

Group Health Cooperative of South Central Wisconsin

HouseCall

Your Healthy Fall Guide

Fall Recipes & Activities

Exciting Changes at Our Cooperative

Meet New Senior Leaders

Take Care of Your Health This Autumn

Flu Shot Reminder



 **Group Health Cooperative**
of South Central Wisconsin

BETTER TOGETHER™

ghcscw.com

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From the Desk of Dr. Mark Huth

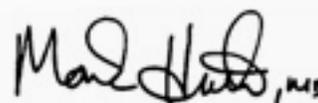
Dear Member Owners,

One of the things we have learned from listening to you through the pandemic is that you appreciate having communication from GHC-SCW even more than you did in the past. We know that your health care provider is your most trusted resource and we have some great insights in this extra issue of HouseCall. Additionally, we're experiencing exciting changes at our Cooperative—new staff members, department innovations and clinic updates.

As we adjust to changing from our summer routines to our fall and back to school routines, don't forget to get your flu shot! Also, if you have not received your vaccine for COVID-19 yet, I implore you to do so. They are safe, free and they will protect you and those around you from becoming seriously ill. Finally, I am pleased to introduce two new members of our Senior Leadership Team.

Marty Anderson, MBA, joins us as Chief Strategy and Business Development Officer and Kingsley Gobourne, MSOD, IICDP, joins us as Chief Equity and Engagement Officer. These are two significant leadership roles in our organization, so we invite you to read more about them on page 3.

Thank you for your continuous efforts in adapting to our ever-changing world. You are helping us protect our community. Our members keep us Better Together.



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

2021 Annual Meeting Election Results

Congratulations to the winners of the 2021 GHC-SCW Board Member Election!



Ann Hoyt
Re-Elected



William Oemichen
Re-Elected



Beth Weiler
Newly Elected

Annual Meeting materials can be found online at ghcscw.com/vote.



GHC-SCW Welcomes Marty Anderson & Kingsley Gobourne



Marty Anderson, MBA
Chief Strategy and
Business Development Officer

Marty previously was the Chief Growth Officer at Security Health Plan where he developed a depth of understanding of the health care and health insurance market. He led the implementation of the Affordable Care Act (ACA) for the major provisions that took effect in 2014 and was Security Health Plan's leading authority and media spokesperson on the ACA since that time. He also provided leadership on strategic planning.

"After a national search, Marty established himself as the clear #1 choice in a pool of highly qualified candidates, due to his extensive experience, knowledge base and appreciation for the GHC-SCW culture of service and unique staff model design," commented Dr. Mark Huth.

"I've invested more than 20 years working for mission-driven, nonprofit health care organizations that keep the customer at the forefront of decision making. It's apparent to me that Group Health Cooperative lives this same philosophy every day," said Marty.



Kingsley Gobourne, MSOD, IICDP
Chief Equity and
Engagement Officer

Kingsley joined GHC-SCW as the first Chief Equity and Engagement Officer in the history of our organization. Kingsley came to us from UnityPoint Health (UPH) where he was Senior Consultant of Diversity, Equity and Inclusion (DEI). Kingsley had led all DEI efforts and developed UPH's first Diversity Council, with a diverse representation from nine different hospital regions across three states.

Of Kingsley's addition, Dr. Mark Huth said, "We are thrilled to have Kingsley join our GHC-SCW senior leadership team. He has developed meaningful relationships with many area leaders that will help us deepen our collaborative partnerships and work with individuals and organizations who are also focused on creating a more inclusive and equitable world."

"I am extremely excited and grateful for the opportunity to lead this newly created division at GHC-SCW," said Kingsley. "Cultivating an environment of belonging and addressing health equity are among GHC-SCW's top priorities, and a critical component of successful DEI efforts."



GHC-SCW is committed to creating a diverse workplace that helps you maintain your work-life balance and supports you as you grow your career. The common values we share enrich our Cooperative and the communities we serve. To see openings on our team, please visit ghcscw.com/careers.

Answering Your COVID-19 Vaccine Questions

Dr. Alison Craig, GHC-SCW Chief of Staff and Pediatrician, sat down with HouseCall to answer common questions about the COVID-19 vaccine and explain how the vaccine protects us and our community.

