!



2023 Board Member Candidates:

- Todd R. Bavery
- Colleen Gullickson
- April Kumapayi
- Andrew Turner
- Dimitri Yatsenko
- Jule Davis
- Courtney Hayward
- Rob Pagnucci
- Deborah L. Rathermel

Nomination Process:

Members wishing to serve on the Board of Directors must have already submitted an application to the GHC-SCW Nominations Committee. In keeping with the GHC-SCW bylaws, the committee reviews these applications and recommends qualified candidates to the general membership. All eligible GHC-SCW voting members may vote online or by mail-in paper.

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of South Central Wisconsin



Todd R. Bavery



2023 GHC-SCW
Board Member Candidate

Candidate Statement:

As I move toward retirement after a 40-year career in the insurance industry, I find myself still wanting to use that experience to help others. For 38 of those years, I was a leader at all levels of my organization with a passion for helping develop the next generation.

My executive leadership roles that led teams to extraordinary results were simply an outcome of following some basic rules.

1. Talent is everything; developing the talent is key.
2. Create user experiences that become foundation to the program.
3. Be genuine.

We have to be willing to call our "baby ugly" then go to work and fix the problem. I have been impressed with GHC-SCW as a member and would be honored to help in any way as the organization continues to serve their members.

Colleen Gullickson



2023 GHC-SCW
Board Member Candidate

Candidate Statement:

It has been a privilege and honor to serve on the Board of Directors for GHC-SCW the past two terms. As a Board member, I have had the opportunity to grow in my leadership to the Cooperative. Each Board member brings different expertise to the group. Currently I serve as Board Vice Chair in addition to serving as chairperson on the Quality, Safety and Patient Experience Committee. I also serve on the Board Development Committee. Serving on both these committees is an excellent match with my knowledge, skills, and expertise. As Vice Chair I have worked with the Board Chair in developing policy monitoring and reporting that ensures accountability in Cooperative governance.

I am currently a Professor and Associate Dean for the Henry Predolin School of Nursing, Business, and Health Sciences at Edgewood College. I feel that my experience as an educator is vital in advancing Board performance as a member and previous chairperson of the Board Development Committee. My work as an administrator informs my role as chairperson of the Quality, Safety and Patient Experience Committee.

I am well-informed regarding the current challenges health care agencies face while seeking to improve the patient experience and overall health of diverse populations while reducing costs. Importantly, I am equally well-informed about current practices designed to best respond to these issues while avoiding staff and provider burnout. Continued success for GHC-SCW is incumbent on creative thinking and problem solving, innovation and dedication to the organization's mission, vision and values, along with achieving the organization's strategic pillars. I hope to continue serving as a Board member and seek re-election to continue working with a team of dedicated individuals who support a common goal in the provision of outstanding affordable and accessible health care.

Jule Davis



2023 GHC-SCW
Board Member Candidate

Candidate Statement:

My background in serving individuals with disabilities has taught me a lot about what we all need to live our best lives. My years of experience working for a non-profit organization taught me to be creative and thoughtful about the allocation of resources.

Further, I have a strong interest in sharing my knowledge and experience while also learning from others. I believe we all have a civic obligation to do this. I'm interested in the continued development and success of GHC-SCW and would be honored to serve on the Board.

Courtney Hayward



2023 GHC-SCW
Board Member Candidate

Candidate Statement:

My name is Courtney Hayward and I'm running for my second term on the GHC-SCW Board of Directors. I currently work as a Lobbyist for Planned Parenthood of Wisconsin but also do grant writing, grants trainings, and grants consulting on the side. I am an experienced grant writer and fundraiser with over 11 years of experience writing and submitting winning grant proposals totaling nearly \$100 million.

I am originally from South Florida and spent over ten years in Orlando where I earned my bachelor's degree in Legal Studies from the University of Central Florida. I then went on to earn a Master's in Public Administration while simultaneously launching my own small business, Leadway Consulting, LLC in 2010. I have extensive experience as a grant writer, pre-award grant manager, and program developer for institutions of higher education and non-profit organizations.

In addition, I have assisted numerous small businesses and non-profit organizations with moving ideas from conception to operation by helping develop strategies, facilitating proper documentation, fundraising, and establishing strategic relationships.

For the past three years, I've had the pleasure of serving on the GHC-SCW Board of Directors where I've been provided valuable information regarding legislation surrounding reproductive health issues that could affect our members. For the past year, I've had the pleasure of serving as the Chair of the Business Strategy Committee where I've planned and assisted with the preparation of meetings in addition to reporting to the rest of the Board about the state of different business initiatives and the progress of our strategic plan initiatives.

I am currently finishing my dissertation on Education Policy so I can earn a Doctorate in Public Policy and Administration. In my spare time, I mentor teenage girls, travel, and spend money spoiling my 12 nieces and nephews. I'd be honored to serve a second term on the GHC-SCW Board of Directors.

