

# GHC-SCW MYTH VS. FACT

**Myth:** Switching to a new doctor or clinic will be difficult.

**Fact:** GHC-SCW members may switch their GHC-SCW Primary Care Provider or UW Clinic as often as once a month simply by calling the GHC-SCW Member Services Department at (608) 828-4853.

**Myth:** GHC-SCW has a limited network of doctors and specialty care access.

**Fact:** GHC-SCW has 13 **primary care** clinics in its HMO network. Five clinics are owned and operated by GHC-SCW (Capitol, DeForest, East, Hatchery Hill and Sauk Trails). GHC-SCW contracts with an additional five UW Health Clinics (Belleville, Northeast, Verona, Cottage Grove and Stoughton) and three Access Community Health Center and Clinics (Wingra, South Side and William T. Evjue) in Dane County.

GHC-SCW offers access to Dean and UW Health **specialty** doctors, depending on which primary care provider or clinic is selected. GHC-SCW also offers a wide variety of in-house specialty care services, including: Podiatry, Optometry, Chiropractic, Mental Health, Physical and Occupational Therapy, Health Education and Dermatology. Capitol, East, Hatchery Hill and Sauk Trails Clinics, as well as Princeton Club West offer a variety of these in-house services. Check with the clinic location for offered services.

**Myth:** Doctors won't be able to give me the time I need because they are paid by volume.

**Fact:** Providers employed at GHC-SCW owned and operated clinics are salaried employees who are paid on quality outcomes and patient satisfaction, not on the number of patients they see.

**Myth:** HMO plans don't offer the same quality of care as I can get on a plan that allows me to go to the doctors and hospitals that I want.

**Fact:** Quality of care versus freedom of choice are two areas GHC-SCW goes above and beyond to service the cooperative members. GHC-SCW staff model providers are consistently ranked among the highest quality in the country. In fact, GHC-SCW has been ranked as one of the Top 10 commercial health plans in the nation by *U.S. News & World Report* and the National Committee for Quality Assurance (NCQA) for the last four years. Two GHC-SCW family practice providers were also recognized as "Favorite Family Physicians" in the October *Brava* magazine. Our Press Ganey survey results have shown that 17 of the 43 GHC-SCW providers have been recognized in the 90<sup>th</sup> percentile and higher for patient satisfaction.

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 **Group Health  
Cooperative**  
of South Central Wisconsin

**Myth: If I am outside of the Madison area, I have no coverage.**

**Fact:** If you are traveling outside of the GHC-SCW Service Area and are in need of urgent care, treatment should be obtained from the nearest medical facility. If you are in need of emergency care, you may proceed to the nearest hospital. Please call the GHC-SCW Care Management Department within 48 hours of your visit.

**Myth: GHC-SCW does not have a hospital.**

**Fact:** Though GHC-SCW does not own a hospital, our HMO network offers members access to UW Hospital and Clinics, Meriter, St. Mary's and Stoughton Hospitals, depending on the Primary Care Provider or Clinic the member chooses.

**Myth: GHC-SCW is not a modern health plan.**

**Fact:** GHC-SCW has established many innovative technologies beginning in 2001. More than nine years ago, we were the first to implement electronic medical records in the Dane County community. Each year GHC-SCW has implemented an Epic upgrade to establish new applications and develop the GHCMYChart<sup>SM</sup> tool to what it is today – an interactive, on line, secure messaging tool, appointment scheduler, lab test recorder, health wise knowledge advisor – all available from your home, work or cell phone. Available in our clinics are electronic check-in kiosks. Kiosks are able to recall the member's information and confirm your appointment, as well as accept your Co-pay, with convenient touch-screen use. GHC-SCW has advanced radiology equipment from X-ray to CT scanning in the convenience of our Hatchery Hill Clinic location.

GHC-SCW was also the first health plan in Dane County to offer Complementary Medicine as part of our benefits package. Complementary Medicine is provided at four of our five clinics and includes services such as: Massage Therapy, Reiki, Acupuncture, Yoga and Tai Chi.

**Myth: GHC-SCW has no real direction.**

**Fact:** GHC-SCW is guided by five common values: patient-centered, innovative, quality driven, community involved and non-profit cooperative. The employees of GHC-SCW practice these values each day with our members, health care partners and community.

GHC-SCW is governed by a Board of Directors. All board members are GHC-SCW members. Board members are elected by their fellow GHC-SCW members each year at the GHC-SCW Annual Meeting. GHC-SCW has a Members Advisory Council which consists of members who provide feedback to the Board of Directors and Senior Leaders regarding policies and programs. The voice of the member is strongly represented in all we do at GHC-SCW.

We will continue to be nimble and responsive to the changing environment, making us better together!

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**Myth:** GHC-SCW is too small to provide numerous services.

**Fact:** GHC-SCW owned and operated clinics have 58 primary care providers available to care for members. Additional in-house specialty care providers and services are available to members: Chiropractic, Dermatology, Health Education, Mental Health, Optometry, Physical/Occupational Therapy and Podiatry. Included is access to Complementary Medicine services with a \$750 benefit available to each GHC-SCW subscriber and dependent, per calendar year. No other health plan in Dane County offers integrated services as an additional covered benefit.

GHC-SCW has a long standing relationship with UW Hospital and Clinics, St. Mary's Hospital and Meriter Hospital. Emergency and Specialty care services are provided at these locations for the cooperative members.

**Myth:** The average age of GHC-SCW members is too young, attracting only the healthy.

**Fact:** The average age of the GHC-SCW cooperative membership is 35.5 years. Most members fall between the ages of 25-54 years. Some of our sickest and most complicated cases are in this age range. At GHC-SCW we have never applied a pre-existing medical condition on any member and we have never canceled a policy because a member became sick.

**Myth:** Other HMOs have better care, more access to care and higher quality of care.

**Fact:** GHC-SCW has implemented a nationally-endorsed model of care called Care Teams, also known as a medical home. This model allows us to work in a more coordinated way which provides better member satisfaction, provider satisfaction, staff satisfaction, access to providers and ultimately and most importantly, better health care for our members. The team consists of Providers, a Registered Nurse, Care Managers, Licensed Practical Nurses and Certified Medical Assistants. For more than three years, the medical home/care team has been developing relationships with the member to provide the right care at the right time.

For the past four years, GHC-SCW has been ranked in the Top 10 HMOs in the nation and #1 in Wisconsin by NCQA and *U.S. News & World Report*. These rankings reflect our commitment to provide "superb care and impeccable service" to our members each and every day. GHC-SCW Providers have also been voted as "Top Docs in Dane County" in 2006 and 2008, as published in *Madison Magazine*. In 2009, two family physicians were voted "Best Family Physician" by *Brava* magazine readers.

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