Q: What are the benefits of being vaccinated for COVID-19?

A: There are two primary benefits. The first benefit is for yourself, and the second benefit is for the people that you care about. Being vaccinated means you are at a much lower risk of a COVID-19 infection and more specifically, you'll be less likely to have a severe case of the infection. People who are vaccinated are much less likely to be in the hospital or die from COVID-19. When you're vaccinated, you are also less likely to transmit the virus to others and you can protect your family, your friends and your neighbors. There is a small chance that you can still be exposed to the virus, which is why we need everyone else to get vaccinated. You will be less likely to be exposed to the virus if everyone around you is also vaccinated. Then together we protect the small percent of people that won't be as protected with the vaccine or who are not yet eligible to be vaccinated.

Q: Who is eligible for the COVID-19 vaccine?

A: The vaccine is available to any person 12 years or older in the United States.

Q: Is there a cost to getting the COVID-19 vaccine?

A: Getting the COVID-19 vaccine is free. You can get it at any GHC-SCW clinic location and at many pharmacies across Wisconsin. No matter what your insurance status, there is no cost to get the vaccine.

Q: Are the COVID-19 vaccines safe?

A: It's important to know that the vaccine is very safe and effective. It helps you protect yourself, your family and those that you care about. The vaccine is safely approved for children 12 and up, and I definitely encourage kids, teens and adults to get vaccinated.

Q: Are there side effects from the COVID-19 vaccine?

A: Not everybody will have the same side effects and the vaccine has been proven to work even if you don't have those side effects. Most of the side effects that people do experience are mild, like a sore arm, fever or fatigue. Those are just signs that your immune system is working the way it's supposed to be and the vaccine is working in your system. If you experience those side effects, they usually only last two or three days.

Q: Is the COVID-19 vaccine a live virus vaccination?

A: The COVID-19 vaccines, all three that are approved in the United States, are not the live virus technology. There is no way that the vaccines deliver the virus into your body.

Q: Do I need a third dose?

A: Additional (third) doses are only recommended for immunocompromised individuals at this time, and COVID-19 booster vaccinations are not yet approved by the U.S. Food and Drug Administration (FDA) for any other population at this time.

To maximize protection from the COVID-19 virus, Public Health officials and the CDC have recommended that the general public receive a booster of the COVID-19 vaccine upon approval from the FDA. GHC-SCW cannot schedule or administer booster COVID-19 vaccine doses until approval and guidance is provided by the FDA.

We keep our website up to date on the latest FDA and CDC guidance, including third doses and vaccine eligibility for younger ages. Visit ghcscw.com/covid19-vaccine-information to learn more and to watch Dr. Craig's full video.



We are proud that more than 92% of our employees are already vaccinated and are mandating COVID-19 vaccines for all GHC-SCW employees. Employees must have at least one vaccine dose by November 1, 2021.

“We adopted this policy to safeguard the health of our employees, their families, and of course, our members, patients and the communities we live in from infectious diseases that vaccinations are proven to reduce,” said Dr. Mark Huth.



Say Goodbye to Dilated Eyes!

GHC-SCW Eye Care Center is now offering optomap[®] ultra-widfield retinal imaging. Retinal health is vital to one's eyesight and is responsible for passing visual images to the brain.

optomap[®] technology:

- Captures high-resolution, detailed pictures of your retina.
- Fast, safe, painless and comfortable – even for children.
- Helps the eye care provider compare eye changes.



GHC-SCW is always looking for innovative ways to better care for our members! If you are interested in trying optomap[®], please ask your eye technician at your next appointment.

Your Active Autumn Guide

As the weather cools and the days get shorter, we all feel the desire to enjoy the brisk air, crunchy leaves and fun fall festivities before winter comes. It's also the perfect time to embrace healthy lifestyle changes and get active!

Here are a few ways to embrace the autumn season for a healthier you.



Outdoor Adventures

Even if hiking isn't your thing, you can't deny the beauty of the changing leaves and the stunning blend of colors in the trees. Getting outside helps reduce stress and it's an excellent way to take in natural beauty while getting your heart rate up.



Yard Work is Hard Work

It's true. Raking the leaves, mowing the lawn, maintaining the garden: it all gets your blood pumping and leaves your home feeling even homier. So why not lean in and go the extra mile? The more time you spend building a beautiful aesthetic at home, the more calories you burn!



