

Group Health Cooperative of South Central Wisconsin

HouseCall

Diversity, Equity and Inclusion at GHC-SCW

GHCMyChartSM Updates
**Introducing,
Hello Patient!**

GHC-SCW Announces
**New Regional
Expansion**



 **Group Health
Cooperative**
of South Central Wisconsin

BETTER TOGETHER[™]

ghcscw.com

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2020 Virtual Annual Meeting Results

Thank you to everyone who voted in our 2020 Board Candidate Election and attended the 2020 GHC-SCW Virtual Annual Membership Meeting!

2020 GHC-SCW Board of Directors Election Results



Matt Brandrup
Re-Elected



Colleen Gullickson
Re-Elected



Courtney Hayward
Newly Elected

All three motions (Approval of 2019 Annual Meeting Minutes, Amendment to the Articles of Incorporation and Extension of Nomination Committee Members Until 2021) were passed. For more information on your Board of Directors and additional resources from the 2020 GHC-SCW Virtual Annual Membership Meeting, visit ghcscw.com/vote.

A NEW Wellness Program Is Coming to GHC-SCW!

At GHC-SCW, we reward members for living healthy lives. Members who participate in healthy choices such as preventive health, exercise, attending weight management and much more could qualify for rewards through our new GHC-SCW Wellness Program!

We want members to know that GHC-SCW is striving to make our Wellness Program better and easier to use, but the goal remains the same: to stay healthy through wellness.

2020 will be the final year for our current Wellness Reimbursement program, but please watch for the introduction of this new Wellness Program coming in January 2021!





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

**“I am so proud of the
GHC-SCW team at every
level from administrative
to clinical staff for
their dedication and
perseverance in
overcoming many
challenges this year.
All 800 GHC-SCW
employees have really
redefined what it means
to be BETTER TOGETHER.”**

Dear Member Owners,

2020 has been the most remarkable and challenging year of our lifetimes. Certainly, from a health care perspective, we have been pressed into situations we never could have imagined. And on a personal and human level, we have had to adapt and change virtually everything about our lives from relationships to school settings and childcare.

It has been an enormous challenge. And I'd like to thank our members for their patience, resilience and willingness to embrace new ways of interacting with their health care providers. From postponing procedures to having virtual visits with providers, this has been a test for all of us.

I am so proud of the GHC-SCW team at every level from administrative to clinical staff for their dedication and perseverance in overcoming many challenges this year. All 800 GHC-SCW employees have really redefined what it means to be BETTER TOGETHER.

Telehealth and virtual services are more important than ever for the safety of you and your family. This year, we have expanded our virtual care services with GHC Care OnDemand and GHC Video Visits. GHC NurseConnect is still one of our members' most important resources for advice and virtuwell®

continues to be a valuable online option for over 60 common ailments and concerns.

While the coronavirus has exhausted and taxed our system, another public health crisis—one that has been ever-present in society—rose to the forefront in 2020, institutional racism. I am proud that GHC-SCW has a long history of inclusivity and valuing the fact that diversity makes us stronger. That said, we know that our work isn't done and must be ongoing. I'm happy to share some of that work with you in this issue of HouseCall.

I hope you have a safe and healthy holiday season. I know this is a difficult time for many of us, but I am hopeful for better days ahead. Let's continue our forward momentum, of wearing a mask, washing our hands, social distancing and keeping our spirits bright.

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

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 your 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.



Is Case Management Right for You?

You may benefit from Case Management if you have any of the following chronic diseases or conditions:

- Diabetes or other cardiovascular diagnosis.
- Diagnosis of substance use (opioid or non-opioid).
- A chronic medical condition and has been hospitalized for psychiatric reasons in the past two months.
- Under 18 years old and has been hospitalized for psychiatric reasons in the past two months.

GHC-SCW's Population Health department works to improve the health and well-being of our members and eliminate health disparities. We do this by tailoring preventive outreach strategies for all our members and coordinating care for members with high cost, complex or chronic conditions such as asthma, COPD, diabetes, chronic pain or hypertension.

