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**UW HEALTH, UNITYPOINT HEALTH – MERITER EXPLORING JOINT OPERATING AGREEMENT,
AFFILIATED HEALTH PLANS ALSO CONSIDERING A COMBINATION**

Close alignments to increase access to broader networks and drive value for patients

MADISON and SAUK CITY, Wis. – (June 30, 2016) – Leaders at UnityPoint Health - Meriter, UnityPoint Health, UW Health, Physicians Plus Insurance Corp., and Unity Health Plans Insurance Corp. (Unity) and Gundersen Health Plan (GHP) have signed two non-binding letters of intent (LOI) to explore potential collaboration between the organizations. This is the first step in a larger, complex process that provides the opportunity for the organizations to explore potential benefits for patients, families and the community.

One LOI describes the exploration of a joint operating agreement (JOA) between UnityPoint Health - Meriter and UW Health to deepen the existing collaboration between the organizations in caring for patients. Under the outline of the agreement, the delivery systems would align their finances to create an integrated clinical enterprise with a shared strategic direction for all of their facilities.

“We are eager to explore the benefits we can deliver together to patients in Madison and the broader region,” said Dr. Alan Kaplan, CEO of UW Health. “By more closely aligning our two organizations, our leaders can increase access to care for patients and further build a smart, efficient delivery system that optimizes the best of both organizations and cares for patients where and when they need care.”

In the health plan LOI, Physicians Plus, and Unity and GHP have agreed to explore a possible combination to form a more comprehensive, sustainable and competitive health insurance organization.

“The possible combination of Unity and GHP, and Physicians Plus will increase access to broader networks and create a more competitive, sustainable range of insurance products that meet diverse needs of members and employers,” said Terry Bolz, president and CEO of Unity and GHP.

Hospital Collaboration

UW Health and UnityPoint Health - Meriter have a long history of collaborating on the delivery of excellent patient care. Some recent examples include a joint operating agreement for Mother-Baby Care and closer ties among providers of urology and hospitalist services.

“Our proposed collaboration is about improving the experience for members, patients and their families in the region,” said Art Nizza, president and CEO of UnityPoint Health - Meriter. “As we have demonstrated in our shared Mother-Baby Care program, we can drive more value for patients and the community when we work closely together.”

The agreement also envisions greater alignment of clinicians. Over a period of time, specialty care providers employed by UnityPoint Health - Meriter would join UW Health to create a single, coordinated clinical enterprise.

With these alignments in place, UW Health would be able to solve capacity shortages on its 600 Highland Avenue campus in the most efficient way possible for the community, reserving the Highland Avenue campus for providing tertiary and quaternary care in Madison and furthering its status as a destination medical center throughout the region and country.

While UW Health and UnityPoint Health - Meriter would be tightly aligned under the agreement, UnityPoint Health - Meriter would remain a senior affiliate of UnityPoint Health. Based in West Des Moines, Iowa, UnityPoint Health is the parent organization of UnityPoint Health - Meriter and Physicians Plus.

Insurance Collaboration

In addition to increasing access to broader networks, potentially combining Physicians Plus, and Unity and GHP would allow the health plans to share best practices that further enhance services to members; to run and manage their organizations more efficiently; and, overall, to create a stronger competitor able to thrive in a challenging marketplace.

“Changes to the health insurance landscape are prompting health insurers to explore ways to gain efficiency and ensure their long-term viability,” said Troy Caraway, CEO of Physicians Plus and a senior vice president of UnityPoint Health. “Greater access to more in-network providers and facilities would help meet rising consumer expectations regarding the cost, coordination and experience of care.”

Next Steps

With the two non-binding letters of intent signed, the organizations now can begin exploring potential collaboration in greater detail. The organizations are working toward the signing of definitive agreements by the end of the year and would hope to conclude all the steps necessary to cement the potential collaborations in 2017. To learn more, visit www.collaborationforcare.org.

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About UnityPoint Health - Meriter

UnityPoint Health - Meriter provides comprehensive, coordinated care to patients throughout the greater Madison area through our clinics, hospital and home care services. Employing nearly 3,300 people, Meriter offers primary and specialty care, including heart and vascular, orthopedics, women's health, and the busiest birthing center in Wisconsin. Meriter was named a *100 Top Hospital* by Truven Health Analytics, is a 2014 recipient of the National Research Corporations' *Top Rated Pediatric Doctors* award, a five-time winner of the *Most Wired* award and *In Business* magazine's 2014 *Top Company to Work For*. For more information, visit unitypoint.org/madison.

About UnityPoint Health®

UnityPoint Health is one of the nation's most integrated health systems. Our physician-led team of professionals communicates clearly and effectively to address a patient's health care in the most appropriate setting: whether that is a clinic, a hospital or at home. Through relationships with more than 280+ physician clinics, 33 hospitals in metropolitan and rural communities and home care services throughout its 9 regions, UnityPoint Health provides care throughout Iowa, Western Illinois and southern Wisconsin. UnityPoint Health entities employ more than 30,000 employees, working toward innovative advancements to deliver the Best Outcome for Every Patient Every Time. Each year, through more than 5.6 million patient visits, UnityPoint Health, UnityPoint Clinic and UnityPoint at Home provides a full range of coordinated care to patients and families. With total annual operating revenue of \$3.9 billion, UnityPoint Health is the nation's 13th largest nonprofit health system and the fourth largest nondenominational health system in America. UnityPoint Health provides community benefit programs and services to improve the health of people in its communities. For more information, visit unitypoint.org.

About UW Health

UW Health is the integrated health system of the University of Wisconsin-Madison, with 1,400 physicians and 16,500 staff at six hospitals and 80 outpatient sites. It is governed by the UW Hospitals and Clinics Authority and partners with UW School of Medicine and Public Health to fulfill patient care, research, education and community-service missions. For more information, visit uwhealth.org.

About Physicians Plus Insurance Corporation

Physicians Plus Insurance Corporation is a nationally recognized managed care organization focused on providing high-quality, innovative products and services that help improve the health of our members and the community. Founded in 1986, Physicians Plus provides health insurance to about 65,000 members in south central Wisconsin. A progressive health insurer with an organizational commitment to preventive health and wellness, Physicians Plus has been recognized as a best place to work and one of America's Healthiest Companies and earned multiple Well Workplace Gold Awards from the Wellness Council of America. For more information, visit pplusic.com.

About Unity Health Plans Insurance Corporation

Formed in 1994, Unity Health Plans Insurance Corporation, an affiliate of UW Health, provides community based managed care products and services to about 186,000 members throughout 21 counties in southwestern Wisconsin. Unity Health Insurance focuses on community-based health care and direct access to UW Health, a world-class academic medical center. For more information, visit unityhealth.com.

About Gundersen Health Plan

Founded in 1995, and with more than 83,000 members in Wisconsin, Minnesota and Iowa, Gundersen Health Plan is a non-profit subsidiary of Gundersen Health System. With an extensive provider network, Gundersen Health Plan offers a variety of plans, including its five-star-rated Senior Preferred HMO, to meet the needs of the communities they serve. For more information, visit gundersenhealthplan.org.