



Health Insurance Co-op Names Partner, Targets November 1, 2009 Effective Date

Cooperative Health Choices (CHC) of Western Wisconsin has named WPS Health Insurance as its partner and targeted November 1, 2009, as the coverage effective date. CHC was formed in 2008 through proactive actions of a steering committee that explored solutions to containing the rising cost of health insurance and expanding insurance as a benefit to owners and workers.

CHC and WPS are dedicated to providing cooperative members with affordable health insurance options with a focus on preventive health care and wellness. The wellness program addresses one of the primary principles of the cooperative, to help employees identify risk factors and health issues, educate and help motivate individuals to make healthier choices.

Prospective members of the CHC Cooperative will be contacted in the near future by their respective broker/agents or CHC's lead enrollment advisor to discuss plan options. CHC and WPS will schedule broker meetings to inform brokers/agents of the options to ensure successful enrollment of CHC members.

The Cooperative offers The CHC Health Plan to members in 17 counties in western, west central, and northwest Wisconsin, including: Ashland, Barron, Bayfield, Burnett, Chippewa, Clark Douglas, Dunn, Eau Claire, Pepin, Pierce, Polk, Price, Rusk, St. Croix, Sawyer, and Washburn counties.

WPS Health Insurance is a not-for-profit corporation that has been providing quality health and benefit plan administration for businesses and individuals for more than 60 years. WPS is one of the state's largest health insurers and was founded by members of the State Medical Society of Wisconsin in order to help state residents who lacked proper medical insurance. Today, WPS continues to address market needs by working closely with customers and health care providers. For more information about WPS Health Insurance, visit www.wpsic.com.

For more information contact Steve Healy, Interim President, Cooperative Health Choices, at 715-425-9447 or contact Wendy Harings or Kerri Zastrow of WPS Health Insurance at 715-835-6167.