Our care teams, made up of primary care providers, nurses, clinical pharmacists, mental health providers, physical therapists and other GHC-SCW staff, work together to connect members with the resources and support they need. Some of the resources we offer include educational materials, individual consultations with trained health educators, classes and programs such as Smoking Cessation and Complex Case Management.

Members should expect to receive periodic preventive service reminders by phone, mail or secure message through their GHCMYChartSM account. These reminders will have information about recommended care.

To learn more about all the resources offered through Population Health, your potential eligibility or how to opt out, visit ghcscw.com select "Wellness" at the top right, then click "Health Management."

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.

Member Advisory Council

Join Our Member Advisory Council

To bring the voices of all GHC-SCW members directly to our leadership team, the members on the Member Advisory Council are working to improve communication and create positive change at GHC-SCW. The council works with organization leaders and staff to evaluate policies, programs and practices.

Help us improve communication between decision makers and members by working directly with staff to evaluate policies, programs and practices. To join our member advisory council, please visit ghcscw.com/about-us/membership-advisory.

Requirements to Join the Member Advisory Council

- Individuals applying for the council must pass a background check.
- Council members may not be GHC-SCW employees and must be age 18 or older.
- Participants must be an active member who has received care or had interactions with a GHC-SCW clinic or administration staff within the past year.
- A council member may not be involved in or have previously been involved in any legal action against GHC-SCW.

Responsibilities and Expectations of Council Members

- Commit to improving care for all members.
- Reach out and listen to other members.
- Respect the collaborative process and the council as the forum to discuss issues.
- Be willing to listen to differing views.
- Encourage fellow council members to share ideas and viewpoints.
- Protect privacy and confidentiality.

GHC-SCW Regional Network: New Partnerships

We are excited to announce new partnerships with Family Medical Center in Lancaster, Grant Regional Health Center, Memorial Hospital of Lafayette County (MHLC), and Southwest Health.

Beginning 1/1/2021, GHC-SCW members can choose a Primary Care Provider (PCP) from one of the three Grant Regional Health Center clinic locations as well as Family Medical Center in Lancaster.

GHC-SCW members can now choose a PCP from Memorial Hospital of Lafayette County or Southwest Health Clinics.

GHC-SCW members will also have access to Emergency, Urgent Care and Specialty Care services at Grant Regional Health Center, MHLC, and Southwest Health.

These expansions provide improved access to high quality care for our members living and working outside of Dane County.

Beginning January 1, 2021, our regional network will include:



Family Medical Center

- Family Medical Center Lancaster



GRANT REGIONAL HEALTH CENTER

Primary Care Clinics

- Grant Regional Health Center Clinic Lancaster
- Grant Regional Community Clinic Cassville
- Potosi-Tennyson Medical Clinic

Our regional network now includes:



MEMORIAL HOSPITAL OF LAFAYETTE COUNTY

Primary Care Clinics

- MHLC Primary Care Clinic of Argyle
- MHLC Primary Care Clinic of Darlington
- MHLC Primary Care Clinic of Shullsburg



Southwest HEALTH

Primary Care Clinics

- Cuba City Clinic
- Platteville Clinic

Insurance plans and benefits vary. To learn more about Family Medical Center in Lancaster, Grant Regional Health Center, MHLC and Southwest Health services, please call us at (608) 251-3356.

BETTER TOGETHERSM

Group Health Cooperative
of South Central Wisconsin

Diversity, Equity and Inclusion at GHC-SCW

Change starts at the top. HouseCall sat down with Dr. Mark Huth, GHC-SCW President and CEO, to understand how the Cooperative is working toward a more equitable approach to health care, health insurance and being an employer of choice.

Q: What are the challenges an organization like Group Health Cooperative (GHC) faces when it considers diversity, equity and inclusion?

