



**FOR IMMEDIATE RELEASE**

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## **Arise unveils RightCarePlus group plans**

*Providers are specially selected for high-quality, cost-efficient health care*

**MADISON, Wis.—November 10, 2014—**[Arise Health Plan](#) is proud to announce a new lineup of RightCarePlus plans to help employers effectively manage health care costs and give employees control of their care. RightCarePlus plans are available to large, fully insured employers and all self-funded employers.

All the providers in the RightCarePlus network are specially selected for their commitment to high-quality, cost-efficient health care. Participating providers include ProHealth Care, Bellin Health Care Systems, Aspirus Network, and Aurora Health Care, including Aurora's partner in Green Bay, BayCare Clinic. Arise Health Plan also is in discussions with the other health care organizations that would complete a network made up of the recently announced statewide partnership of seven health systems, and is working to include them in the RightCarePlus product in the near future.

RightCarePlus uses innovative, data-driven techniques to address patient needs, from catastrophic and chronic illness to wellness and lifestyle management. Employees will have the opportunity to choose their primary care physician (PCP) upon enrollment, which will help to better coordinate and manage their care.

“With RightCarePlus, their care will be a personalized, tailored experience, which can motivate and inspire employees to live healthier, more active lives,” said Scott Kowalski, Chief Operating Officer of Arise Health Plan. “Higher-quality, cost-efficient care for your employees leads to lower health care costs over time,” he said.

RightCarePlus includes a cutting-edge Telehealth program, which provides convenient, cost-effective access to high-quality physicians who can distinguish minor illnesses from more serious conditions. The Telehealth consultation is available right from the employee's phone or tablet at a reduced copayment.

In addition, RightCarePlus has zero copayments for an expanding list of preventive drugs (generic and brand names).

Wellness offerings – including health and wellness challenges, and education series – are available through the provider network.

To see what networks and providers are included, search the Arise online provider directory. Visit [www.WeCareForWisconsin.com](http://www.WeCareForWisconsin.com) and click on **Visitors**, select **Find a Doctor**, then select the **RightCarePlus Network**.

For more information, contact a local Arise agent or call 1-800-950-0117.

### **About Arise Health Plan**

A wholly owned subsidiary of WPS, Arise Health Plan offers comprehensive and affordable health plan options and personalized service to businesses and residents in northeast, north-central, eastern, and southeastern Wisconsin. Arise offers a variety of individual health plans on and off the Marketplace, as well as affordable group health plans that encourage and reward employees for adopting healthier lifestyles. For more information about Arise Health Plan, visit [www.wecareforwisconsin.com](http://www.wecareforwisconsin.com).

### **About WPS Health Insurance**

Founded in 1946, WPS is a nationally regarded government contractor and Wisconsin's leading not-for-profit health insurer. The WPS Health Insurance division offers affordable individual health insurance, family health insurance, high-deductible health insurance, and short-term health plans, as well as flexible and affordable group plans and cost-effective benefit plan administration for businesses. The WPS Medicare division administers Part A and B benefits for millions of seniors in multiple states, and the WPS TRICARE division serves millions more members of the U.S. military and their families. In 2014, the international Ethisphere® Institute named WPS one of the World's Most Ethical Companies for the fifth straight year. WPS is the only health insurance company to earn this distinction five times. For more information about WPS, visit [www.wpsic.com](http://www.wpsic.com).