

2025 ANNUAL REPORT

TOGETHER, BETTER IS POSSIBLE.

 **Group Health
Cooperative**
of South Central Wisconsin


Non-profit
Cooperative


Member-
Centered


Equitable
and Inclusive


Quality-
Driven


Innovative


Community
Involved

Dear Member-Owners,

As we reflect on 2025, I am proud of the ways Group Health Cooperative of South Central Wisconsin (GHC-SCW) continued to live out our mission: putting members first, strengthening access to care and investing in the health of the communities we serve.

This year, our teams remained focused on making care easier to access and more connected to members' everyday lives. Across our clinics, virtual care services, GHCMYChart tools and support programs, we continued to meet members where they are, whether in person, online or between appointments.

We also continued to see the value of our member-owned model. Strong membership, continued employer group retention and meaningful growth reflect the trust our members and employer partners place in GHC-SCW. As a non-profit cooperative, our success allows us to reinvest in what matters most: high-quality care, innovative services and programs that support the well-being of our members.

Quality remained central to our work. GHC-SCW once again earned a 4.5 out of 5 rating from the National Committee for Quality Assurance (NCQA) Private Commercial Health Insurance Plan Ratings for 2025, affirming our position as a national leader in high-quality, patient-centered care. This recognition reflects the dedication of our physicians, providers, nurses and staff, who show up every day with compassion, expertise and a deep commitment to our members.

Innovation also continued to shape how we serve our members, support our staff and strengthen our community impact. In 2025, GHC-SCW expanded services through new Occupational Therapy and Speech-Language Pathology offerings for our Autism Spectrum Disorder program, introduced paid parental leave for staff, implemented GHCMYChart single sign-on and became the first health care organization in Wisconsin to offer organ donation registration directly through GHCMYChart. We also continued improving member communication and engagement through after-visit text surveys, inclusive technology and services, community partnerships and member feedback opportunities.

Beyond our clinic walls, GHC-SCW continued to invest in the community through partnerships, charitable giving and programs that expand access to care. Whether supporting local schools, helping families meet basic needs or connecting members to vital community resources, our work is rooted in the belief that health is shaped by more than medical care alone.

As we look ahead, we do so with gratitude and purpose. In 2026, GHC-SCW celebrates 50 years as a Cooperative, a milestone made possible by the members, staff, partners and communities who have shaped our story. Our foundation is strong and our mission remains clear: to provide high-quality, accessible care guided by the needs of our members.

Thank you for your trust, your partnership and your voice. It is an honor to serve you.

Sincerely,



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



Dr. Ann Hoyt
Chair
University of Wisconsin - Madison - Retired



Colleen Gullickson
Vice Chair
Edgewood College



Andrew Turner
Treasurer
University of Wisconsin Law School



Ross Putman
Secretary
Froedtert Health



Courtney Berner
University of Wisconsin Center
for Cooperatives



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



John Flanery



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



Amie Goldman
Hometown Smiles



Dimitri Yatsenko
University of Wisconsin - Whitewater



Caitlyn Liu
American Family Insurance

WE ARE A NON-PROFIT COOPERATIVE

Member-owned. Mission-driven. Rooted in community.

Our Cooperative is driven by an unwavering commitment to our members' health and well-being, not corporate profits. In 2025, our continued growth and strong employer group retention reflected the value of a member-owned model rooted in care, trust and community.

2025 GROWTH SNAPSHOT

68,211

TOTAL MEMBERS

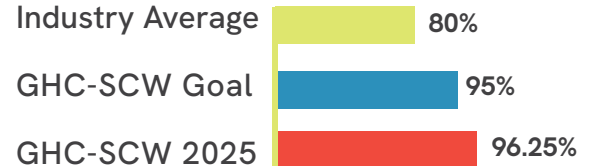
GHC-SCW ended 2025 with
68,211 member-owners.



EMPLOYER GROUP RETENTION

96.25%

We exceeded our 95% goal
and remain above the industry
average.



122%

INDIVIDUAL MEMBER SALES GOAL ACHIEVED

We achieved 122% of our
individual member sales goal.



GOAL
1,100



NEW MEMBERS
1,347



112%

GROUP MEMBER SALES GOAL ACHIEVED

We achieved 112% of our
group member sales goal.