A: I think in order for this work to be successful first we have to understand the scope of the problem and acknowledge the fact that the problem exists. Success happens from the inside out, so we started by looking in the mirror. How does our staff feel? Are we effective as an employer? Do we reflect the community in which we live? Do all of our employees feel valued, heard, respected and safe?

Q: Equity and equality are often confused with each other. Can you explain the difference between the two?

A: Equity and equality sound like the same thing, but they are very, very different. Equality means, we all get the same. Equity acknowledges the fact that while that may or may not be true, the reality is that there are obstacles that some people face. There is a steeper hill to climb or a larger fence to scale for some people than for others.

Q: What about from the member perspective, what has changed in 2020?

A: The need for diversity, equity and inclusion in health care has existed for a long time. When I was in medical school, a professor told us, 'I'm going to give you one exam that you can perform on a patient that will determine the length of their life and the likelihood that they will get sick.' So we all thought, listen to their heart and lungs. We all got it wrong. What the teacher said is that you look at the color of their skin.

If you look at the color of their skin, that is the single strongest factor in determining health outcomes.

That says something about the fact that this American health care system, with all the good that it does and all the challenges it has, is very much not designed for people of color.

You can see that disparity with the outcomes of the COVID-19 crisis affecting certain communities much more severely than others. That illustrates how much more work we have to do. I am proud that GHC has been committed to this work for many years.

Q: Why is GHC embarking on this work now?

A: This is a twofold answer. First, I, along with thousands of our members, witnessed the senseless and horrific murders of George Floyd and Breonna Taylor and countless others before them.

And the second part of the answer is, thankfully, the change that society is demanding is reflected in the work GHC has been committed to for years.

We pioneered the Adopt-a-School program, we have our "We Believe" statements, our Health Equity Committee, our work with the Dane County Health Council, gender neutral bathrooms and lots of other efforts that started before the calendar rolled over to 2020.

One thing that I love about GHC is that our structure and culture lend themselves to this work. We want to be a good organization—fair, inclusive and equitable—for everyone. This year brings into sharp focus that we have a lot of work to do.

Q: When it comes to putting diversity, equity and inclusion into action, what is the Cooperative doing?

A: We are committed to a future of equity through training, accountability and patient outcomes. Symbolically, our "We Believe" statements are displayed in seven languages throughout our clinics and buildings. While signage is great, our employees are required to adopt our Common Values, a commitment to Service Excellence and the tenets of our "We Believe" statements. I expect every member of our staff to uphold these statements every day.

We believe **health care** is a human right.

We believe **equity celebrates our humanity.**

We believe there is **strength in diversity.**

We believe in treating all people with **dignity and respect.**

Complementary Medicine Options

GHC-SCW Complementary Medicine & Virtual Wellness Options

Looking for ways to de-stress and stay healthy from home? The GHC-SCW Complementary Medicine department is now offering a variety of services and classes that you can access online.

Naturopathic Medicine Phone Consults

Naturopathic Medicine is a distinct health care practice that promotes wellness through clinical nutrition, botanical medicine and other time-tested, clinically-verified natural remedies.

GHC-SCW Complementary Medicine provider Dr. Ruddy, who is a board-certified Naturopathic Physician, believes that self-empowerment is key to ensuring the best possible health outcome for each individual. He offers therapeutic techniques from the basic principles of Naturopathic Medicine:

- Stimulating the healing power of nature
- Addressing the underlying cause
- Treating the whole person
- Using the doctor as teacher
- Understanding prevention as the best possible cure

In addition to using his expertise in naturopathy to assess a patient's root problem, Dr. Ruddy also understands conventional medicine and can effectively integrate the two approaches for a broader treatment perspective.

Mind-Body Virtual Appointments

We are all experiencing a period of heightened stress that is taking its toll on our bodies. GHC-SCW Stress Management Practitioner Wendy Warren Grapentine, CMT has dedicated her practice to understanding the relationship between stress and the body and has discovered that our energetic body plays a crucial role in our physical symptoms.

