

Common Ground Healthcare Cooperative 2020 Board of Directors Election

Dear CGHC Members,

We are thrilled to present to you the 2020 Common Ground Healthcare Cooperative (CGHC) Board candidates. Our Board of Directors and Nominations Committee have carefully selected these nominated individuals from our membership based on experience and expertise. We had a great pool of candidates this year, and we need your help electing three candidates to serve on our Board.

The Board election is about you. As a member of CGHC, you have a stake in how our cooperative is governed. Your voice matters and casting your vote for your top candidates is a great way to actively participate in deciding who will be the next Cooperative leaders.

From May 20th to June 20th, you will have the opportunity to vote for candidates you believe will best represent you and your fellow members. We have six candidates on this year's ballot and we ask that you carefully review each candidate's biography before casting your vote.

Please vote for up to three candidates by returning the enclosed ballot in the envelope provided. Please be sure to add postage.

All ballots must be received no later than June 20th, 2020. All CGHC members age 18 and older are eligible to vote. Members may vote only once. Please only include your ballot in the envelope provided.

Thank you for being the most important part of Common Ground Healthcare Cooperative!



Chris Martin
Board Chair
Common Ground Healthcare Cooperative



HEALTHCARE COOPERATIVE

Putting Members First. Pursuing Better Healthcare.

ABOUT THE CANDIDATES

Amy Murphy Milwaukee, WI



**Incumbent
Board Member**

Occupation: Public Health Consultant and Professional Group Facilitator

Relevant Experience: Has a master's degree in public health, extensive experience working with government agencies, advanced skills in facilitating group process, and strategic planning and knowledge of population health management

Candidate Statement: "First and foremost I believe in and value the mission of CGHC as a non-profit provider of health insurance that puts the health of their members along with access to high quality and affordable health care over profit. As a self-employed single mother, I am independently responsible for the financial health of my family. I've learned a lot about health insurance over the years including a health care emergency that resulted in my son accruing \$25,000 in medical costs. At that moment, I never valued having health insurance more and had the additional experience of having to negotiate directly with healthcare providers to address the cost. I feel I have much to offer the CGHC Board. I have over 20 years of governmental experience at the local, state and national level. I worked as a Senior Manager for the City of Milwaukee Health Department for 15 years and am a nationally recognized expert in environment health (lead poisoning prevention and healthy homes). As part of my consulting business, I facilitate strategic planning, consensus decision-making, action planning and design meetings and group gatherings that are meaningful and productive. I take great pride in being part of the CGHC board as it seeks to improve the health and well-being of its members."

Terri Piszczor Milwaukee, WI



**Incumbent
Board Member**

Occupation: Graduate Student, Freelance Consultant

Relevant Experience: Hospital laboratory, health insurance, software implementation, business management (MBA), board experience, and community service

Candidate Statement: "I bring the unique perspective of having experienced healthcare from all 3 sides of the triangle: provider, insurer and consumer. As a former provider in the hospital laboratory setting as a clinical laboratory scientist, I gained understanding of the importance of delivering quality healthcare. My recent experience with an insurer in the health insurance industry included improving several software systems and business processes which helped decrease operational costs. In 2013, I worked as a project implementation manager to link health insurance carriers to the Healthcare Marketplace (www.healthcare.gov). Currently, I am pursuing a Masters degree in Sustainable Peacebuilding at UW-Milwaukee. This is a unique degree that recognizes the complexity of problems in our community and helps develop approaches for effective change by taking a systems thinking approach and seeking to bridge differences when faced with conflict. I am also on the board of Peace Learning Center of Milwaukee and help with fundraising, strategy, and long term planning and believe these skills and experiences will help me serve on the CGHC board.

Finally, as a member of Common Ground Healthcare, I am excited by CGHC's very uncommon mission and their dedication to putting people before profit, providing education, advocacy and transparency for all its members. I hope to continue being of service to this critical effort and an advocate for my fellow healthcare cooperative members."

