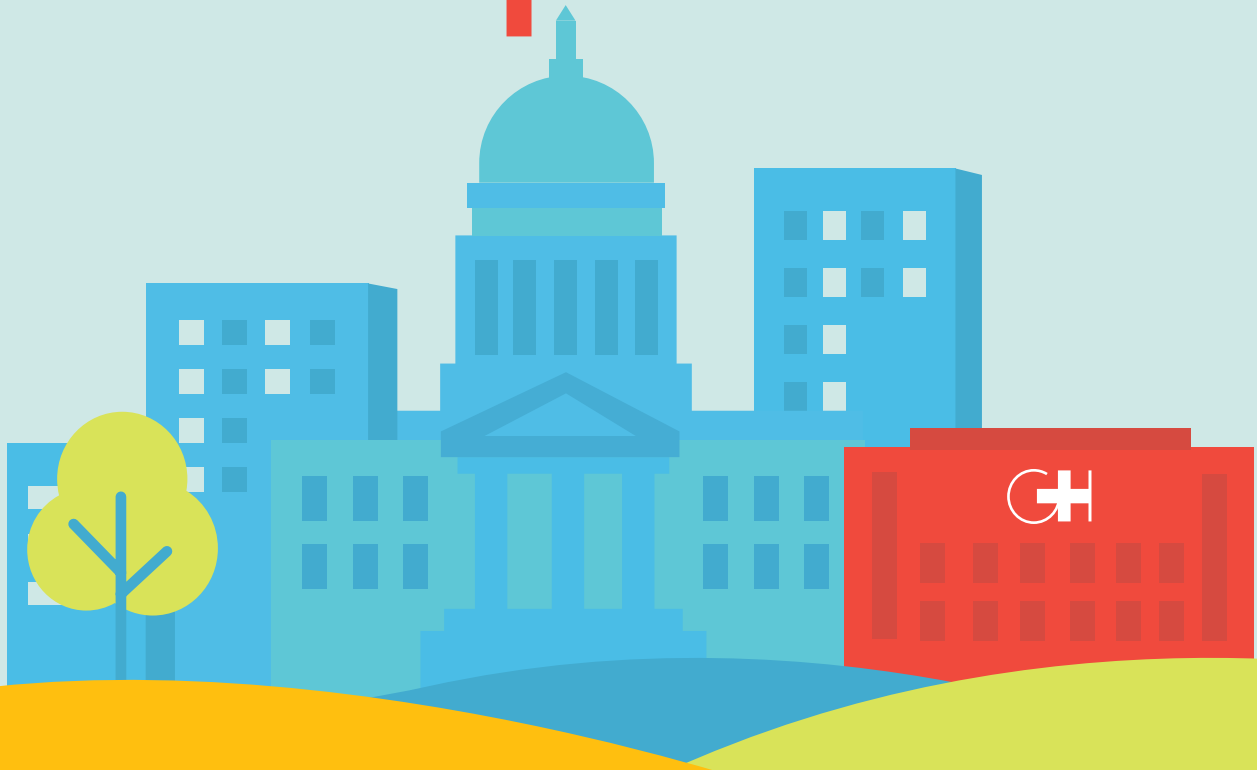


A stylized sunburst graphic with numerous thin, orange lines radiating from a central point above the year 2024.

2024

Annual Report



 **Group Health
Cooperative**

of South Central Wisconsin

Dear Member-Owners,

As we wrap up 2024, I want to take a moment to reflect on what this year has meant for our Cooperative and the members we serve.

At GHC-SCW, we've always believed in the power of partnership. This year, that belief was at the heart of everything we did. From the care teams in our clinics to the staff answering phones and GHCMYChartSM messages, our people showed up every day to make sure our members felt supported and heard.



We welcomed thousands of new members, saw strong retention across our employer groups and continued to meet members where they are through both in-person and virtual care visits. Whether it was a middle-of-the-night call to GHC NurseConnect or a video visit to manage care from home, we focused on making it easier for people to stay healthy and connected.

The changes we implemented over the past several years were about building a more resilient and sustainable Cooperative for the future, and we are finally seeing the results of our collective efforts.

I'm proud to report that we had a strong financial year, which gives us the ability to keep reinvesting in what matters most. We expanded access across southern Wisconsin, grew our behavioral health programs and launched new GHCMYChartSM tools like Care Companion and E-Visits, powered by KeyCare. These innovations are helping members take charge of their health in ways that fit every phase of their lives.

