



## **FOR IMMEDIATE RELEASE**

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### **LEADING MADISON-AREA COOPERATIVES ANNOUNCE NEW RELATIONSHIP**

*Group Health Cooperative of South Central Wisconsin (GHC-SCW) is now part of The Alliance provider network.*

MADISON, Wis. (Jan. 9, 2015) – People who use The Alliance network to access health care can now use Group Health Cooperative of South Central Wisconsin (GHC-SCW) doctors and clinics for care.

GHC-SCW became part of The Alliance network effective Jan. 1, 2015. Self-funded employers and insurance trusts are members of The Alliance, which is organized as a purchasing cooperative for health care services.

GHC-SCW services covered by the agreement include primary care and specialty care doctors at six clinic sites, as well as a wide range of specialty care services.

“GHC-SCW’s values as a patient-centered and quality-driven organization align with The Alliance mission of improving quality and engaging individuals in their health,” said Cheryl DeMars, president and CEO of The Alliance. “We believe GHC-SCW is a highly valuable addition to the options for care offered to people through The Alliance network.”

“We are delighted to bring our exceptional network of providers to Alliance members,” said Kevin Hayden, CEO of Group Health Cooperative of South Central Wisconsin. “GHC-SCW has been ranked highest in quality health care in Wisconsin for eight consecutive years and we know patients will welcome our attention to quality and service.”

The non-profit GHC-SCW cooperative is also known for its work in disease prevention, chronic illness management and community health, including its award-winning Better Together campaign that explained how health reform impacts individuals and the community.

Information about GHC-SCW doctors and clinics will be added to The Alliance’s online Find a Doctor service in January. Employees and family members can also get information about in-network providers at GHC-SCW sites by contacting The Alliance Customer Service Department at 800.223.4139.

## **About The Alliance**

The Alliance is an employer-owned, not-for-profit cooperative that moves health care forward by controlling costs, improving quality and engaging individuals in their health. Its more than 240 employer members provide health benefit coverage to more than 93,000 individuals in Wisconsin, Illinois and Iowa.

## **About GHC-SCW**

GHC-SCW is a non-profit cooperative health maintenance organization representing over 82,000 members. As a consumer-sponsored health plan, GHC-SCW provides or arranges for health insurance products and the delivery of both primary and specialty health care to members living or working in and around the Dane, Sauk and Columbia communities. For eight consecutive years, the National Committee for Quality Assurance has ranked GHC-SCW as the top health plan in Wisconsin and among the top 10 health plans in the nation for quality in health care

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