

For Immediate Release

June 15, 2021

Contact: Kate McLaughlin  
Marketing and Communications Manager  
Phone: 608-251-4156 Ext. 4453  
kmclaughlin@ghcscw.com

### **Marty Anderson Named GHC-SCW Chief Strategy and Business Development Officer**

**Madison, WI** – Group Health Cooperative of South Central Wisconsin (GHC-SCW) is pleased to name Marty Anderson, MBA, Chief Strategy and Business Development Officer.

Most recently, Anderson was 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 has been 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, GHC-SCW President and Chief Executive Officer. "Others have described Marty as 'a joy to work with and a great leader,' and I look forward to working with him in this important role on the GHC-SCW senior leadership team. He is a fantastic addition to the Cooperative."

In his role, Anderson will oversee insurance service operations – including sales, marketing, communications, advertising, media relations, business intelligence, pricing, underwriting and customer service. Additional priorities will be strategic planning and driving innovation through member-centric product and service development.

"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 Anderson. "Customers aren't just some nebulous concept, they are our family, friends, neighbors and coworkers, and it's clear that this organization cares about improving the health and lives of our customers and the broader community."

His portfolio of expertise includes product development, sales strategy, measuring marketing return on investments, creating market segmentation models, developing marketing communications and market research techniques.

Anderson earned his Master of Business Administration Marketing degree from Capella University and his Bachelor of Science in Communications from the University of Wisconsin-Stevens Point.

#### **About GHC-SCW**

[Group Health Cooperative of South Central Wisconsin](#) (GHC-SCW) is a nonprofit health plan that cares for more than 75,000 members. The Cooperative serves the greater Dane County area and the South Central Wisconsin region with both insurance and clinical services. 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 is perennially a national leader for quality, achieving the highest possible rating of 5 out of 5 nationally in 2019 and was the number one rated private plan in Wisconsin from 2006–2020 according to the National Committee for Quality Assurance (NCQA).

###