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**For Immediate Release**

Kyle Humphrey  
(608) 661-6660

## **Appleton Area School District chooses Health Tradition as Insurance Carrier**

### ***Health Tradition Creates an Entirely New Way of Accessing Healthcare***

**MADISON, WI**— Health Tradition is excited to welcome the Appleton Area School District as a new customer effective January 1, 2021. Health Tradition Health Plan, Inc., an independent HMO located in Madison, WI, worked closely with the district on creating an entirely new health insurance product, Health Tradition Care Plus. Appleton Area School District purchased Health Tradition Care Plus as part of a dual-choice option with WEA Trust Insurance Corporation.

“I’m thrilled to welcome the Appleton Area School District as a Health Tradition client, and I’m appreciative of their vision partnering with us to bring Health Tradition Care Plus to life,” said Kyle Humphrey, Health Tradition Vice President of Sales and Marketing. “It shows tremendous foresight on their part to see the need for a different solution to the issues of affordable and quality healthcare. I believe Health Tradition Care Plus has the promise to change the trajectory of their healthcare costs, and I’m excited to partner with other employers across the state who are feeling the intense pressure of unsustainable healthcare costs.”

Health Tradition Care Plus changes the way members use and access health insurance. Health Tradition created the new product using a “digital front door” strategy, improving how members engage with their care, assess their needs and how healthcare providers direct treatment and care. With Health Tradition Care Plus members have access to a suite of free digital health solutions like telehealth and other healthcare apps. In addition to digital access, members also establish a focused primary care relationship—making long lasting bonds that discourage quick visits or unnecessary care. The plan design doesn’t have deductibles in favor of simple co-pays, making a plan that’s easy for members to understand and use.

“We are committed to developing and creating healthcare solutions for the future that help our employer partners as well as our members,” said Tim Bartholow, MD, Health Tradition Vice President and Chief Medical Officer. “By providing access to this type of



high-quality care, creating a plan that is easy to understand as well offering low to no cost high value care options, we believe this will bend the cost curve in the healthcare and health insurance industry in ways that aren't happening today.”

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**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 has expanded to serve both western and eastern counties throughout the state. To learn more, visit [www.HealthTradition.com](http://www.HealthTradition.com) or contact your health care benefits professional. Health Tradition Health Plan Inc., is administered by NeuGen, LLC.*