GOAL
1,650



NEW MEMBERS
1,843



OUR PROMISE

As a member-owned
cooperative, we reinvest
in what matters most:
our members, our communities
and a healthier tomorrow.

WE ARE MEMBER-CENTERED.

Meeting members where they are, in person, online and through everyday support.

At GHC-SCW, member-centered care means making support easier to access, whether members visit us in person, connect virtually or reach out between appointments. In 2025, our teams delivered care across clinics, digital tools and support services that helped members stay connected to their health.

2025 CARE AT A GLANCE

**95,390**

Visits to Primary care at GHC-SCW clinics.

**20,686**

Primary Care Telehealth Visits

**27,429**

Preventive Health Visits

**29,506**

Urgent Care Visits

**3,396**

Prenatal Visits

**225**

Newborn Babies Delivered

CONNECTED CARE, REAL SUPPORT

**81,143**

Answered calls to Member Services

**182,423**

Replies to GHCMYChart messages

**303,529**

Shared test results and medication refills outside of office visits



GHC Experience Guarantee

135 Members shared feedback**60** Members highlighted a positive experience**\$8,374** Refunded, demonstrating the overall satisfaction and quality of care our members receive.

Musculoskeletal and Health Education Services

33,700 PT/OT Visits**5,470** Chiropractic Visits**18,255** Eye Care Visits**5,470** Health Education Visits

GHC Care OnDemand

40,866 GHCMYChart Video Visits (Primary and Select Specialty Care)**3,542** Virtual Therapy Visits (MDLIVE)**37,460** Calls to GHC NurseConnect**1,775** Virtual Urgent Care Visits (KeyCare)**404** E-Visits (KeyCare)

GHC Foundations IOP

**FOUNDATIONS**

INTENSIVE OUTPATIENT PROGRAM

204

Patients Seen

2,176

IOP Visits

ManageWell® Program

4,030

Members participated in our exciting wellness rewards platform, ManageWell®.

WE ARE **EQUITABLE AND INCLUSIVE.**

Breaking down barriers and reflecting the communities we serve.

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.



ConnectRX WI Program and Saving Our Babies Initiatives

Every family deserves the chance to have a healthy pregnancy, a safe birth and a strong start for their baby. In Dane County, many Black mothers and babies face barriers that can make it harder to achieve these goals. These barriers can include challenges with housing, transportation, access to health care, employment and other resources that support family well-being.

GHC-SCW is an active member of the Dane County Health Council, a collaborative group working to advance health equity by helping families get the support they need during pregnancy and beyond. Through the ConnectRx Wisconsin Program, Black pregnant women and birthing people are connected with community health workers and Doulas to ensure optimal health outcomes for the family.

We are proud of our long-term commitment and support for healthy pregnancies and birth outcomes. Together, we are building a community where every mother and baby has the opportunity to thrive. Through partnerships, trusted support and a commitment to equity, ConnectRx and GHC-SCW are helping to close the gap and create a healthier future for Black families in Dane County.

20 Years of Commitment: Our Legacy with Adopt-a-School

2025 marked a special milestone for GHC-SCW: 20 years of partnership with Madison Public Schools Foundation's Adopt-A-School program.



In 2005, GHC-SCW became the first organization to support the program's mission. After participating in Principal for a Day at Crestwood Elementary School, founder and former CEO Larry Zanoni was inspired to find ways GHC-SCW could support schools with health and service needs.

What began as a simple idea has grown into two decades of connection, care and community. We are proud to help address health disparities and build lasting relationships with students, families and educators who continue to inspire us.

WE ARE QUALITY-DRIVEN.

Committed to quality that puts members first.

Group Health Cooperative of South Central Wisconsin once again earned a 4.5 out of 5 rating from the National Committee for Quality Assurance (NCQA) Private Commercial Health Insurance Plan Ratings for 2025, affirming our position as a national leader in high-quality, patient-centered care.



GHC-SCW was also featured in a [national article by Becker's Payer](#), which highlighted the top-rated commercial health plans in each state. This coverage brings attention to our work and further establishes GHC-SCW as a leader in high-quality, member-centered care.

OUT OF 556 COMMERCIAL HEALTH PLANS RATED NATIONALLY THIS YEAR:

**32**

Only **32 out of 556** health plans had a 4.5 out of 5 or higher Commercial rating.*

**4**

In WI, only **four** other health plans earned a 4.5 out of 5 Commercial rating.

