

## Regional Health Cooperative Honored at Synergy Conference

Cooperative Health Choices of Western Wisconsin (CHC) was honored with a Best Practices award at the annual Synergy Conference at UW-River Falls on November 12th.

Last May, a steering committee was organized to work towards the formation of a cooperative that would provide health care benefits to members of a regional cooperative. Steve Healy, a retired executive of a rural electric cooperative, chairs the committee. Work on the proposed cooperative continued into the summer and fall.



*(l-r) Steve Healy, chair of Cooperative Health Choices of Western Wisconsin (CHC), Matt Pronschinske, West Central Wisconsin Workforce Resource, and William Rubin, St. Croix EDC and member of the CHC steering committee.*

CHC was formed pursuant to Wisconsin State Statutes. Prospective members of the cooperative include for-profit corporations like businesses, manufacturers, partnerships, and the self-employed, plus nonprofit corporations and local units of government. CHC will leverage group purchasing power by combining and pooling employer groups, resulting in stabilized rates and manageable rate increases. A major component of CHC's business model is the promotion of wellness and healthy behaviors.

CHC's proposed service territory is a 17-county region of western, west central, and northwest Wisconsin that includes Ashland, Barron, Bayfield, Burnett, Chippewa, Clark, Douglas, Dunn, Eau Claire, Pepin, Pierce, Polk, Price, Rusk, St. Croix, Sawyer, and Washburn counties.

In October, CHC formed an interim board of directors and adopted articles of incorporation.

CHC proposes a July 1, 2009 coverage date for members of the cooperative.

For additional information on CHC visit <http://www.unitedscv.com/chchealth.htm>.