Beyond the clinic walls, we deepened our impact in the community. Programs like our Pre-Professional Medical Diversity Scholarship and ConnectRx Wisconsin are helping us move the needle on equity and inclusion. We're proud to support efforts that improve care for everyone, especially those who have been historically underserved. Be sure to check out our 2024 Community Giving Report for more details on our overall community impact.

In 2026, we'll celebrate 50 years as a Cooperative. As we prepare for that milestone, I'm more confident than ever in our direction. We are member-owned, mission-driven and committed to putting our members first in everything we do.

Thank you for being part of this journey. We're grateful for your trust, your partnership and your voice. Here's to another year of working together for better health.

Sincerely,



A handwritten signature in black ink that reads "Mark Huth, MD". The signature is stylized and cursive.

Mark Huth, MD

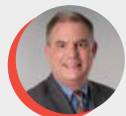
President & Chief Executive Officer
Group Health Cooperative of
South Central Wisconsin (GHC-SCW)

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 Compliance Officer



Carrie O'Dell
Chief Human Resources Officer



Bruce Quade
Chief Financial Officer

GHC-SCW BOARD OF DIRECTORS



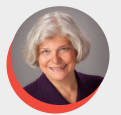
Ann Hoyt
Chair
University of Wisconsin - Madison - Retired



Colleen Gullickson
Vice Chair
Edgewood College



Andrew Turner
Treasurer
University of Wisconsin Law School



Judy Ziewacz
Secretary
National Cooperative Business
Association - Retired



Chassitti Clark
State of Wisconsin - Public
Service Commission



Kristopher Denby, MD
Group Health Cooperative of South
Central Wisconsin (GHC-SCW)



Nanette Hensen
American Family Insurance



Paul Jones, DPT, SCS
Group Health Cooperative of South
Central Wisconsin (GHC-SCW)



Ross Putman
Froedtert Health



Dimitri Yatsenko
University of Wisconsin - Whitewater

WE ARE A **NON-PROFIT COOPERATIVE**



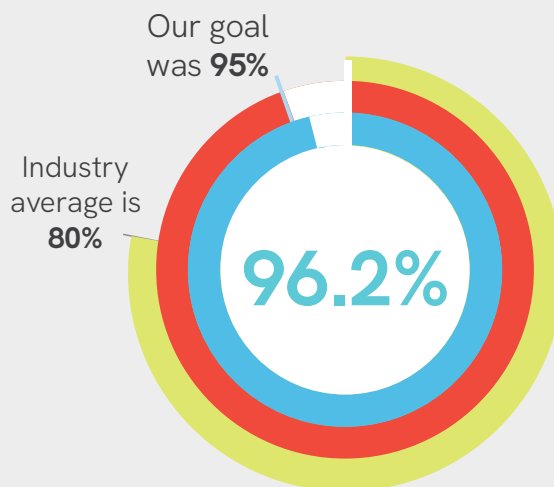
Our Cooperative is driven by an unwavering commitment to our members' health and well-being, not corporate profits. We have again seen great sales growth and retention this year, which is a testament to a local, non-profit, member-owned model that reflects the values of the people in the communities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

73,182



Year-End Membership

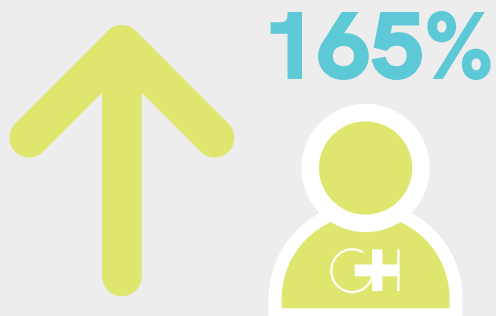
We ended 2023 with 78,552 member-owners.



Year-End Membership

Our employer group retention reached 96.2% with all but thirteen groups renewing.

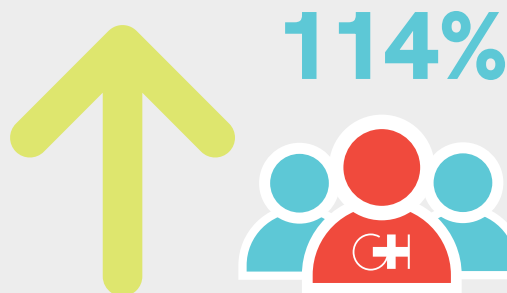
Our goal was 95% and we achieved 96.2%. GHC-SCW continues to be a national leader in group retention.