April Kumapayi



2023 GHC-SCW
Board Member Candidate

Candidate Statement:

As a Board director of GHC-SCW, I plan to contribute my accounting/financial background to help facilitate decisions on how to allocate funding in order to have the best patient care in our communities. By making sure that funds are being continuously allocated for the best patient care is to have clean and sanitized clinics and pharmacies, state-of-the-art medical equipment, and the best medical staff that is ready to care for the patients. Also, by making sure that funds are being correctly allocated in order to control health care costs so patients can afford adequate health care.

Another contribution that I plan to utilize is to lend my voice to Board decisions as both a GHC-SCW Board director and as well as a GHC-SCW patient. I believe that this contribution is important because any decision that I make on the Board affects GHC-SCW patients including me as a patient. Moreover, making a bad decision on the Board reflects on me as having poor decision skills. Therefore, as a Board director, I would make decisions that would be beneficial to both the Board and to GHC-SCW patients.

Deborah L. Rathermel



2023 GHC-SCW
Board Member Candidate

Candidate Statement:

As a member of the GHC-SCW Board of Directors, I believe my professional experience in community-based health care program administration can be an asset to the work of GHC-SCW and the role of the Board. My community program experience has given me knowledge and exposure to a full view of health care beyond the walls of a medical facility, including an understanding of the social and economic determinants of health, the value of inclusion, social connectiveness and empowering individuals in their decision making.

I believe these insights and expertise can complement the role of the GHC-SCW health care system to support a comprehensive view of health and care.

As a Board member I would bring my experience administrating programs for people with special needs, my knowledge of Medicare and Medicaid and the belief that together we can do more to grow healthy and inclusive communities for everyone. I have a strong belief in giving back; contributing and volunteering are core principles in my life.

Rob Pagnucci



2023 GHC-SCW
Board Member Candidate

Candidate Statement:

I bring over 30 years of insurance company financial leadership experience to the table. I have obtained my Fellowship in the Society of Actuaries, which includes an in-depth focus on insurance pricing, reserving, and financial reporting. I have spent multiple years presenting financial information to Board directors and helping them understand and interpret this information. I have been the senior financial officer supporting multiple different insurance products where my role was to challenge the senior executives to grow their businesses, improve profitability, and maintain excellent customer service. I have supported all aspects of insurance including the front office (sales), the

back office (claims and customer service), and all shared service functions (HR, finance, legal, IT).

I am currently a Board member of M2H Mental Health, a non-profit mental health start-up organization in Minneapolis, Minnesota. I am also an advisory Board member for the UW-Platteville mathematics department.

I believe that my experiences will enable me to guide, support, and challenge a senior team to ensure they are appropriately planning for and monitoring their current business health and enabling their future success, especially during this time of constant change.

Andrew Turner



2023 GHC-SCW
Board Member Candidate

Candidate Statement:

Given my professional and personal background, I believe serving on the GHC-SCW Board is the best way for me to contribute to health care quality and equity in our community. Like many people, I've become more attentive to the challenges of health care by living through the impact of chronic illness on my own family. That experience has made me more thoughtful and engaged on health care issues. As a result, I would be honored and excited to serve on the GHC-SCW Board of Directors.

Much of my professional experience bears directly on GHC-SCW's work. As a lawyer, I worked with major health care providers to navigate legal compliance issues related to topics like Stark (Physician Self-Referral Law) and Anti-Kickback laws. I've also deeply studied member-owned cooperatives as a researcher for the Filene Research Institute, most specifically researching the challenges of multi-ethnic, politically diverse memberships in credit unions. My financial experience also includes being the Vice President of Lending Services at Forward Community Investments.

I have extensive non-profit Board experience having served on the Board of Centro Hispano, Supporting Families

Together Association and Madison Youth Choirs. I currently serve on the Board of LOV Dane and the University of Wisconsin-Madison Athletic Board.

But I believe that my breadth of experience is my most valuable asset. I've worked in multiple countries problem solving alongside people as diverse as corporate business owners (as a lawyer), indigenous tribe members (as an anthropologist), and students from every background and walk of life (as a professor). Those experiences help me bring a unique perspective to bear on difficult questions that require creative problem-solving, discretion, and judgment.

Finally, I not only value diversity as an abstract value but live it in my daily life. I'm a bi-racial person who grew up in small-town Wisconsin, lived overseas and married someone from an entirely different culture, and now raise my children in a Spanish-bilingual home (a language unrelated to my personal background). Those very personal experiences will help me contribute to navigating sometimes difficult issues of diversity and equity that the GHC-SCW Board of Directors may face.