**0**

No health plan in Wisconsin received a 5 out of 5 Commercial rating.



About NCQA: The National Committee for Quality Assurance is a private, non-profit organization dedicated to improving health care quality. NCQA accredits and certifies health care organizations, recognizes clinicians in key clinical areas and maintains HEDIS®, one of the most widely used performance measurement tools in health care. NCQA's 2025 Health Plan Ratings include Commercial, Medicare and Medicaid plans, with scores based on clinical quality, member satisfaction and accreditation standards.

*This statistic is based on the May 2026 Report Card and is subject to change.

2025 WINS



49,000 vaccines were administered by GHC-SCW primary care and nursing teams, including nearly **14,000** flu vaccines and over **8,500** COVID vaccines.



1,308 appointments were supported by interpreter services, including video visits in Spanish and Hmong. We also partnered with external vendors to deliver **10,442** video remote and phone interpretation services, ensuring accessible care for all members.



4,324 educational courses were completed by GHC-SCW staff through our Learning and Development program.

29,784 important health reminder messages were sent to members to support timely care and recommended services.



40 new health care and behavioral health facilities, including **Beloit Health System, Mercy Health Corporation and Watertown Regional Medical Center**, were added to our networks across south central Wisconsin.

9,294 after-visit surveys were returned, allowing patients to share their feedback throughout the year.

WE ARE INNOVATIVE.

Advancing care through technology, access and new ideas

At GHC-SCW, innovation means making care easier to access, simpler to navigate and more connected to members' lives. In 2025, we expanded digital tools, virtual care and community-based partnerships that helped members get the right care in the right way.



NEW IN 2025

Occupational Therapy and Speech-Language Pathology for our ASD Program

GHC-SCW launched new Occupational Therapy and Speech-Language Pathology services for the Autism Spectrum Disorder (ASD) program, which further enhanced our service offerings.



Introduced Paid Parental Leave

GHC-SCW introduced expanded paid parental leave for GHC-SCW staff.



Implemented GHCMYChart Single Sign-On

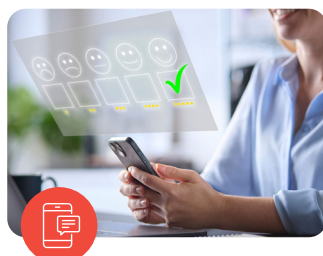
Members now need just one account with one username and password to manage their care across multiple participating health care systems.



GHCMYChart Organ Donation

GHC-SCW was the first health care organization in the state to offer organ donation registration directly within GHCMYChart.

INNOVATION IN THE COMMUNITY



Patient After-Visit Surveys Via Text

We introduced after-visit surveys via text so patients can easily provide feedback about their care experiences.



Madison Children's Museum Partnership

We partnered with the Madison Children's Museum to provide free sensory-friendly nights at the museum for children with autism and their families.



Inclusive Technology and Services

We added interpreters for video visits for more than 300 languages through GHCMYChart.



Member Engagement Program

Surveys and focus groups helped members shape the future of their care experiences.

WE ARE COMMUNITY-INVOLVED.

Investing in access, equity and well-being beyond our clinic walls.

GHC-SCW's commitment to community extends beyond health care visits. In 2025, we partnered with schools, non-profit and local organizations to expand access, support families and invest in the well-being of our community.

2025 COMMUNITY IMPACT AT A GLANCE



\$151,821

Provided in free check-ups, vaccines and medications for 181 children through Primary Access for Kids



35

Units of blood were collected at two successful employee blood drives, saving up to 105 lives.



\$4,157

Invested to support seven adults and children in accessing essential health care and prescriptions.



\$62,578

Donated on behalf of employees and the Cooperative to the three programs of their choice.



\$34,000

Contributed to support the ConnectRX WI Program and Saving Our Babies Initiative

SUPPORTING CHILDREN & FAMILIES



Adopt-A-School

Supported six MMSD schools with more than **\$23,140** in supplies, healthy snacks and resources.



Holiday Gift Giving Program

Provided holiday wish list gifts for over **80 families** in need.



Latino Health Council

For over a decade, we have helped promote the health and well-being of our Latino neighbors by serving on the Latino Health Council.