Harvest Diet

Did someone say fresh fruits and veggies? Fall is harvest season for a reason: it's the very best time for a lot of favorite foods like apples, carrots, beets, brussels sprouts and pumpkins. There are endless delicious recipes to experiment with to build a healthier diet.



Enjoy the fall season and your healthy lifestyle choices could also lead to rewards. Visit ghcscw.com/managewell to get started!



GET STARTED WITH ManageWell®

ManageWell.® Be Well.

Healthy Lifestyle.
Healthy Rewards.

OUR WELLNESS REWARDS PROGRAM*

1. Getting started is easy! Just go to managewell.com and follow the steps to register.
(Under ENTER ID, type **GHC** followed by your member number, for example: **GHC123456**).
2. Explore the ManageWell® platform.
3. Track activities, complete challenges and earn points. Turn your healthy lifestyle into cash rewards.



Learn more at ghcsw.com/managewell

* The reward program is not available to all members. ManageWell® is not available to State (ETF)/WPEG/FEHB members. Reward restrictions apply to BadgerCare Plus members.

When To Use Urgent Care and Emergency Care

GHC-SCW is dedicated to caring for members every step of the way. This guide is designed to help you determine what symptoms require an appointment at Urgent Care versus a visit to Emergency Care.



(608) 442-8100
675 W. Washington Ave.
Madison, WI 53703

Mon.–Fri., 8 a.m.–9 p.m.
Sat.–Sun., 9 a.m.–9 p.m.

URGENT CARE

Please visit our Urgent Care Clinic to treat medical problems that require care within 24 hours but are not life threatening. Physical therapy is available for some injuries at the Urgent Care Clinic to quickly address your discomfort. You'll schedule a same-day appointment at our Urgent Care Clinic.

During regular business hours, please call your Primary Care Clinic for an appointment. If after hours, please call **(608) 442-8100** to schedule an appointment.

Urgent Care examples include:

- Back pain
- Ear pain
- Colds and flu
- Cuts, scrapes or bruises
- Eye irritation
- Fever
- Migraine headaches
- Sore throats
- Simple bone fractures (not through skin)
- Sprains
- Skin rashes
- Urinary burning

EMERGENCY CARE

Emergency Care is for life-threatening medical conditions and severe symptoms that could cause serious danger to your health. Please go directly to your designated hospital. If it's not possible, go to the nearest emergency room or call 911.

Please alert GHC-SCW within 48 hours, or as soon as reasonably possible, of receiving Emergency Care and being admitted to a hospital. Call Care Management at **(608) 257-5294** or **toll-free at (800) 605-4327**.

Emergency Care examples include:

- Alcohol or drug overdose
- Amputations or severe lacerations
- Complex bone fractures (through skin)
- Complications during pregnancy¹
- Facial or eye trauma
- Heart attack or chest pain
- Knife or gunshot wounds
- Loss of consciousness
- Poisoning
- Respiratory problems
- Severe burns
- Stroke

¹ For complications during pregnancy, please go directly to UnityPoint Health - Meriter Hospital.

GHC-SCW Provides Preventive Care

Keeping up with preventive care is one of the most important ways to stay healthy and take control of your well-being. You can't control every medical condition. However, knowing how to recognize or avoid risk factors for diseases could help you catch things early and treat them quickly.

GHC-SCW believes in providing the best possible benefits and services for our members. Our insurance plans cover many preventive services during routine preventive physical health exams. This means that depending on your age, you may have no cost-sharing and easier access to qualifying services provided by an in-network provider, even if you have not met your yearly deductible.