2023 Board Member Candidate Profiles

Dimitri Yatsenko



2023 GHC-SCW
Board Member Candidate

Candidate Statement:

I have been a member of GHC-SCW since 2014 after starting a Ph.D. in Accounting at UW-Madison, which I completed in 2019. Having settled in south central Wisconsin as an Assistant Professor at the University of Wisconsin-Whitewater, I look forward to using my skills and expertise to further the mission and strategic goals of the Cooperative.

My area of expertise is in financial management and accounting, focusing on management accounting systems and controls, with training and personal interest in finance, investments, and economics. I am a licensed Certified Public Accountant in Wisconsin and am a Certified Management Accountant. I previously worked for KPMG in Federal Tax, and I stay current with the recent developments in taxation. I want to put my knowledge to good use, helping organizations use operational and accounting information to empower their employees to excel in their roles.

I have experienced firsthand the tremendous value GHC-SCW delivers to its members and the rapid adoption of technology that has taken place in the last few years. I especially appreciate the focus GHC-SCW places on preventive care and wellness and improvements in the portability of electronic health records.

Recently, I have been involved with two small non-profit organizations as Treasurer, and I want to continue learning and growing in service roles. It would be a privilege to serve on the GHC-SCW Board of Directors and actively contribute to its vital oversight and strategic planning activities. Thank you for the opportunity to use my passion and expertise to help GHC-SCW continue positively impacting our community.

Nominations Committee

The Nominations Committee is tasked with selecting candidates to serve on the Board who are eligible and qualified to serve as directors. There are currently three open positions on the Nominations Committee in 2024. Members will vote on Nominations Committee participants on the 2023 ballot.



2024 Nominations Committee Candidates:

- Michelle Gerise
- Roger Howerton
- "Gigi" Godwin
- Gussie Lewis
- Dana Hellgren

▪ Dana Hellgren

I have been a member of GHC-SCW for almost 20 years and have had exceptional experiences. I want to ensure that patient care remains at the heart of what GHC-SCW does. I also want to help ensure that GHC-SCW maintains a forward-looking approach, staying in-tune with the needs of our ENTIRE community.

▪ Roger Howerton

My wife retired from GHC-SCW and I would like to give back and serve the Cooperative. I have served on several non-profit Boards in Madison and have been involved in hiring and vetted personnel.

▪ Gussie Lewis

Good medical care is of the utmost importance to me. This will give me the opportunity to offer my GHC-SCW community the candidates who will provide them with the level of health care they deserve.

2024 Nomination Committee Profiles

▪ Michelle Gerise "Gigi" Godwin

I feel that Board strength and effectiveness does come from diversity, and I would like to help ensure that GHC-SCW's Board continues on that path. I am eager to see, participate, and learn.

GHC-SCW Prescription Benefit and Formulary Changes

A list of covered drugs, called a Formulary, is always available at ghcscw.com. You can initiate a request for coverage of a drug that requires prior authorization or is not on the Formulary by:

1. Logging into your GHCMYChartSM account, selecting **"Messaging"** and clicking on **"Ask a Question."** From there, click on **"Ask the Pharmacy"** to send a message.
2. Accessing the Prior Authorization Request Form on ghcscw.com and having your provider complete and submit it to: **GHC-SCW Pharmacy Benefits, Fax: (608) 828-4810.**

Recent Formulary changes can be found at ghcscw.com - select the **"Health Insurance"** menu and click **"Understanding Pharmacy Benefits."**



Press Ganey Surveys: After-Visit Patient Feedback

Have you ever had a health care experience that left you feeling dissatisfied or frustrated? On the other hand, perhaps you've had a super positive experience and want to share it! Regardless of your experience, there's a tool that can help improve the care you receive at GHC-SCW.

After a visit to one of our clinics, you may get a letter in the mail or an email with the heading: Group Health Cooperative of South Central Wisconsin would like your feedback! This survey is sent by an independent third-party, Press Ganey Associates, to ensure your confidentiality.

Whether you had a positive or negative experience, submitting your feedback on Press Ganey surveys is important.

Here are a few reasons why:

- **You have a voice in your health care experience.**
By sharing your opinions and experiences through these surveys, you can have a say in changing your health care experience. We'll ask questions about your experience with things like cleanliness and even how staff worked together.
- **Your feedback can help improve the care for all patients.**
When GHC-SCW receives feedback from patients, we can use it to identify areas where we need to improve. Your feedback can lead to better health outcomes and enhancements in the overall experience at our clinics for all.
- **You may feel more engaged in your health care.**
By knowing that your opinions are being heard, you may feel more engaged and empowered. You are helping guide your health care experiences instead of being guided through them.

The next time you receive an email or letter in the mail with a Press Ganey survey, please take a few minutes to fill it out and make your voice heard. If you aren't receiving these surveys, we may not have your email on file. To update your account, call **Member Services** at **(608) 828-4853**. Your feedback can make a difference for you and for all patients.

