



**FOR IMMEDIATE RELEASE**

CONTACT: Jennifer Woomer Dinehart  
jennifer.dinehart@quartzbenefits.com

For Immediate Release: September 27, 2018

(608) 471-4960

## **Quartz Expands Its Senior Preferred Medicare Advantage Plans to Northern Illinois**

**SAUK CITY, Wisconsin** – Quartz is excited to announce it will be expanding its Senior Preferred (HMO) Medicare Advantage health plans to northern Illinois with SwedishAmerican Senior Preferred. SwedishAmerican Senior Preferred will be available to eligible Medicare beneficiaries who live in Winnebago County for coverage beginning January 1, 2019.

Senior Preferred has been providing Medicare Advantage plans to communities in southern Wisconsin, Minnesota and Iowa for 19 years. SwedishAmerican, a division of UW Health, has cared for members throughout northern Illinois and southern Wisconsin for more than a century. It's this combined experience and collaboration that will help transform senior health in the region by broadening access to world-class health care and providing affordably priced Medicare coverage. As a Medicare Advantage plan, SwedishAmerican Senior Preferred offers plan options with or without prescription drug coverage, hearing and vision benefits, and preventive and wellness programs designed to help keep seniors healthier.

“We are excited for the opportunity to broaden Senior Preferred’s offerings in northern Illinois to meet the health insurance needs of seniors in Winnebago County,” said Greg Skemp, VP, Sales-Western Region and Middle Market.

“We are looking forward to Quartz’s Illinois expansion,” said Dr. Michael J. Born, President and CEO of SwedishAmerican. “Our collaboration with Quartz will set a new standard of care for seniors in the communities we serve.”

### **About Quartz**

Quartz Health Solutions, Inc. is jointly owned by UW Health, Gundersen Health System and UnityPoint Health. The company manages four nationally-recognized, provider-sponsored health insurance plans: Gundersen Health Plan, Inc.; Gundersen Health Plan Minnesota; Unity Health Plans Insurance Corporation and Physicians Plus Insurance Corporation. As a third-party administrator, Quartz also services self-funded health plans. Through an extensive provider network, Quartz focuses on local, community-based health care and services for 350,000 customers who live in southern and western Wisconsin, parts of Illinois, Iowa and Minnesota. Quartz maintains offices in Madison, Sauk City and Onalaska, Wisconsin. Quartz Health Solutions, Inc., Unity Health Plans Insurance Corporation, Gundersen Health Plan, Inc., Gundersen Health Plan Minnesota, Physicians Plus Insurance Corporation and SwedishAmerican are separate legal entities. For more information, visit [QuartzBenefits.com](http://QuartzBenefits.com).

### **About SwedishAmerican**

A division of UW Health, SwedishAmerican is dedicated to providing excellence in healthcare and compassionate care to the community. The organization serves residents of 12 counties in northern Illinois and southern Wisconsin through a dedicated and caring staff, a major acute care hospital and a free-standing outpatient cancer center in Rockford, a medical center in Belvidere, a network of 30 primary care and multi-specialty clinics and the region’s largest home healthcare agency. Additionally, SwedishAmerican has achieved Magnet<sup>®</sup> recognition as a reflection of its nursing professionalism, teamwork and superiority in patient care.

– end –