Well Baby and Well Child

- Physical exam and measurements
- Health development screenings
- Oral health assessments
- Developmental assessments
- Screenings and lab tests for lead, tuberculosis (TB) and low red blood cell count

Promoting Healthy Pregnancy

- Access to services needed for a healthy pregnancy
- Screenings for hepatitis B, Rh incompatibility and urinary tract infection
- Special counseling on smoking and alcohol use
- Counseling to support breastfeeding

Immunizations

- Flu vaccines: helps you stay healthy from the flu
- Childhood vaccines: polio, measles, mumps, rubella and chicken pox
- Adult vaccines: herpes zoster, tetanus and pneumonia
- HPV vaccines

Adults

- Obesity screenings and weight loss counseling
- Diabetes, cholesterol and blood pressure screenings
- Depression screening
- Vision and hearing screening
- Tobacco cessation counseling and alcohol screening

Disease Detection and Prevention

- ▶ Annual mammograms for women over 50
- ▶ Pap smears to screen for cervical cancer
- ▶ Colon cancer screening age recently reduced to 45¹
- ▶ Counseling on using aspirin to prevent strokes

¹ https://www.cdc.gov/cancer/colorectal/basic_info/screening/index.htm



Call your Primary Care Clinic or log in to GHCMYChartSM to schedule your annual physical and/or preventive health exam. To learn more about preventive care GHC-SCW provides, visit ghcscw.com/wellness/preventive-care.



Make an appointment for your flu shot today!

It's more important than ever to get your flu shot this year. Getting your flu shot is the best way to protect yourself, your family and your community from the flu. Flu vaccines prevent tens of thousands of hospital visits each year¹.

You can get your flu shot:

- At your next visit with your Primary Care Provider
- With a scheduled appointment at one of our flu shot clinics
- Through your GHCMYChartSM
- By calling your Primary Care Clinic



Flu shot costs will be reimbursed if received at any Costco Pharmacy. For more information, including reimbursement forms and GHC flu shot clinic dates, visit our website at ghcscw.com/health-care/primary-care.

The GHC Experience GuaranteeSM is simple and revolutionary at the same time.

We want your experience at GHC to exceed your expectations every time. In order to continue to improve and provide high-quality service, we need your feedback – good and bad.

1. Tap the app.



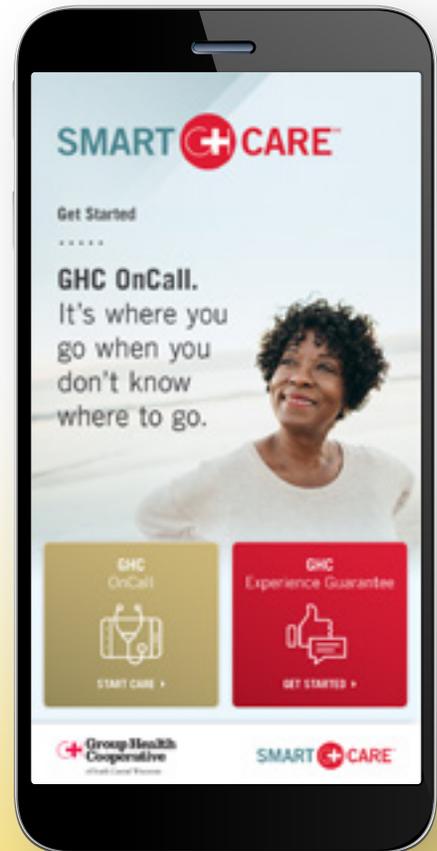
2. Tell us about it.

3. And at your request, we'll refund some or all of the costs associated with your visit.

We think that's just the right thing to do.



Visit ghcsmartcare.com for more information or to complete the GHC Experience GuaranteeSM online.



Apple Salad Recipe

Servings: 2 cups lettuce and 1/4 cup apple mix

Nutritional Facts (Per Serving)

- Calories 124
- Total Carbs 20g
- Cholesterol 0mg
- Dietary Fiber 3g
- Monounsaturated Fat 2g
- Protein 2g
- Trace Saturated Fat
- Sodium 44mg
- Total Fat 4g

Ingredients

- 1/4 cup unsweetened apple juice
- 2 tablespoons lemon juice
- 1 tablespoon canola oil
- 2 1/4 teaspoons brown sugar
- 1/2 teaspoon Dijon mustard
- 1/4 teaspoon apple pie spice
- 1 medium red apple, chopped
- 8 cups mixed salad greens

Directions

1. Mix the apple juice, lemon juice, oil, brown sugar, mustard and apple pie spice in a large salad bowl.
2. Add the apple and toss to coat.
3. Add the salad greens and toss to mix just before serving.

Dietitian Tip: To boost flavor and nutritional value, use a mixture of greens such as endive, radicchio, arugula and kale.

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