



FOR IMMEDIATE RELEASE

November 26, 2018

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Ginger Francis Named GHC-SCW Director of Community Care and Health Equity

Madison, WI – Group Health Cooperative of South Central Wisconsin (GHC-SCW) is pleased to name Ginger Francis the first ever Director of Community Care and Health Equity.

Francis has served as the GHC-SCW Community Care and Health Equity Manager since 2016. The department works in GHC-SCW's clinics and communities to provide health care and support to patients and families facing significant obstacles.

In her new role, Francis will continue to lead GHC-SCW's Community Care Department and Health Equity Program, advancing community involvement, diversity, inclusion and equity at GHC-SCW – both as an employer and a health care organization.

"The work of Community Care and Health Equity is so central to our mission and our common values," commented Dr. Mark Huth, GHC-SCW President and Chief Executive Officer. "Ginger is a gifted leader and I am thrilled to work directly with her in this new role and know that she will continue to enrich and enhance our organization."

"GHC-SCW is deeply committed to making health equity a strategic priority at all levels of the organization, and in doing so, is prepared to make fundamental changes to a system that contributes to producing inequitable results," said Francis. "One of the most vital components of this work is actively and authentically engaging with communities most impacted by systems of inequity and centralizing their voices and lived experiences in the change process."

Prior to working at GHC-SCW, Francis worked for a number of service organizations in Madison and Chicago, providing critical support services, developing innovative programs and leading multi-disciplinary teams. She holds both a bachelor's degree in psychology and women's studies from Saint Mary's College and a master's in social work (MSW) from University of Illinois at Chicago.

About GHC-SCW

Group Health Cooperative of South Central Wisconsin (GHC-SCW) is a nonprofit health plan that cares for more than 79,000 members. The Cooperative has served the greater Dane County area for 42 years and provides both insurance and clinical services for its members. GHC-SCW is the first health plan in Wisconsin to offer patients a money-back guarantee if they are not satisfied with their experience at a GHC-SCW clinic. GHC-SCW was rated 5 out of 5 nationally in 2018 and was the number one ranked private plan in Wisconsin from 2006–2018 according to the National Committee for Quality Assurance (NCQA).

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