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For more information, contact:
Melissa Duffy
608-334-0624
mduffy@commongroundhealthcare.org

**COMMON GROUND HEALTHCARE COOPERATIVE NAMES
CHIEF BUSINESS DEVELOPMENT OFFICER**

BROOKFIELD, WIS. (August 9, 2018) – Common Ground Healthcare Cooperative (CGHC), Eastern Wisconsin’s largest provider of individual health insurance, has named Brian McDonald as its Chief Business Development Officer overseeing marketing and sales.

McDonald comes to CGHC with a wealth of experience in the healthcare provider and insurance industries specializing in strategy execution, market analysis and business development. He worked for Aurora Health Care for a decade, serving in increasingly influential roles within the organization. Prior to that he held positions in the Milwaukee-based Jackson Harbor Group as well as regional health plans in Milwaukee and Madison.

McDonald said he is honored to serve the members of a non-profit, member-driven cooperative. “Common Ground Healthcare is known for its steadfast commitment to its mission and its commitment to helping people navigate the complexities of health care,” he said. “I feel privileged to be a part of this organization’s future and I’m excited to think about where we will go next.”

McDonald started in his new role on August 6.

About CGHC

CGHC provides health insurance to those that have been traditionally underserved by health insurance companies, including individuals, small employers and non-profits. Its mission as a non-profit cooperative is to change the health insurance experience through open dialogue, powerful advocacy and the delivery of trusted and understandable information to members and stakeholders.

CGHC’s headquarters are based in Brookfield, Wisconsin. It now serves 20 Wisconsin counties including Brown, Calumet, Door, Fond du Lac, Kenosha, Kewaunee, Manitowoc, Marinette, Milwaukee, Oconto, Outagamie, Ozaukee, Racine, Shawano, Sheboygan, Washington, Waukesha, Waupaca, Waushara and Winnebago counties. For more information, visit CommonGroundHealthcare.org.

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