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To: Members of the Assembly
From: Kenneth N. Machtan, President of Group Health Cooperative of South Central Wisconsin
Larry Zanoni, Executive Director of Group Health Cooperative of South Central Wisconsin
RE: Support of Assembly Bill 683, relating to Health Care Cooperative Modernization
Date: February 24, 2010

Group Health Cooperative of South Central Wisconsin (GHC-SCW) is a member owned and governed not for profit health care plan. GHC-SCW began a journey over 30 years ago with the founding members' vision that consumers of health care should own and govern the way health care is organized and delivered. From that vision GHC-SCW has grown to more than 62,000 members; has over 700 employees and operates five clinics in Dane County. Further, GHC-SCW is committed to the delivery of high quality health care. In 2009, U.S. News and World Report "America's Best Health Plans" ranked GHC-SCW highest in Wisconsin and 10th among 239 ranked Commercial Health Insurance Plans nationwide. This marks the fourth consecutive year that GHC-SCW was named one of the top ten plans in the nation.

We ask for your support of Assembly Bill 683. Wisconsin's statutes governing health care cooperatives have not changed substantially since 1947, but the health care marketplace has changed dramatically. As you are aware, there are strong references to a cooperative model in the national health care reform proposals and as a cooperative we are well positioned to advance the cooperative model if health care reform is passed as presented. This bill will help continue our journey to provide "accessible, comprehensive high quality health care and outstanding service in an efficient and personalized manner" to persons in GHC-SCW's service area. It will allow GHC-SCW to modernize services and programs along with the ability to provide new services. It will help ensure GHC-SCW can grow and continue to provide the excellent care and quality that our members have come to expect; and, to continue to meet and exceed the expectations of our members and stakeholders - the Dane County community.

Thank you,

Kenneth N. Machtan, President

Larry Zanoni, Executive Director

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