Luckily, during this time of physical distancing, we can provide techniques for releasing resistance in our energetic body without hands-on assistance.

During a Mind-Body virtual appointment, you will have the opportunity to experience a deep sense of peace and relaxation as well as learn self-help tools for managing stress. All that's required is a quiet space, an internet connection and 30 minutes of your time.



Please call (608) 662-5090 or visit [GHCMYChartSM](#) to schedule an appointment with our Complementary Medicine Clinic.

New in 2021: Virtual Classes

Free virtual fitness, meditation and wellness classes through the month of January.



Fitness Classes

Yoga for a Healthy Back
Yoga for Strength and Flexibility
Zumba® for Fitness and Toning



Meditation Classes

Mindfulness Meditation Series
Mindfulness Meditation Series for Spanish Speakers
Chakra Meditation Series



Wellness Presentations

Reclaim Your Brain From Stress
Managing Stress With Mindset and Meditation
Self-Care for Hardworking Humans

Virtual classes will be offered through Zoom. To register or learn more, please visit [ghcscw.com](#), click on "Wellness," then click on "Sign Up for Classes." An email address will be required.

Virtual Care Options

GHC-SCW is here for you – by phone, online or video.

Care OnDemand™

Access a doctor from your home, office or on-the-go, 24/7, 365. You can visit board-certified doctors either by phone or secure video to help treat any non-emergency medical conditions. Visits are free for most members.*

Go to ghccareondemand.com



Get care anytime, anywhere with our 24/7 online clinic. Use virtuwell® to get a diagnosis, treatment plan and prescription for over 60 common conditions. virtuwell® is available for members that reside in select states. Depending on your plan, members get virtuwell® visits for free.*

Visit ghcscw.com/virtuwell



GHC NurseConnect

GHC-SCW nurses are available 24/7 to guide you and get you on the path to better health fast. They can answer your questions, give you advice and help you plan your next steps.

Call (608) 661-7350 or toll-free at (855) 661-7350



GHC Video Visits

Make an appointment and access your provider online or on your phone with GHC Video Visits. These visits are scheduled by appointment with your GHC-SCW provider for routine and select specialty care. This is for members who have an active GHCMYChartSM account.

Call your clinic or log in to GHCMYChartSM to schedule!

*Restrictions or limitations apply for members with BadgerCare Plus, Medicare or HSAs.

16 Things Members Should Know

Want to understand your HMO coverage? Check out the Member Health Plan Information document on our website. In the document, we've gathered together the information you should know as a GHC-SCW member. It includes:

- 1 Information about providers.
- 2 Primary care services, including points of access.
- 3 Specialty care, behavioral health and hospital services.
- 4 How to access care after normal office hours.
- 5 Emergency care, including when to directly access emergency care or use 911 services.
- 6 Benefits and services included in and excluded from coverage.
- 7 Pharmaceutical management procedures, if they apply.
- 8 Copayments and other charges for which members are responsible.
- 9 How to obtain care and coverage when outside of the GHC-SCW service area.
- 10 Benefit restrictions that apply to services obtained outside the GHC-SCW service area.
- 11 Language assistance.
- 12 How to submit a claim for covered services, if applicable.
- 13 How to submit a complaint.
- 14 How to appeal a decision that adversely affects coverage, benefits or a member's relationship with GHC-SCW.
- 15 How GHC-SCW evaluates new technology for inclusion as a covered benefit.
- 16 Independent External Review or review request of a member's appeal.



To find all this information online, visit ghcscw.com and select "Health Insurance" and "Your Benefit Information." The document is linked under the header "Member Information." Questions? GHC-SCW Member Services is always here to help! Call (608) 828-4853 or toll free at (800) 605-4327.

The GHC-SCW Prescription Benefit

A list of covered drugs, called a Formulary, is always available on our website. Recent Formulary changes can be found at ghcscw.com/health-care/pharmacy in the Drug Formulary section.