William Kort Whitefish Bay, WI

Occupation: Self-Employed, Cimbria Consulting



**Incumbent
Board Member**

Relevant Experience: Finance, accounting, operations management, administration, information technology and facilitation, including extensive cooperative and non-profit board experience

Candidate Statement: “As a self-employed consultant, I am keenly aware of the value (and rarity) of marketplace insurance options that are member-driven, and I believe strongly in the cooperative model. Based in the Milwaukee area, I advise national clients on water policy, planning, and agriculture, and also work on my farmstead in Shawano, where I grew up. I served for ten years on the board of Outpost Natural Foods Cooperative, where I gained experience in a wide range of cooperative governance matters, including cooperative finance, strategic planning, member involvement, organizational performance, and board-management relations. As board president, I effectively facilitated consensus decision processes and member communication. A career in banking gave me experience in operational, compliance, financial, and IT areas in a highly-regulated industry. I have graduate degrees in planning, administration, and policy. My time on the CGHC board has given me a deeper knowledge of healthcare finance and an understanding of the significant regulatory and policy issues affecting insurers. I take pride in CGHC’s continued leadership in the policy and regulatory arenas, and in our decisions to provide enhanced treatment coverage and interactive virtual resources for members in response to COVID-19.

It is truly wonderful that we have a cooperative option for health insurance, and it is critical that we maintain affordable and high-quality options for all members, especially during these times of regulatory, policy, and public health uncertainty. It would be an honor to continue to serve on the CGHC board to help further our mission of putting members first.”

Rachael Bush Greendale, WI

Occupation: Owner and Operator of Mova Business Solutions, LLC



Relevant Experience: Marketing and communications, management, administration

Candidate Statement: “Diversity is needed on this board and I offer multiple perspectives. First, I am a resident of Milwaukee County where a number of members reside. Next, I am a parent of two young men, ages 10 and 7 who utilize the insurance. I am a business owner, and over the past three years, without being a member of CGHC, I would not have adequate insurance. I am actively involved in my neighborhood and the Greater Milwaukee Community.

I could go on to say that I am a black female who has to continue to be exposed to committees and opportunities but this one would be essential to not just myself but also to the CGHC members I would be honored to represent. We already live in a world where there are times that our voices are not heard. As a mother, I am the line of defense for my children. As a daughter, I am an advocate for my newly retired mother. As a sister, I am the additional shoulder for my sister to lean on. But when am I the voice for myself? When do I get the full opportunity to speak up and suggest changes to a board of directors that help lead the company that provides me health insurance? This opportunity is a once in a lifetime opportunity, and I would like to be given that chance to speak of for those who may not have that option.”

Daniel Haight Oconomowoc, WI



Occupation: Self Employed, DH Advisor Group

Relevant Experience: Finance and accounting, marketing and communications, management, administration, non-profit, cooperative experience, and digital advertising and media

Candidate Statement: “In this digital age with rising healthcare costs, I think it is imperative that the Common Ground Healthcare Cooperative board have leadership that can help advise on the direction of technology and information to its membership as it relates to healthcare and health insurance. I am an executive who has a proven record of success in the digital world. I’ve led 2 ecommerce companies and have been responsible for media and digital advertising companies as well. As an executive who has had the responsibility for selecting health care insurance for hundreds of employees, and someone who has been self-employed, I understand the challenges associated with identifying and understanding the nuances of different health care offerings. To bring costs down for the entire membership, it will be crucial to simplify how we get competitive cost information to members while maintaining the high level of care they expect. I believe that I will provide a unique perspective on the multiple ways to create a user experience to inform the members and help bring costs down for both the individual and the entire membership.

In addition to my day-to-day operational experience, I have been a member of numerous boards including for-profit companies and not-for-profit organizations.”

Doug Frede Mequon, WI



Occupation: Healthcare Technology Business Founder and Consultant

Relevant Experience: Finance, accounting, marketing and communications, management, business administration, and healthcare

Candidate Statement: “I have many years of experience providing technology, processes, and ideas to healthcare providers with one goal in mind. Patient safety and well-being. As a co-founder and President of a local medical technology business, I was fortunate to be able to work with some of the best healthcare institutions in the country and to build and lead a wonderful team of people in an award-winning workplace.

I led our business from startup, through growth, and finally to a sale to Baxter Healthcare and ICU Medical. I look forward to helping Common Ground Healthcare Cooperative achieve their goals and improve the lives of your policyholders and customers with the diverse set of skills and experience that I have built along the way.”