New Individual Member Sales

We **achieved 165%** of our individual member sales goal.

Our goal was **1,100** and we welcomed **1,811** new members.



New Group Member Sales

We **achieved 114%** of our new group member sales goal.

Our goal was **1,650** and we welcomed **1,878** new members.

WE ARE MEMBER-CENTERED.



GHC-SCW Primary Care

GHC-SCW had 100,041 total primary care visits at our clinics in 2024. In addition, we had 22,038 primary care telehealth visits. We completed 26,782 preventive health visits and 30,878 urgent care visits. We completed 4,430 Prenatal visits and welcomed 241 babies this year!

Our commitment to care doesn't end when the appointment does. In 2024, GHC-SCW medical staff answered **99,165** member calls, replied to **223,809** GHCMYChartSM messages, and shared **319,756** test results and medication refills outside of office visits. We make it easy for members to stay connected to their care team whenever they need support.



Capitol Clinic Urgent Care

GHC-SCW had **29,077** visits to our appointment-based Urgent Care at Capitol Clinic.

Musculoskeletal and Health Education Services

Members came for **34,188** Physical Therapy and Occupational Therapy visits, **9,215** Chiropractic visits and **6,567** visits to our Clinical Education providers in 2024.

GHC Experience GuaranteeSM

In 2024, **154** members shared feedback through our GHC Experience Guarantee, helping us learn and improve. One in five submissions highlighted a positive experience at a GHC-SCW clinic. In total, \$7,829 was refunded, demonstrating the overall satisfaction and quality of care our members receive.

GHC Care OnDemand Virtual Visits and Calls

In 2024, GHC-SCW expanded access to care through a wide range of virtual and on-demand services, giving members convenient support anytime, anywhere. Highlights include:

- **40,838** GHCMYChartSM video visits for primary and select specialty care
- **3,801** Virtual Therapy visits, powered by MDLIVE
- **2,597** Virtual Urgent Care visits, powered by KeyCare
- **266** E-Visits, powered by KeyCare
- **42,800** calls to GHC NurseConnect
- **82,600** calls to Member Services

The growing use of these services reflects our ongoing commitment to meeting members where they are: *day or night, in person or online.*

GHC Foundations Intensive Outpatient Program Virtual Expansion

One of our most innovative programs expanded again in 2024, allowing for convenient virtual Foundations IOP program visits. In 2024, we completed **2,185** IOP visits and saw **178** patients through our IOP program.



ManageWell[®]

Members had access to our exciting wellness rewards platform, ManageWell[®]. **4,243** members were registered in 2024 and GHC-SCW distributed over **\$4,844** in cash rewards.



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

With 2024 being its third year, the GHC-SCW Pre-Professional Medical Diversity Scholarship focuses on improving health outcomes and addressing racial and ethnic disparities in health care. This initiative provides financial support and mentorship to health care professionals from diverse backgrounds, creating a more inclusive health care environment.

The 2024 scholarship recipients, Molly Meyers Boson, Queila Griffin and Fatou Kolley, are all pursuing advanced health care degrees at the University of Wisconsin-Madison.

Each winner received a **\$5,000** scholarship and the chance to gain practical experience through shadowing opportunities at GHC-SCW. GHC-SCW recognizes that a diverse health care workforce enhances patient outcomes and emphasizes the need for ongoing investment in diverse medical scholars



ConnectRx Wisconsin

ConnectRx Wisconsin, in partnership with the Saving Our Babies initiative, is a cross-sector collaboration launched by the Dane County Health Council to address longstanding disparities in birth outcomes for Black pregnant individuals. By uniting health systems, public health leaders, and community organizations, the program delivers integrated medical and social support throughout the pregnancy journey.

Now in its second year, this innovative care coordination model continues to improve outcomes in Dane County. Over a 20-month evaluation, **90%** of babies born with doula support reached full term, and **84%** were born at a healthy birth weight, contributing to reducing Black infant mortality. In its first year, **68%** of participants avoided medical interventions and **94%** initiated breastfeeding.

The program's success is a testament to the power of community, collaboration and technology. We are proud to be part of this program and to help address these health disparities to make a positive difference.

In 2024, GHC-SCW contributed over \$40,000 to support ConnectRx Wisconsin.

WE ARE QUALITY-DRIVEN.



At GHC-SCW, we continuously strive for excellence in the quality of our health care. By combining innovation with a member-first approach, we're proud to deliver some of the highest quality primary care in the nation.



