

# ANNUAL REPORT



10 Years of Proudly Serving  
Our Communities

# A Letter from our CEO



Dear Members,

I am pleased to present our 2022 Common Ground Healthcare Cooperative (CGHC) Annual Report. In 2022 we celebrated a truly remarkable milestone:

## **Our 10th Anniversary as a Nonprofit Cooperative!**

Our founders knew there had to be a better way to provide health insurance to individuals, families, and small employers. As entrepreneurs themselves, they were intent on creating something better. They talked to individuals and families, the self-employed and small business owners to find out what their needs were. Then they went to work to find solutions. The Affordable Care Act (ACA) launched in 2010, and our founders learned about a program where loans would be provided to organizations to start nonprofit, consumer-operated and oriented health plans. It fit their vision perfectly!



So many people came together throughout our communities to bring that vision to life, and we couldn't be more grateful. Our mission then was the same as it is today...Putting Members First! We've endured many challenges along the way. We have fought hard to be here today, and the reason for our fight is clear. We want Wisconsinites to be able to choose a nonprofit, member-centered health insurance cooperative for their health insurance needs. Simply put, we are here for no other reason than the people we serve.

In ten short years, CGHC has gone from being a start-up with only three employees to becoming the largest individual insurance carrier in Wisconsin. We now serve over 60,000 members in eastern Wisconsin. We help members receive the right care at the right time in the communities in which they live and work. And that's why the theme of this year's annual report is...10 Years of Proudly Serving Our Communities.

**Thank you for placing your trust in us. Without you, CGHC would not celebrate 10 years of success!**

Sincerely,

Cathy Mahaffey, CEO



# 2022 Board of Directors

One unique part about being a cooperative is that CGHC is governed by a member-elected Board of Directors. Each voting Board member is someone who buys our insurance. This helps them understand the needs of their fellow members, so they can act as the voice for our members when making decisions for our nonprofit cooperative.

## Meet your 2022 voting Board members:



**Amy Murphy**  
Board Chair



**Tonni Larson**  
Vice Chair



**Kevin Gilligan**  
Secretary/Treasurer



**Rachael Bush**  
Board Member



**Will Kort**  
Board Member



**Dean Schadrie**  
Board Member



**David Stram**  
Board Member



**Rebecca Tuchscherer**  
Board Member



**Michael Winkler**  
Board Member

A special thank you to the Non-Voting Directors on our Board:  
Bob Connolly, John Maglio, and Jim Wesp.

They continually support our mission with their talents and expertise.

To read more about your Board members, visit  
[www.commongroundhealthcare.org/board-of-directors/](http://www.commongroundhealthcare.org/board-of-directors/)

# Celebrating 10 Years of Putting Members First, Pursuing Better Healthcare



In 2012, Common Ground Healthcare Cooperative (CGHC) was founded when a group of like-minded community leaders answered the call to create a different kind of health insurance company. One that would be more responsive to the needs of individuals, families, and small employers. Out of that idea, CGHC was born—a nonprofit health insurance cooperative that exists solely to put our members first.

Today, we remain as committed as ever to our founders' vision. That means providing high-quality, affordable health insurance backed by world-class service. The creation and sustainability of our cooperative would not be possible without the tireless efforts of so many. That is why we are so grateful that we overcame all obstacles that came our way through the years.

## In 2022, CGHC Celebrated Our 10th Anniversary!

We want to thank our former and current Board of Directors, our provider partners, our vendor partners, and our amazing staff for your support over the last 10 years. Most importantly, we thank our members. We exist for YOU!

**2012**

- Common Ground Healthcare Cooperative (CGHC) was chosen to create a CO-OP using federal loans. Seven applications were selected during the first round; not all in 2012.

**2013**

- Aurora Health Care was the first provider partner to contract with CGHC.

**2014**

- CGHC opened its doors for business and enrolled more than 20,000 members for plan year 2014.

**2015**

- Bellin Health was the second provider partner to join CGHC's Exclusive Provider Organization (EPO) network.

**2016**

- CGHC persevered and overcame challenging times.

**2017**

- Most carriers exited the federal marketplace, but CGHC stayed the course to serve members.

**2018**

- ThedaCare joined the CGHC EPO network.
- CGHC achieved record enrollment and logged its first profitable year.

**2019**

- All individual members from 2018 received a portion of their premiums back in the form of a rebate check.

**2020**

- CGHC remained fully operational through the pandemic and helped some members with free, healthy meals through a partnership with Dohmen Company Foundation.

**2021**

- CGHC successfully relaunched its Small Group product line.
- Two more rebate checks were paid to individual members from 2019 and 2020.

**2022**

- CGHC celebrated our 10-year anniversary!



# Introducing the New Common Ground Healthcare Foundation

Common Ground Healthcare Cooperative (CGHC) has been committed to the communities in which we serve since we got our start in 2012. That's why, in 2022, we were thrilled to announce that we officially launched the Common Ground Healthcare Foundation.

The Mission of Common Ground Healthcare Foundation is to:  
**"Enhance the health and prosperity in the communities  
where CGHC members live, work, learn, and play."**

The Foundation will achieve its mission by supporting organizations through grants and people through scholarships. The goal is to aid those who want to do great work but need a little help.

The CGHC Board of Directors, which is made up of people buying CGHC health insurance, initiated the creation of the Foundation. The Board understands that good health begins at home. The Foundation will enable CGHC to partner with organizations that support our communities. It's also our way to say thank you to the communities that supported us when we started our nonprofit cooperative more than a decade ago.

The Foundation has been busy with all the activities necessary to establish itself. The goal is to be able to receive, evaluate, and award grant requests later in 2023.



## Helping Our Communities Thrive Through Volunteerism

Throughout the year, CGHC employees serve our communities through volunteerism. Here are a few volunteer opportunities that took place in 2022:

- **The Guest House of Milwaukee** – In February, we made and donated over 300 sandwiches for our friends at The Guest House of Milwaukee.
- **Susan G Komen Breast Cancer Foundation** – CGHC was well represented at the Susan G Komen More than Pink Walk on October 9th.
- **Hunger Task Force, Milwaukee's Free & Local Food Bank** – In November, CGHC employees brought in a total of 6,143 food items weighing 2,920 pounds and donated cash of more than \$5,000 to help ensure food security for people in the greater Milwaukee area.
- **United Way** – In December, we participated in the Holiday Giving Tree Program, donating gifts for dozens of children at South Division High School on Milwaukee's south side.



# 2022 Financial Report

## 2022 ASSETS

	AMOUNT
Cash & Short-Term Investments	\$192,319,351
Affordable Care Act (ACA) Receivables	\$93,514,083
Other Current Assets	\$18,577,166
<b>Total Assets</b>	<b>\$304,410,600</b>

## 2022 LIABILITIES & SURPLUS

Claims Reserves	\$76,500,000
Risk Adjustment Transfer	\$26,225,196
Other Liabilities	\$49,758,545
Capital & Surplus (incl. surplus notes)	\$151,926,859
<b>Total Liabilities &amp; Surplus</b>	<b>\$304,410,600</b>

## 2022 REVENUES & EXPENSES

Premium	\$418,236,478
Benefits Expense	(\$390,176,788)
Gross Margin	\$28,059,691
Administrative Expenses	(\$49,325,568)
Net Investment Income	\$3,307,273

<b>NET INCOME (LOSS) After Taxes</b>	<b>(\$17,958,605)</b>
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HEALTHCARE COOPERATIVE

[www.CommonGroundHealthcare.org](http://www.CommonGroundHealthcare.org)

