

GOING ABOVE AND BEYOND



# 2020

# REPORT to the COMMUNITY





## Putting Members First

2020 was a challenging year of unprecedented events. Even as we continue to adjust to our current circumstances, there is no denying that each of us has been impacted, sometimes in challenging ways. You can count on Network Health to help navigate the uncertainty.

We know we are serving our neighbors, friends and family so we make sure to get things right, the first time. Our mission is to create healthy and strong Wisconsin communities. We do this by volunteering, sponsoring events, handing out care packages to hospital workers and donating to local charities. We also support our members by doing business with them whenever possible.

Our commitment to quality isn't about our awards, excellent quality ratings or accreditations. Instead, it's about helping members manage their health care to stay healthy. In the following pages, you'll see several examples of how Network Health helped local businesses and individuals thrive despite the extraordinary circumstances of 2020. That's our Hometown Advantage™. It's not just a slogan or catchphrase; it is truly the way we operate.

Network Health continues to transform health care to deliver innovative plan solutions that provide exceptional value to our members. We are here to help our members, customers and the communities we serve access the services they need to stay healthy during coronavirus and beyond. We take care of the communities we serve, because we know we're helping our neighbors, friends and family.

Network Health is determined to go above and beyond and to continue moving forward together. Please know you can count on Network Health to provide exceptional support and service—our Hometown Advantage™—now and in the future.

Coreen Dicus-Johnson  
President and CEO of Network Health

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**Network Health continues to transform health care to deliver innovative plan solutions that provide exceptional value to our members. We are here to help our members, customers and the communities we serve access the services they need to stay healthy during coronavirus and beyond. The financial relief and added benefits we're giving our members is a great way we can do that. We take care of the communities we serve, because we know we're helping our neighbors, friends and family.**

Coreen Dicus-Johnson, President and CEO of Network Health

# Meet Network Health

We're located in Wisconsin and co-owned by two high-quality health systems, Froedtert Health and Ascension Wisconsin. Being local allows us to focus on our mission to create healthy and strong Wisconsin communities.



## For over 38 years Network Health has offered a different kind of health insurance that puts customers first.

We're the local provider-owned health plan that transforms our communities' health and well-being. We promise to be our members' health and wellness partner, helping them flourish in every stage of life. To do this, we collaborate with high-quality providers to enhance health care using clinical integration. Together, we design health plans that best meet the needs of our communities.

Our local ownership allows us to be flexible and responsive, helping us create custom cost-saving solutions for our members. We do it all, from handling claims, billing and enrollment, to working one-on-one with members to improve their experience.

**96%** of our Medicare Advantage members stayed with us last year.\* Our members appreciate our service and coverage and CMS (the government agency that oversees Medicare) rates us 4.5 out of 5 stars.\*\*

We've never aspired to be a typical health plan. We pride ourselves on going above and beyond. Our Hometown Advantage means we live and work in the communities we serve. And, we take extra steps to do the right thing, because we know we are helping our neighbors, friends and family.

### Network Health Service Area by County



- |             |           |           |            |
|-------------|-----------|-----------|------------|
| Brown       | Kenosha   | Outagamie | Washington |
| Calumet     | Kewaunee  | Ozaukee   | Waukesha   |
| Dodge       | Manitowoc | Portage   | Waupaca    |
| Door        | Marquette | Racine    | Waushara   |
| Fond du Lac | Milwaukee | Shawano   | Winnebago  |
| Green Lake  | Oconto    | Sheboygan |            |

\*Based on the percentage of Network Health Medicare Advantage (PPO) members who stayed in the plan for 2021, for coverage starting January 2021.  
 \*\*Every year, Medicare evaluates plans based on a 5-star rating system.

### MISSION

Our **mission** at Network Health is to create **healthy** and **strong Wisconsin communities**.

### VISION

Network Health will transform our industry by **collaborating** with the **highest-quality health care providers** to deliver **innovative health plan solutions** that provide **exceptional value** to our customers and owners.

### VALUES



**INNOVATION**  
Bringing **ideas** to **life**



**SERVICE EXCELLENCE**  
Providing **exceptional service** at the **right time**, **right place** and with the **right attitude**



**INTEGRITY**  
Demonstrating **honesty** in **every** action



**COLLABORATION**  
Working as **one team** toward a **common goal**



**ACCOUNTABILITY**  
**Honoring** and **respecting** the **trust** people place in us

# Financial Contributions



## Community Investments

The Hometown Advantage is Network Health's way of doing business. It's centered on the fact that we are a Wisconsin-based company and have been improving the lives of local business owners, individuals and families for decades. We support our local employer customers by doing business with and buying from companies that do business with us—helping other Wisconsin based businesses succeed and grow. In fact, in 2020, Network Health returned over \$5.6 million to the community by spending with our own customers. We support our communities in ways beyond health insurance coverage.