Group Health Cooperative of South Central Wisconsin once again earned a 4.5 out of 5 rating according to the National Committee for Quality Assurance's (NCQA) Private Commercial Health Insurance Plan Ratings for 2024, affirming our position as a national leader in high-quality, patient-centered care.

About NCQA: The National Committee for Quality Assurance (NCQA) is a private, non-profit organization dedicated to improving health care quality and evaluates health plans on the quality of care patients receive, how happy patients are with their care and each health plan's efforts to keep improving. The website (www.ncqa.org) contains information to help consumers, employers and others get detailed insights into health plan performance on prevention, treatment and patient experience to help individuals make informed plan choices based on overall quality.

Other GHC-SCW department wins this year:

- GHC-SCW primary care and nursing teams administered over **56,000** vaccines, including over **15,000** flu vaccines and **10,000** COVID vaccines.
- Performed Health Needs Assessment outreach **2,418** times via phone or GHCMYChartSM.
- Supported patients and members with **432** transportation service requests via cabs and UberHealth.
- In 2024, GHC-SCW provided interpreter support for **1,753** appointments, including video visits in Spanish and Hmong. We also partnered with external organizations to deliver **12,479** video remote and phone interpretation services, ensuring accessible care for all members.
- GHC-SCW staff completed **5,191** educational courses through GHC-SCW's in-house Learning and Development program.
- In 2024, GHC-SCW launched a partnership with Edgerton Hospital and Clinics to expand in-network access through our Partners HMO, Partners Plus POS and Neighbors HMO products.
- We also added **43** new health care and behavioral health facilities and **538** providers across south central Wisconsin to our networks, increasing access to high-quality care beyond Dane County.

WE ARE INNOVATIVE.



At GHC-SCW, we pride ourselves on being at the forefront of health care innovation. In 2024, our commitment to forward-thinking solutions and technology drove significant advancements in patient care and operational efficiency.

Here's a little more about our innovative accomplishments in 2024:



Launched E-Visits, Powered by KeyCare

In 2024, GHC-SCW introduced E-Visits through GHCMYChartSM, allowing members to message a licensed provider, share photos and receive care for non-emergency conditions, all from their phone, tablet or computer.



Introduced GHCMYChartSM Care Companion

Care Companion is an innovative way for GHC-SCW to deliver an interactive, individualized care plan to patients through their GHCMYChartSM account. This tool allows staff to assign tasks for patient education and symptom check-in questionnaires, empowering patients to take a more active role in their health with convenient home monitoring tools.



Donated 4,000 Solar Eclipse Viewing Glasses for Public Eye Safety

To help the Madison community safely enjoy the April 2024 solar eclipse astronomical event, GHC-SCW distributed 4,000 eclipse viewing glasses across all five primary care clinics.



Madison Children's Museum Partnership

In partnership with the Madison Children's Museum, GHC-SCW hosted two on-site flu vaccine clinics at the museum designed to make essential vaccinations less stressful and more fun for kids. The event came complete with free museum access for children and their families after their shot.



Expanded Autism Spectrum Disorder Program Service to include PEERS Groups

In 2024, GHC-SCW expanded its Autism Spectrum Disorder Program to include PEERS[®] Groups, an evidence-based program helping adolescents build and maintain friendships with dedicated support for parents and caregivers.



Launched Virtual GHC Foundations IOP Program

We expanded our Foundations Intensive Outpatient Program to include a virtual format, offering the same high-quality, evidence-based behavioral health care from the comfort of home.



Upgraded GHC-SCW's Online Provider Search Tool

Following our website launch in 2023, we introduced a redesigned "Find a Provider" tool in 2024, offering a faster, easier way for members to search for care providers on both desktop and mobile.



Engaged with Members via Member Engagement Program

2024 marked the first full year of our new Member Engagement Program. Through six surveys and focus groups, hundreds of members shared feedback to help shape and improve their care experience.



WE ARE COMMUNITY INVOLVED.



At GHC-SCW, our commitment extends beyond clinic walls. In 2024, we partnered with local organizations to expand access, promote equity and invest in the well-being of our community.



Adopt-A-School

As part of the Madison Public Schools Foundation initiative, GHC-SCW served as an Adopt-A-School partner to six MMSD schools, including Anana, Sandburg, Thoreau, Leopold, Lori Mann Carey and Badger Rock. We contributed over **\$22,000** to support school nurses with critical supplies, healthy snacks, clothing and community event participation.



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, **\$10,113** was donated on behalf of employees. Another **\$45,000** was donated on behalf of the Cooperative to these three programs.



