

FINAL RELEASE FOR APPROVAL

Targeting: Milwaukee, Racine, Kenosha markets

FOR IMMEDIATE RELEASE

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Independent HMO, Health Tradition, Launches in Southeast Wisconsin

MADISON, WI – (August 19, 2019) – Health Tradition; a Wisconsin-based, independent health plan that utilizes innovative solutions to manage costs; announced today the rollout of its health insurance plans for employers both large and small as well as retirees. Health Tradition is a unique addition to the marketplace as an independent, local HMO, meaning it isn't owned by a single provider system or publicly traded with obligations to shareholders instead of members. This allows Health Tradition to offer employers flexible insurance options, while providing personalized service and innovative care solutions to members. Plans will be available starting October 1, 2019 pending OCI (Office of the Commissioner of Insurance) approval.

Originally created in 1986 by the Mayo Clinic, the Health Tradition health plan has a history of providing high-quality care to its members. Health Tradition began by administering health insurance benefits in western Wisconsin and maintains a strong relationship with the Mayo Clinic. The plan is now launching a new network in Eastern Wisconsin to include providers recognized for offering high-quality service, such as (but not limited to) Aurora Health Center – Kenosha, Aurora Medical Center Burlington, Aurora Sinai Medical Center, Aurora St. Luke's Medical Center, Aurora St. Luke's South Shore, Aurora West Allis Medical Center, Columbia St Mary's Hospital Milwaukee, Wheaton Franciscan, and Wheaton Franciscan Healthcare All Saints. The Health Tradition service area now includes a total of 52 counties throughout Wisconsin.

Health Tradition provides employers and members quality care at an affordable price. Their large group plans include employers with 51 or more employees and are available starting October 1. Small group plans will be offered to employers with as few as two and as many as 50 employees. Pricing and quotes for these small group plans are available starting October 1, and the plans will be available starting January 1, 2020. Both small group and large group plans include multiple Health Maintenance (HMO) and Point of Service (POS) options, pharmacy benefit management and innovative care management.

Health Tradition also offers a 65 plus platinum plan option for Wisconsin retirees, which is a Medicare Select supplement plan and covers the gaps left by Medicare. Pricing and quotes for the 65 plus platinum plans are available starting October 1, and the plans will be available starting January 1, 2020.

“We are excited to offer our Health Tradition plans to southeast Wisconsin,” said Kyle Humphrey, Vice President of Sales and Marketing for Health Tradition. “We recognize that the healthcare system could be serving people better, and we’re fixing that. We’re not only providing access to affordable, high quality health care, but also simplifying access, giving members the tools they need, encouraging preventive care, and incorporating the latest advancements -- including Telehealth and online therapy.”

One way Health Tradition is working to fix the healthcare system is through their Enhanced Care Solutions, a set of innovative tools and programs that control healthcare costs for employers and provide alternate care options for members. For example, members struggling with low-back pain can access free physical therapy that can be done from the comfort of their own home by using the Kiio app on a smartphone or tablet.

Committed to one-on-one advocacy, when someone calls Health Tradition, they talk to a real person, not an automated message. Health Tradition provides a team of registered nurses, behavioral health specialists and pharmacy specialists that personally guide members, ensuring they have the best quality care possible. Health Tradition’s call center is located locally in Wisconsin.

About Health Tradition

Originally created in 1986 by Mayo Clinic and based in Wisconsin, Health Tradition offers health insurance plans for large and small employer groups as well as retirees. An independent HMO that utilizes innovative solutions to manage costs, Health Tradition is one of the fastest-growing health plans in Wisconsin, recognized for high-quality patient care and personalized customer service. Health Tradition is expanding to serve both western and eastern Wisconsin in a total of 52 counties throughout the state. To learn more, visit <https://www.HealthTradition.com/East> or contact your health care benefits professional.