**YOUR HOMETOWN ADVANTAGE™**

- Appleton Baseball Club, Inc.
- Blue Door Consulting, LLC
- Brew City Beer Gear
- Brothers Business Interiors
- Calbaum Enterprises, LLC
- EnvisionInk Printing Solutions, Inc.
- Global Recognition, Inc.
- Haen Meat Packaging, Inc.
- Heart and Vascular Institute of Wisconsin
- Horizon Home Care and Hospice
- Kilwins Milwaukee Bayshore
- Lowney's Landscaping Center, Inc.
- Madison Medical Affiliates
- Nolan Insurance Agency, LLC
- Norka, Inc.
- Olive Promotions, LLC
- Orthopedic & Sports Medicine Specialists (OSMS)
- Orthopedic Surgery Center of Green Bay
- Oshkosh Chamber of Commerce
- Petersen Insurance Solutions
- Pfefferle Companies, Inc.
- Racine Area Manufacturing and Commerce
- Walker Agency
- Watters Plumbing, Inc.
- WISCO Partners
- Zizzo Group, Inc.
- ZUPPAS Inc.
- Many others

Network Health partnered with local YMCAs and invested almost **\$500,000** for enhanced access to programs for our members.

# \$5.6 million

returned to the community by spending with our own customers



In 2020, for the second year, we partnered with CBS58 and the Annual Hunger Task Force Drive Thru Food Drive. We think it is important to give back to our friends and neighbors in the communities we live and work in.



## Volunteerism and Philanthropy

Corporate social responsibility aligns with Network Health’s values of service excellence, accountability, innovation, integrity and collaboration. All Network Health employees are encouraged to get involved with organizations which serve our community. In fact, Network Health employees are allowed up to eight paid hours per year to volunteer.

# \$100 thousand

in donations from our Hometown Advantage Fund with the Waukesha County Community Foundation (WCCF)

Here are some of the local organizations Network Health, employees and executives support through donations and volunteer time.

- Alzheimer’s Association
- American Cancer Society
- American Heart Association
- American Lung Association
- Ascension Mercy Hospital
- Ascension St. Elizabeth Hospital Foundation
- Ascension – St. Elizabeth Golf Outing
- Be the Match Foundation
- Boys & Girls Club of Greater Milwaukee
- Bublr Bash
- Catalpa Health
- Cristo Rey Jesuit High School
- DreaMS for Cure
- Feeding America Eastern Wisconsin, Inc.
- Fond du Lac YMCA
- Fox Cities Chamber of Commerce
- Froedtert Menomonee Falls Foundation
- G/L Community Fund
- Grand Avenue Club, Inc.
- Heart of the Valley Chamber of Commerce
- Horizon Homecare and Hospice
- Hunger Task Force
- Huntington’s Disease Society of America
- Kenosha Community Foundation
- LiveWell Fox Valley
- Luther Manor Foundation
- Luther Manor Strong Women Celebration
- Oshkosh Chamber of Commerce
- Professional Dimensions
- Racine Area Manufacturers and Commerce
- Racine Zoology



In 2020, the value of our employee volunteer hours was over \$73,000.

- Ronald McDonald House Charities
- Safe and Sound
- St. Augustine Preparatory Academy
- St. Josaphat Basilica Foundation
- The Donald Driver Foundation
- United Way of Greater Milwaukee & Waukesha County
- Waukesha County Community Dental Clinic
- Wauwatosa Chamber of Commerce
- Whitefish Bay Little League
- Wisconsin Athletic Hall of Fame Foundation
- Wisconsin Humane Society
- Wisconsin Veterans Village Association, Inc.
- Youth Go

# Global Pandemic Response



## Employers

**Network Health members are concerned about personal and financial health especially during the uncertainty of the pandemic. How did Network Health provide support for local businesses?**

As a local company, we understand the typical challenges of running a business. Those challenges have dramatically increased and been impacted by the coronavirus. This health care crisis presented unique challenges to all of us, but the team at Network Health worked hard to continue to provide exceptional service to our employer customers and partners.

**In March of 2020, Network Health enriched telehealth coverage. We extended those benefits through April 2021, so members can feel safe seeking care.**



**Network Health offered premium rebates to small and mid-size companies on our plans.**



### Insuring Small Business

Times have been hard for small businesses. Network Health wanted to celebrate all the good that small businesses do for southeast Wisconsin with this first of its kind program in collaboration with WTMJ4. It recognized small businesses going above and beyond for their customers throughout 2020.