ScripTalk® Now Available at Your GHC-SCW Pharmacy

We're proud to now offer ScripTalk® to members who have trouble reading the fine print of prescription medication labels.

This **free**, easy-to-use service will read all your prescription label information out loud, including drug name, dosage, instructions, warnings, pharmacy information, doctor name, prescription number, date and more. This **free** service is available to members who fill their prescriptions at any of our GHC-SCW pharmacies. Call your GHC-SCW pharmacy today to learn more and get signed up.



Capitol Clinic Pharmacy
(608) 257-5178



Hatchery Hill Clinic Pharmacy
(608) 661-7220



Sauk Trails Clinic Pharmacy
(608) 831-1773

Security Alert

As the novel coronavirus (COVID-19) pandemic continues to impact the world, cyber criminals have taken the opportunity to prey on consumers. **Phishing** is a cyber-attack using an email or text message. The goal is to trick individuals into believing that the message is from a trustworthy source, like their insurance company, by using a fake email address or phone number. **Vishing** is when a cyber criminal makes a phone call to the recipient or asks the recipient to dial a specific number. Typically, they use a fake caller ID for their scam.

In both phishing and vishing, the cyber-criminal tries to trick the recipient to reveal personal information like passwords and financial information. They may also attempt to sell fake services to the recipient.

We recently learned that a GHC-SCW member received a voicemail from a fake number pretending to be our GHC NurseConnect line. In this situation, the caller posed as a nurse from GHC-SCW and requested the member call a non-GHC-SCW 1-800 number. When the member called the number, they realized it was a vishing scam because they were asked for personal information in exchange for promotional deals.

Please be aware that GHC-SCW does not provide promotional deals via phone calls. GHC NurseConnect is available 24/7 to help you get the care you need, when and where you need it. You can call us at (608) 661-7350 or toll-free at (855) 661-7350. We will NOT call you from these numbers without you first contacting us.

If you have any questions or concerns about the legitimacy of a phone call from GHC-SCW, please hang up and call GHC-SCW Member Services at (608) 828-4853 or toll-free at (800) 605-4327.

If you wish to report a suspicious situation, please submit a report to our Compliance Hotline by calling (844) 480-0055, emailing reports@lighthouse-services.com (emails must include reference to GHC-SCW) or visiting lighthouse-services.com/ghcscw.

To learn more about COVID-19 scams, visit the Federal Communications Commission (FCC): fcc.gov/covid-scams

Phishing

Email or text message fraud designed to obtain personal info.

Vishing

Phone fraud designed to get you to share personal info.



Impersonation

Pretending to be another person for the purpose of fraud.

Introducing, Hello Patient!

Now through GHCMyChartSM, in addition to advanced e-check-in options, a new contactless appointment arrival process has begun. In most cases, you'll be able to use location tracking on your phone to bypass the clinic reception desk. Staff will be automatically notified of your arrival and check you in for your appointment when you enable "Hello Patient!" It's an even easier and safer way to be seen.

Software Upgrades

Have you noticed a new look and feel to GHCMyChartSM? Software upgrades have been keeping our GHC-SCW Enterprise Applications team busy, as they work hard to help connect you to your health care and GHC-SCW provider teams. The next time you log in to GHCMyChartSM, you'll notice some design changes to the homepage and search bar on both the desktop and mobile app.

GHC-SCW is proud to be among the top in the world for active MyChart users. Members using GHCMyChartSM have access to smart, secure and simple tools that allow them to work with their GHC-SCW providers to manage their health, together!

Thank you to the GHC-SCW Enterprise Applications team for keeping GHCMyChartSM running smoothly as a dependable resource for our members. And thank you to our members for helping keep our clinics safe by using GHCMyChartSM to connect virtually with your providers, nurses, pharmacists and clinic teams.



"Break the Glass"

GHC-SCW takes member privacy very seriously. In the past, we have allowed member requests to add "Break the Glass" to their GHC-SCW medical record. "Break the Glass" is a tool within Epic (the system we use for members' electronic medical records) that requires any health care professionals accessing the record to enter information about the reason for access.

