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

Fact: GHC-SCW members may switch their GHC-SCW Primary Care Provider (PCP) or UW Clinic at any time. You may log into your GHCMyChart account to select a new PCP. Under the “Message Center” tab, select “Contact Member Services,” then type in your new Provider request. You may also call GHC-SCW Member Services at (608) 828-4853 or (800) 605-4327, ext. 4504.

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 Clinics (Wingra, South Side and William T. Evjue) in Dane County.

GHC-SCW offers access to Dean and UW Health Specialty Providers, depending on which PCP 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 by 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 and freedom of choice are two areas where GHC-SCW goes above and beyond to service Cooperative members. GHC-SCW staff model Providers are consistently ranked among the highest in quality from around the country. In fact, GHC-SCW has been ranked as one of the Top 10 health plans in the nation by The National Committee for Quality Assurance (NCQA) for the last six years. In 2011, two GHC-SCW Family Practice Providers were also recognized as “Top Docs” by the Isthmus and Madison Magazine. Our 2011 Press Ganey survey results have shown that 17 of the 68 GHC-SCW Providers (includes MDs Physicians Assistants, and Nurse Practitioners) have been recognized in the 90th percentile and higher for patient satisfaction.
**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 at (608) 257-5294 or (800) 605-4327, ext. 4514 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 starting in 2001. More than ten 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 GHCMymchartSM tool to what it is today – an interactive, on line, secure messaging tool, appointment scheduler, lab test recorder, health wise knowledge advisor. GHCMymchart is available online at ghcscw.com or members may download the MyChart app to their cellphones.

Also 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, Acupuncture, Yoga, Tai Chi, and more.

**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.

The voice of the member is strongly represented in all we do at GHC-SCW. In fact, GHC-SCW is governed by a member-elected 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.
**Myth: GHC-SCW is too small to provide numerous services.**
Fact: GHC-SCW owned and operated clinics have 68 Primary Care Providers (includes MDs Physicians Assistants, and Nurse Practitioners) 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 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 33.9 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 may provide 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 four 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 six years, GHC-SCW has been ranked among the Top 10 health plans in the nation and #1 in Wisconsin by NCQA. These rankings reflect our commitment to provide “superb care and impeccable service” to our members each and every day.

In 2011, GHC-SCW was awarded the “Mastery Level” designation by the Wisconsin Forward Award (WFA) program. Businesses throughout Wisconsin participate in the WFA program as a way to measure best business practices. The “Mastery Level” designation is an advanced level of recognition, given to organizations that demonstrate fact-based improvement process and good results. This designation is the next step in our journey towards excellence in health care for our members.

Also in 2011, GHC-SCW was selected by InBusiness Magazine’s Executive Register as the #1 Preferred Health Plan in Dane County for the 4th year in a row. This local recognition illustrates that GHC-SCW has made a strong impression with hometown decision makers in Dane County.