### Stories of Wisconsin

Network Health highlighted our small business customers across Wisconsin by telling their stories through our Stories of Wisconsin campaign. Featured businesses included Haen Meats, Fox Valley Wood Products, Heckrodt Wetland Reserve and Brew City Brand.



**Fox Valley Wood Products, Network Health Employer Group Customer**



**Brew City Brand, Network Health Employer Group Customer**



**Heckrodt Wetland Reserve, Network Health Employer Group Customer**

## Commercial Members

Network Health promises to be our members' health and wellness partner at every stage of life. What did that look like during the pandemic?

It's beyond the products, costs and benefits—taking the concierge service model further by being there when it matters and really helping our members when they need it most.

We offered pre-paid debit cards for our health insurance exchange members to use on qualified expenses.



### Ongoing Support

Network Health is determined to go above and beyond as we move forward. Life is busy, especially during the pandemic. That's why it's important to partner with a health insurance company who guides members through health care challenges. The Winter 2020 issue of Balance, our member magazine, highlighted the story of the Neylon family who switched to Network Health for the best care for their children and their unique needs.

They understand not the just insurance side of things, but the care side too. They're just really good at what they do.

- Hannah N., Network Health Member

### One-on-One Connections

Network Health offers care management services to members at no additional cost. Through this program, experienced nurses and social workers support our members in many ways. Care managers help navigate the health care system, improve overall health, coordinate community resources and getting needed services. In 2020, Network Health care managers did not let the coronavirus prevent them from connecting with members. Our care team used technology, video chats and compassion to support our members.

### Wisconsin Collaborative for Healthcare Quality

Network Health is a payer member for the Wisconsin Collaborative for Healthcare Quality (WCHQ). The WCHQ mission is to publicly report and define performance measurement information to advance the quality and affordability of health care in Wisconsin. This collaboration improves the health of individuals and communities by increasing alignment between payers and providers, sharing best practices and increasing clinical and social determinants of health data to create healthy and strong Wisconsin communities.



KiErrin Phillips, Supervisor, Quality Health Integration, Wellness and Condition Management

## Medicare Members

Our Medicare Advantage community was exceptionally vulnerable in 2020. How did Network Health help members stay healthy?

### The coronavirus changed how we do business, but not who we are.

This year, we hosted virtual member events for our Medicare Advantage members to learn about our 2021 plans from the comfort of their own homes. The meetings included a combination of live interaction with sales, pharmacy and our member experience teams. We also partnered with local pharmacies to offer flu shots at socially distanced locations.

To help our members address concerns with social isolation, we partnered with **GrandCare**, a local Wisconsin-based company, to offer **touchscreen devices** to select Medicare Advantage members.

<p><b>32 virtual member events conducted</b></p> 	<p><b>Over 1,700 people attended virtually</b></p> 	<p><b>93% event satisfaction</b></p> 
<p><b>33 flu clinics in 19 cities</b></p> 	<p><b>7,850 vaccinations given</b></p> 	<p><b>\$200 benefits card for Medicare-covered health related services in 2020</b></p>

Other benefit enhancements for Medicare members, depending on plan type, included **transportation to doctor appointments, an expanded hearing aid discount program, meals after an inpatient hospital stay and convenient \$0 virtual in-network doctor visits.** To help members stay fit, **virtual-yoga classes** were offered in partnership with SilverSneakers® and Network Health added access to the YMCAs in Kettle Moraine and Greater Green Bay.



**65,754**

Network Health Medicare Advantage members received a personal protection gift box filled with supplies to stay healthy and safe.

The box included ...

- Hand sanitizer
- Alcohol wipes
- Digital thermometer
- Pen with sanitizer
- Two custom face masks
- Sherpa blanket



I'm a brand new Network Health Medicare Advantage member. I was pleased to receive a gift box of supplies to help me survive the pandemic.

Facebook post



## Employee Experience

What has Network Health done to support employees and keep productivity and service levels high?

The National Business Research Institute (NBRI) Circle of Excellence Award recognizes organizations with high levels of employee experience who score at or above the 75th percentile within their industry.



**Employee engagement in 2020 reached 84th percentile earning Network Health a place in the National Business Research Institute (NBRI) Circle of Excellence.**

**99%** of employees completed the survey

Network Health’s business continuity preparation established a plan that allowed the company to continue business functions while minimizing the risk of spreading the virus amongst our employees. In fact, we scaled business operations to keep employees safe while maintaining superior customer service. In less than 48 hours, we re-tested every employee’s online connectivity and mobilized an at-home workforce, while our customers did not face a disruption. We offered all employees a stipend to offset some of the costs of working from home.