While "Break the Glass" can support extra auditing and monitoring, it also creates barriers for health care professionals needing to appropriately access the member's record. As time passes and technology changes, the ability for GHC-SCW to monitor and audit access to member records has increased. Tools such as "Break the Glass" are no longer as useful as they once had been.

For that reason, GHC-SCW is no longer accepting member requests to add "Break the Glass" to a member's record and will retire the use of current member-requested "Break the Glass". GHC-SCW will continue to use "Break the Glass" settings as established by internal policies and operational needs.

Your medical record is still protected and our commitment to privacy is as strong as ever. All GHC-SCW employees are held to the highest privacy standards, and GHC-SCW has robust privacy practices, including routine auditing and monitoring checks, ongoing employee training and privacy-specific supervision by management.

If you have any concern regarding privacy at GHC-SCW, please contact our Privacy Officer at (608) 662-4899 or toll-free at (800) 605-4327 or privacy@ghcscw.com.



New Providers Available

The following providers have joined GHC-SCW and are currently in the provider network.



Amanda Bartholomew, MD
Family Medicine,
GHC-SCW East Clinic



Rene Buenzow, APNP-C
Family Medicine,
GHC-SCW Capitol Clinic



Katherine Porter, DO
Family Medicine,
GHC-SCW Capitol Clinic



Katelyn Beemon, APNP
Family Medicine,
GHC-SCW Hatchery Hill Clinic



Ellen Evans, PA-C
Internal Medicine,
GHC-SCW Capitol Clinic



Amy Brinza, NP
Family Medicine,
GHC-SCW Hatchery Hill Clinic



Melissa Haack, PA-C
Urgent Care,
GHC-SCW Capital Clinic

Providers Not Available

The following providers have left GHC-SCW and are no longer in the provider network.



Rebecca Bull, MD
Family Medicine,
GHC-SCW Capitol Clinic



Jack (John) Hayes, PA-C
Family Medicine,
GHC-SCW Capitol Clinic



Renee Burk, MD
Pediatrics,
GHC-SCW East Clinic



Elisabeth Zraggen, APNP
Family Medicine,
GHC-SCW Hatchery Hill Clinic



Provider Directories

The **2021 Provider Directories** are now available on the GHC-SCW website, please visit: ghcscw.com/health-insurance/provider-directories. Print material can also be requested by contacting Members Services at (608) 828-4853 or toll free (800) 605-4327.

Notice of Privacy Practices

GHC-SCW is committed to protecting your privacy. We are required by law to remind you that our Notice of Privacy Practices (NPP) is available to you. The NPP explains how your protected health information may be used and shared with others. It also explains your privacy rights regarding this kind of information.

You may obtain a copy or view the NPP at any time in the following ways: at the entrance of each GHC-SCW clinic location; request a paper copy from any GHC-SCW employee or on our website at ghcscw.com under "Privacy" in the footer.

Visit our website for more information about your member rights and responsibilities, including information about the GHC-SCW Compliance Hotline. If you have any questions about the GHC-SCW NPP or general privacy questions or concerns, please contact the GHC-SCW Privacy Officer at (608) 662-4899.

Submit Your Wellness Reimbursement by January 31!

Receive up to \$100 by staying active!*
We reward our members for participating in community events, taking a workout class, attending weight management programs and much more!

Wellness reimbursement for:



Community Events



Community Classes



Community Supported Agriculture (CSA)



Doula Services



Exercise for Excellence



Weight Management



Athletic Shoes



Payments for reimbursements are sent out on a quarterly basis. For the end of the year, items need to be completed by December 31 and the application must be submitted and received by the GHC-SCW Wellness Department no later than January 31.

For more information, guidelines, rules and important details, or to submit for reimbursement, visit ghcsw.com and select “Wellness” and then “Wellness Reimbursement.”

**2020 will be the final year for our
Wellness Reimbursement program.**