

**For Immediate Release:**

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**GHC-SCW Rated Eighth in the Nation Among Commercial Health Plans!**

**(MADISON, WI) October 26, 2007**— For the second year in a row, Group Health Cooperative of South Central Wisconsin (GHC-SCW) has been rated eighth in the nation among commercial managed health care organizations by the National Committee for Quality Assurance (NCQA). GHC-SCW also repeated its performance as the **number one commercial HMO in Wisconsin**. This story is expected to be featured in the November 5, 2007 issue of *U.S. News and World Report*.

“We are extremely pleased to have earned the honor of being the number eight health plan in the nation for the second year in a row,” says Larry Zaroni, Executive Director of GHC-SCW. “We have found that by focusing on basics like disease prevention, disease management, and access to coordinated care, the result is a member experience that we are extremely proud of.”

The National Committee for Quality Assurance (NCQA) is an independent, not-for-profit organization dedicated to measuring the quality of America’s health care. NCQA ratings are based on standard performance measures (i.e. how many members are utilizing the correct asthma medication?), consumer satisfaction measures (i.e. how well does my doctor communicate?), and the NCQA Accreditation process (i.e. how is the access and service of the health plan?).

The standard performance measures are known as Healthcare Effectiveness Data and Information Set (HEDIS®)[1][1]. The consumer satisfaction measures are based on CAHPS®[2][2], a family of surveys that ask consumers and patients to evaluate the interpersonal aspects of health care. Together, HEDIS and CAHPS make up 36 percent of the total NCQA ratings.

NCQA Accreditation makes up the other 64 percent of the total NCQA ratings. The NCQA Accreditation process measures how well a health plan performs in five areas related to the quality of the plan: Access and Service, Qualified Providers, Staying Healthy, Getting Better and Living with Illness. GHC-SCW earned four out of four stars in each of these categories and received an “Excellent” Accreditation for our commercial HMO line of business.

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“NCQA’s ‘Excellent’ Accreditation status is reserved for the best health plans in the nation,” says Margaret E. O’Kane, President of the National Committee for Quality Assurance. “It is only awarded to those plans that meet or exceed NCQA’s rigorous requirements for consumer protection and quality improvement and deliver excellent clinical care.”

Please see the attached documents for more details, including facts about NCQA and an article that demonstrates the value of GHC-SCW's member outreach.

**About Group Health Cooperative of South Central Wisconsin (GHC-SCW):**

Group Health Cooperative of South Central Wisconsin (GHC-SCW) is a not-for-profit, member-owned cooperative headquartered in Madison, Wisconsin. The HMO serves over 60,000 members in Dane County and South Central Wisconsin. GHC-SCW has clinic locations in Madison, Fitchburg and DeForest and is the only area health plan to offer access to both Dean and UW specialists in addition to all Dane County hospitals for specialty and inpatient care.

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