With almost one hundred percent of our employees working remote, it was important to find innovative ways to keep all 450 engaged with one another. Some of the ways we supported our employees and stayed connected included:

- Flexible work hours/arrangements to accommodate families juggling work, schooling children and childcare challenges
- School aged gift baskets to families
- Snack care packages to all employees
- Virtual activities on our intranet, inNetwork, including virtual Halloween, fitness challenges like Planksgiving and the 12 Days of Christmas/Fitness version.

**I love that communication increased and inNetwork is updated multiple times a day. I think it helps us be more connected, since we are not in the office. inNetwork is an invaluable resource and all of the communication through COVID-19 changes have been stellar. I appreciate leadership’s desire to provide information and transparently communicate what’s happening (not just regarding COVID, but generally).**

- Network Health Employee



Employees supporting American Heart Association’s Go Red For Women (February 2020)



Employees volunteering for Help for the Homeless (February 2020)



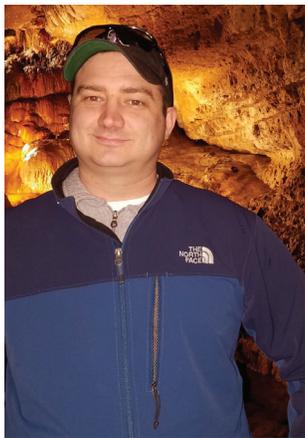
Staying connected to one another and our mission

# Employee Accolades



Each year, Network Health selects two Pathfinders and one Trailblazer who exemplify our Network Health values and exhibit intense curiosity, persistence, vision, life-long learning and problem solving.

Employees are nominated by leaders and chosen by the vice presidents. In 2020, Pathfinder Awards went to Tyler Felton and Steven Pfaller. Both Tyler and Steven were awarded **\$2,500**. The 2020 Network Health Trailblazer Award went to Brian Crocker. Brian was awarded **\$5,000**.



**Tyler Felton**  
BI Developer



**Steven Pfaller**  
Supervisor, Financial Reporting



**Brian Crocker**  
Manager, Appeals and Grievances

**I think Network Health is doing an amazing job being supportive of what is going on right now and I am so grateful to work for such a great company.**

- Network Health Employee



Milwaukee Business Journal  
2020 Milwaukee Area Power Brokers  
**Coreen Dicus-Johnson**



Biz Times Milwaukee  
Notable Heroes in Healthcare  
**Penny Ransom**



Fox Cities Chamber and Young Professionals Network  
Future 15 - Fox Cities Future 15 Young Professionals in the Fox Cities Award  
**Jessica Vander Zanden**



Biz Times Milwaukee  
Notable Women in Law  
**Kate Finerty**



**Fox Cities Chamber of Commerce**  
**Jackie Rosen**  
2019-2020 Leadership Fox Cities Program



**Kimberly Gehrke**  
2020-2021 Leadership Fox Cities Program

## Connect With Us



	<p><b>Blog – <a href="https://networkhealth.com/grow-in-the-know">networkhealth.com/grow-in-the-know</a></b>                  Our Grow in the Know blog features exclusive content on a variety of health care topics, written by experts from our integrated health team and local health care providers.</p>
	<p><b>Facebook – <a href="https://facebook.com/networkhealthwi">facebook.com/networkhealthwi</a></b>                  On Facebook, we regularly share content from Grow in the Know. You’ll also find great discussions about health and wellness topics, as well as community activities and organizations.</p>
	<p><b>Instagram – <a href="https://@NetworkHealthWI">@NetworkHealthWI</a></b>                  Get behind-the-scenes Network Health action and interesting shareables and graphics. Updated regularly, this is an excellent way to stay in touch and see our Network Health values in action.</p>
	<p><b>Twitter – <a href="https://@NetworkHealthWI">@NetworkHealthWI</a></b>                  We frequently share our content and tweet helpful health, wellness and insurance advice through our Twitter profile.</p>
	<p><b>LinkedIn – <a href="https://linkedin.com/company/network-health-wi">linkedin.com/company/network-health-wi</a></b>                  LinkedIn is a great place to learn more about what makes Network Health so unique. You’ll find updates from our business partners and read about the activities we are involved with and support.</p>
	<p><b>YouTube – <a href="https://youtube.com/user/NetworkHealthWI">youtube.com/user/NetworkHealthWI</a></b>                  Access our library of video content, including answers to FAQs, information about health insurance topics, healthy recipes and updates featuring our media appearances and local business partners.</p>

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