



**FOR IMMEDIATE RELEASE: Wednesday, Aug. 26, 2015**

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**AboutHealth and Arise Health Plan generate discussion about value-based health care in Wisconsin**

Insurance brokers and employee benefits experts from around Wisconsin today are learning about a fresh approach to group health care costs, quality and effectiveness.

Arise Health Plan and AboutHealth are organizing a meeting for representatives from the insurance, employee benefits and health care sectors. The event begins at 3 p.m. at the Radisson Paper Valley Hotel in Appleton.

A panel discussion, focusing on health care value, will be moderated by Scott Kowalski, President and Chief Operating Officer of Arise Health Plan.

On the panel will be:

- Mike Hamerlik, President and Chief Executive Officer of WPS Health Solutions
- Greg Devine, Chief Executive Officer of AboutHealth
- Dean Gruner, MD, President and Chief Executive Officer of ThedaCare
- George Kerwin, President and Chief Executive Officer of Bellin Health
- Scott Austin, Senior Vice President Commercial Growth, at Aurora Health Care
- Jerry Frye, President of Benefit Services Group

AboutHealth is a statewide health care organization developed to enhance clinical quality, increase efficiency, and improve customer experiences through shared practices.

In June, AboutHealth and Arise Health Plan announced an agreement to offer co-branded products. Arise became the first insurance company to contract with seven health systems and their Accountable Care Organizations (ACOs),

through AboutHealth, making it easier for patients to access high-quality, efficient health care providers at an affordable price. The agreement outlines a commitment to move toward population health management and a demonstration of value-based care.

AboutHealth's founding health systems include Aspirus, Aurora Health Care, Bellin Health, Gundersen Health System, ProHealth Care, ThedaCare and UW Health. Marshfield Clinic Health System also joined AboutHealth, but is not yet part of the Arise Health Plan agreement.

Arise and AboutHealth will offer co-branded individual and group coverage with AboutHealth providers for 2016, and will have individual and small-group plans on the Federally Facilitated Marketplace, or Exchange.

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**Arise Health Plan**, which is part of the family of brands of WPS Health Solutions, offers comprehensive and affordable health plan options and personalized service to businesses and individuals. For more information about Arise Health Plan, visit [www.wecareforwisconsin.com](http://www.wecareforwisconsin.com).

**AboutHealth**, a statewide health care organization that includes eight of Wisconsin's top-performing health care systems makes quality, efficient care accessible to approximately 94 percent of Wisconsinites and their neighbors in parts of Illinois, Iowa, Michigan and Minnesota. Members include Aspirus, Aurora Health Care, Bellin Health, Gundersen Health System, Marshfield Clinic Health System, ProHealth Care, ThedaCare and UW Health. The members offer patients access to 48 hospitals and over 8,000 providers.

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