Reach Out and Read Program

Provided **4,466** age-appropriate, culturally relevant books to children at our clinics totaling **\$11,713**.

EXPANDING ACCESS TO CARE



BadgerCare Plus

In 2025, we proudly served **9,941** BadgerCare Plus members and provided around **15 million** dollars in care.



Financial Assistance Program

13 eligible members received discounted care for necessary services.



Stay Healthy Program

Offered up to 60 days of free care for recently uninsured adults; **32** individuals received **\$27,567** in support.



Eye Care Services and Donations

Provided over **\$1,700** in eye care services to uninsured patients. We also provided over **\$27,000** in eye care and **897** pairs of glasses to BadgerCare Plus patients.

GIVING BACK TOGETHER



\$400,000

Corporate Financial Sponsorships

In 2025, GHC-SCW contributed over **\$400,000**. The largest contributions were nearly **\$200,000** to Access Community Health Center and over **\$34,000** to the Foundation for Black Women's Wellness.



Community Care is Cooperative

Through partnerships, staff generosity and targeted support programs, GHC-SCW continues to invest in the people and neighborhoods we serve.

2025 GHC-SCW FINANCIAL REPORTS

Supporting care through thoughtful financial stewardship

As a non-profit, member-owned cooperative, GHC-SCW remains focused on using resources responsibly to support members, providers, staff and the communities we serve. Our 2025 financial reports reflect this commitment to accountability, sustainability and continued investment in care.

2025 FINANCIAL REPORTS

STATEMENT OF ACTIVITIES

Years ended December 31, 2025 and 2024.
Dollars shown in thousands.

OPERATING REVENUE	2025	2024
Premium revenues	\$472,317	\$483,011
Net patient service revenues	\$30,879	\$30,971
Other operating revenues	\$136	\$42
Operating revenue total	\$503,332	\$514,024
OPERATING EXPENSES		
Salaries & wages	\$87,797	\$82,626
Outside medical costs	\$339,309	\$350,744
Supplies & other	\$70,239	\$67,096
Depreciation & amortization	\$2,201	\$2,153
Interest Expense	\$535	\$600
Operating expense total	\$500,081	\$503,219
OPERATING INCOME (LOSS)	\$3,251	\$10,805
OTHER INCOME AND EXPENSES		
Investment income	\$6,695	\$4,198
Other expenses	(\$163)	(\$164)
Loss on swap agreement	(\$26)	(\$101)
Loss or gain on disposal of assets	(\$96)	\$79
INCREASE (DECREASE) IN NET ASSETS	\$9,661	\$14,817
OTHER CHANGES IN NET ASSETS		
Net assets at beginning of year	\$56,119	\$41,302
Net assets at end of year	\$65,780	\$56,119

STATEMENTS OF FINANCIAL POSITION

Years ended December 31, 2025 and 2024.
Dollars shown in thousands.

ASSETS	2025	2024
Current assets		
Cash & cash equivalents	\$28,398	\$30,078
Investments	\$55,259	\$49,733
Premium receivables	\$3,764	\$6,344
Subrogation recoveries	\$19,825	\$20,631
Inventories	\$1,763	\$2,199
Prepaid expenses & other assets	\$2,461	\$2,158
Total current assets	\$111,470	\$111,143
Assets whose use is limited	\$5,149	\$4,951
Total property and equipment - at cost	\$18,691	\$19,568
Operating lease right-of-use assets, net	\$14,644	\$13,329
Other assets	\$2,105	\$1,978
Total assets	\$152,059	\$150,969
LIABILITIES AND NET ASSETS	2025	2024
Current liabilities		
Current maturities of long-term obligation	\$852	\$852
Medical claims payable	\$22,559	\$30,307
Accounts payable	\$10,811	\$14,103
Accrued liabilities	\$8,773	\$7,999
Short-term lease liabilities	\$915	\$864
Advance subscriber premiums	\$19,804	\$17,898
Total current liabilities	\$63,714	\$72,023
Long-term obligations, less current maturities	\$6,176	7,027
Long-term interest rate swap liability	\$126	\$100
Long-term accrued reserves for retrospective premiums	\$73	\$1,250
Deferred compensation liability	\$1,839	\$1,632
Long-term lease liability	\$14,351	\$12,818
Net assets	\$65,780	\$56,119
Total liabilities and net assets	\$152,059	\$150,969