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Aspirus and Arise form new health insurance company

January 27, 2016 – Aspirus and WPS Health Solutions today announced they are creating a new health insurance company in north-central Wisconsin.

Starting later this year, Aspirus Arise Health Plan of Wisconsin – known publicly as Aspirus Arise – will begin marketing individual marketplace, small group, large group and self-funded plans in 16 counties in north-central Wisconsin for 2017 effective dates, pending approval from the Wisconsin Office of the Commissioner of Insurance and other appropriate regulatory agencies.

Aspirus is a non-profit health system based in Wausau, Wis. The integrated system has more than 7,000 employees and includes four hospitals in Michigan and four hospitals in Wisconsin, 50 clinics, home health and hospice care, pharmacies, critical care and helicopter transport, medical goods, nursing homes and high-quality Aspirus Network providers.

Arise Health Plan is part of the family of brands of WPS Health Solutions, which is based in Madison, Wis. Arise offers comprehensive and affordable health plan options and personalized service to businesses and individuals.

“Aspirus and Arise have a successful record of working together to offer high-quality care with affordable prices,” said Mike Hamerlik, President and CEO of WPS Health Solutions. “Now, by expanding our relationship to form this health insurance company, we are better positioned to serve patients in a more personalized way.”

A holding company that is equally owned by Aspirus and WPS will provide governance for the new Aspirus Arise company.

“Aspirus and Arise are committed to improving the health of our communities by working together,” said Matt Heywood, CEO and President of Aspirus. “Our goal is to tackle the problem of affordability. At Aspirus, we believe we can best achieve that goal

by partnering with a trusted insurance company that understands the marketplace in this region.”

Brett Davis, President of Aspirus Arise, said, “Aspirus Arise will provide direct access to high-value, personalized health care that improves health and wellbeing across all stages of life and every care need. We are focused on meeting the needs of individuals, families, and businesses in north-central Wisconsin.”

For 2016, Arise Health Plan will continue to offer cobranded Aspirus Arise individual and small-group health plans both on and off the Federally Facilitated Marketplace.

About Aspirus

Aspirus is a non-profit, community-directed health system based in Wausau, Wisconsin. With more than 7,000 employees, Aspirus serves communities throughout 14 counties in northern and central Wisconsin, as well as the western Upper Peninsula of Michigan. The integrated system includes four hospitals in Michigan and four hospitals in Wisconsin, 50 clinics, home health and hospice care, pharmacies, critical care and helicopter transport, medical goods, nursing homes and high-quality affiliated physicians.

About WPS Health Solutions

WPS Health Solutions is a nationally regarded government contractor and Wisconsin’s leading not-for-profit health insurer. The WPS Health Insurance division offers affordable individual health insurance, family health insurance, high-deductible health insurance, and short-term health plans, as well as flexible and affordable group plans and cost-effective benefit plan administration for businesses. The WPS Government Health Administrators division administers Part A and B Medicare benefits for millions of seniors in multiple states, and the WPS Military and Veterans Health division serves millions more members who are active in the U.S. military, veterans and their families. In 2015, the international Ethisphere® Institute named WPS one of the World’s Most Ethical Companies® for the sixth straight year. For more information about WPS, visit www.wpsic.com.