Women's Health and Cancer Rights Act of 1998

The Women's Health and Cancer Rights Act of 1998 mandates that plan sponsors provide a notice to participants about reconstructive surgery after mastectomy. Please read the notice below for further information.

NOTICE: The Federal Government passed the Women's Health and Cancer Rights Act of 1998 on October 21, 1998. The Women's Health and Cancer Rights Act of 1998 requires that group health plans that offer medical and surgical benefits with respect to mastectomies provide the following services to a participant or beneficiary in connection with a mastectomy:

- All stages of reconstruction of the breast on which the mastectomy was performed.
- Surgery and reconstruction of the other breast to produce a symmetrical appearance.
- Prostheses and physical complications for all state of mastectomy, including lymphedemas (swelling associated with the removal of the lymph nodes).

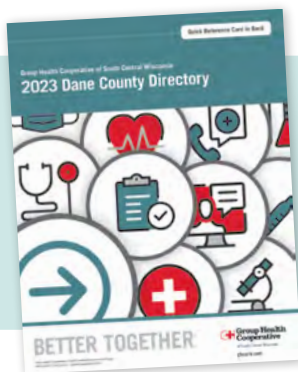
The benefits above will be subject to the same deductible and coinsurance provisions as other covered benefits.

If you have any questions regarding this or any other benefit, please call **Member Services** at (608) 828-4853 or toll-free at (800) 605-4327.



BadgerCare Plus Members

Want to understand your BadgerCare Plus coverage? Visit ghcscw.com, click "Health Insurance" in the menu and select "BadgerCare" to check out the BadgerCare Plus Member Handbook. In the document, we've gathered the information you should know as a GHC-SCW member.



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 **Member Services** at (608) 828-4853 or toll-free at (800) 605-4327.

Complex Case Management

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**.

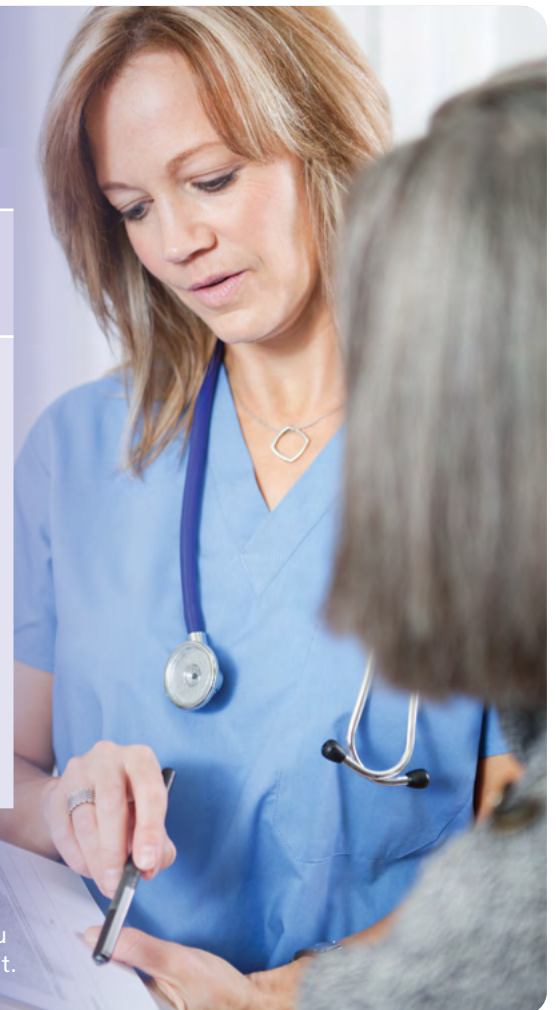
Members' Rights and Responsibilities

Our mission is to provide high-quality, comprehensive and accessible health care services to our members in an efficient and personalized way. To ensure that these goals are met, it is important that you understand your rights and responsibilities. Visit ghcscw.com and search "Rights and Responsibilities."

Preventive vs. Diagnostic Care

What's the difference between a preventive visit and a diagnostic or office visit?

Preventive Care Visit	Diagnostic or Office Visit
Your plan covers 100% of these services with in-network providers.	You may be charged for these services.
<p>Routine health care that is focused on preventing illnesses, disease or other health problems. Preventive Care is dependent on your age and other risk factors and could include:</p> <ul style="list-style-type: none"> ▪ Check-ups and screenings ▪ Immunizations ▪ Counseling and interventions 	<p>Health care that is focused on existing health concerns:</p> <ul style="list-style-type: none"> ▪ Discussion of a concern, condition or injury and your treatment options ▪ Lab work, X-rays or additional tests ▪ Prescription medication to treat the problem



What does this mean for you?

Combining a preventive and office visit could save you time, but it may also affect your costs. Providers must bill your visit based on both the reason you initially scheduled the appointment and what is done during the appointment.