Bridges to Access Program

This program supports unhoused individuals in accessing essential health care and prescriptions. In 2024, GHC-SCW invested **\$30,280** to support **42** individuals, while also donating medical supplies to local shelters throughout the year.



Financial Assistance Program

To support members facing financial hardship, our Population Health and Billing teams collaborated to offer medical debt relief. In 2024, **15** eligible members received discounted care for necessary services through this program.



Holiday Gift Giving Program

In partnership with Adopt-A-School social workers, our staff fulfilled holiday wish lists for **80** families in need, making the season brighter through collective generosity.



Primary Access for Kids

For over a decade, GHC-SCW has provided free care to uninsured MMSD students. In 2024, we invested **\$129,602** in services for **356** children, including physicals, immunizations, vision exams and prescription glasses.



Reach Out and Read

GHC-SCW has supported early literacy through Reach Out and Read for 12 years. In 2024, we provided **4,824** age-appropriate, culturally relevant books to children at our clinics; an **\$8,500** investment in learning and connection.



Social Work Consult & Resource Navigation Support

Our social workers connect members to vital community resources through warm referrals. In 2024, they responded to **773** consults, helping address social drivers of health and improve care continuity.



Stay Healthy Program

Redesigned in 2024, Stay Healthy Program offers up to 60 days of free care for recently uninsured adults, including exams, labs, follow-ups and prescriptions. Last year, **16** individuals received **\$6,940** in support through the program.

2024 GHC-SCW FINANCIAL REPORTS



STATEMENT OF ACTIVITIES

Years ended December 31, 2023 and 2024.

Dollars shown in thousands.

OPERATING REVENUE	2024	2023
Premium revenues	\$483,011	\$472,491
Net patient service revenues	\$30,971	\$27,127
Other operating revenues	\$41	\$5,728
Gain on disposal of assets	\$79	\$8
Operating revenue total	\$514,102	\$505,354
OPERATING EXPENSES		
Salaries & wages	\$82,626	\$78,847
Outside medical costs	\$350,744	\$367,829
Supplies & other	\$67,096	\$68,610
Depreciation & amortization	\$2,153	\$2,182
Interest Expense	\$600	\$716
Operating expense total	\$503,219	\$518,184
OPERATING INCOME (LOSS)	\$10,883	(\$12,830)
OTHER INCOME AND EXPENSES		
Contributions	\$0	\$24,997
Investment income	\$4,198	\$3,882
Other expenses	(\$164)	(\$95)
Loss on swap agreement	(\$100)	0
Deferred income tax expense	0	(\$2,151)
INCREASE (DECREASE) IN NET ASSETS	\$14,817	\$13,803
OTHER CHANGES IN NET ASSETS		
Net assets at beginning of year	\$41,302	\$27,499
Net assets at end of year	\$56,119	\$41,302

STATEMENTS OF FINANCIAL POSITION

Years ended December 31, 2023 and 2024.

Dollars shown in thousands.

ASSETS	2024	2023
Current assets		
Cash & cash equivalents	\$30,078	\$20,020
Investments	\$49,733	\$46,862
Premium receivables	\$6,344	\$2,771
Subrogation recoveries	\$20,630	\$23,667
Inventories	\$2,199	\$1,977
Prepaid expenses & other assets	\$2,158	\$2,143
Total current assets	\$111,142	\$97,440
Assets whose use is limited	\$4,951	\$4,680
Total property and equipment - at cost	\$19,569	\$19,587
Operating lease right-of-use assets, net	\$13,329	\$14,403
Other assets	\$1,978	\$1,704
Deferred tax asset	0	0
Total assets	\$150,969	\$137,814
LIABILITIES AND NET ASSETS	2024	2023
Current liabilities		
Current maturities of long-term obligation	\$852	\$8,596
Medical claims payable	\$30,307	\$25,744
Accounts payable	\$14,103	\$16,885
Accrued liabilities	\$7,999	\$7,236
Short-term lease liabilities	\$864	\$910
Advance subscriber premiums	\$17,898	\$17,465
Total current liabilities	\$72,023	\$76,836
Long-term obligations, less current maturities	\$7,027	0
Long-term interest rate swap liability	\$100	0
Long-term accrued reserves for retrospective premiums	\$1,250	\$4,727
Deferred compensation liability	\$1,632	\$1,267
Long-term lease liability	\$12,818	\$13,682
Net assets	\$56,119	\$41,302
Total liabilities and net assets	\$150,969	\$137,814