



# People, Pivots, and Partnerships

2021 WPS Health Solutions Corporate Social Responsibility Report



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**A Message from Mike Hamerlik, WPS Health Solutions President and CEO**

**People, Pivots, and Partnerships**

After the pandemic disruptions of 2020, we hoped to return to normal in 2021. However, 2021 continued to be a challenge. We had to care for people, pivot on our strategies, and develop new partnerships. We found there is no returning to what used to be “normal.” There is only moving forward.

**People drive a better workplace**

At WPS, we rely on people—employees, leaders, partners, customers, beneficiaries, and our communities. When the only constant is change, dependable communication and talented people are crucial. When something isn’t working, you must talk about it—and we did. We made pivots and course corrections when we weren’t seeing the results we wanted. We formed new partnerships to drive our business forward and build for the future.

WPS was built on a foundation of compassion, started in part to make sure veterans returning from World War II could find affordable health care. In 2021, we celebrated our 75th anniversary. We reflected on our past and looked ahead as we continue to care for those we serve.

WPS showed its commitment to supporting the communities we serve. We supported causes such as UNCF, Big Brothers Big Sisters, and Women in Technology Wisconsin. WPS continued its longstanding support of local chapters of United Way. We showed we care through collection drives, corporate contributions, employee fundraising campaigns, and volunteerism.

**Pivoting pays off**

The pandemic required WPS employees to work remotely. Now, many employees have chosen to stay remote. Despite that shift, WPS continues to provide top-tier service to our customers and beneficiaries. Teams across the company communicate and share ideas using online chats and virtual meeting tools. Our hiring practices have changed, allowing us to recruit top talent nationwide.

By adjusting and adapting to changing working conditions, WPS burnished our reputation as a great place to work. Even folks outside the company noticed! In August, WPS earned a spot on the Achievers 50 Most Engaged Workplaces® list. Even better? In October, Achievers named WPS an Elite 8 winner in the category of Culture Alignment.

As we hire new talent from nearby and across the country, we continue to guard against bias and prejudice in the workplace. Our commitment to Diversity, Equity, and



Inclusion (DEI) remains strong. In March, I joined more than 1,600 Chief Executive Officers and Presidents across the nation to pledge action on supporting a more inclusive workplace for employees, communities, and society at large. I signed a pledge for CEO Action for Diversity and Inclusion™, the largest CEO-driven business commitment to advance diversity and inclusion within the workplace.

WPS gave a loud voice to Jihan Bekiri, our Vice President of Diversity, Equity, and Inclusion. She has driven new efforts that focus on making everybody feel included. We created a DEI team to bolster our DEI Employee Council. Our DEI Executive Council supports it all.

**Partnerships prove we care**

Our teams continue to build connections with our customers. When we become aware of a customer who is struggling—whether it’s loss of a loved one, illness, finances—our team reaches out to offer support. We work with those who are having difficulty paying their premiums. To combat loneliness in seniors, WPS maintains the Together We Care program.

Pivoting and partnerships prove we care about our employees, communities, and the customers and beneficiaries we are so proud to serve. Because at the end of the day, it’s the people that matter most.

*Mike Hamerlik*

Mike Hamerlik  
President and Chief Executive Officer

## A Great Place to Work

WPS has always been committed to being a place where people want to work. That means creating an atmosphere that is inclusive, that empowers employees to develop personally and professionally, and that lets them know what they do is important.

Others are noticing.

In 2021, WPS Health Solutions won multiple awards for employee experience. These awards are an affirmation of the effort and attention we've placed on our culture. We were honored by:



- The Wisconsin State Journal as a Top Workplace in Madison
- Achievers' Elite 8 in the category of Culture Alignment
- Achievers' 50 Most Engaged Workplaces
- Top Workplaces' Culture Excellence Awards for Work Life Flexibility and Remote Work



## Employee Experience

As part of our commitment to the employee experience, we seek input from our employees throughout the year via our employee experience survey. We send the survey to each employee during their birth month so that the employee experience can be measured continuously.

The 34-question survey measures 11 experience drivers:

- Agility
- Alignment
- Career/Performance
- Culture/Values
- Engagement
- Inclusion
- Job-Search Behavior
- Manager/Supervisor Relationship
- Organizational Capital
- Rewards
- Work Environment

In addition, we measure Total Motivation, or TOMO. TOMO includes three direct motives: play, purpose, and potential,

and three indirect motives: emotional pressure, economic pressure, and inertia.

### Listening and learning

Learning that elicits behavioral change begins with examining one's own self. Throughout the year, we provided opportunities to host conversations and listening sessions to focus on core elements of inclusion. We also held various learning sessions around a deeper dive of microaggressions and unconscious bias.

We also created a Diversity, Equity, and Inclusion (DEI) dashboard to increase understanding about representation across our teams and the level of inclusion. While metrics are not the only thing that matters in determining DEI progress, they help us evaluate how we are doing. We wanted insight into how employees feel about the level of inclusion at WPS. We asked them about their:

- Sense of feeling valued as a part of a team
- Degree of comfort to be themselves at work
- Sense of feeling included in decision-making
- Engagement in healthy debate and sharing diverse perspectives

## Performance-Based Culture

We have created a performance-based culture that empowers employees to contribute to the best of their abilities, which results in a meaningful impact on our business.

We connect the dots for our employees between:

- Purpose
- Values
- Strategic direction through repetition in training content
- CEO messages
- Peer-to-peer recognition
- Engaging internal communications

We begin this process immediately, during onboarding, describing our performance-based culture and the part employees play. We display prominent, brightly-colored graphics on our walls. We have chalkboards where employees can share comments and stories. We've implemented strategic practices, such as Objectives and Key Results and Agile Methodologies to further advance our culture.

## Learning and Career Development

WPS Health Solutions is committed to the personal and professional growth and development of its employees. We strive to promote from within, and invest in our employees so they gain the skills and experience needed to advance within our company.

WPS Health Solutions wants employees to own their personal and professional development. We acknowledge the learning they do, whether it's taking a class, participating in experiential learning, reading articles, books, or blogs, listening to podcasts, or watching videos.

WPS Health Solutions provides training programs on a variety of topics, such as:

- Leadership development
- Diversity, equity, and inclusion
- Time management
- Change management
- Emotional intelligence
- Communication
- Team building
- Agile process
- System security, privacy, and ethics



All employees can access classes and self-paced courses. WPS also uses distance-learning tools to provide classroom-based training experiences to remote employees.

WPS Health Solutions also offers the Life Ecology Organization (LEO) program. LEO provides employees with the knowledge and tools to develop a mindset focused on personal growth, fearlessness, and possibilities. LEO is designed to have a positive impact for our employees, in the workplace and in life, and to continue our journey to a performance-based culture. LEO is based on brain science and concepts of transformational leadership that helps drive to higher employee engagement and better business performance as employees realize their potential, resilience, and fulfillment.

Additionally, employees may attend seminars, workshops, and conferences (reimbursed by WPS Health Solutions) or use tuition reimbursement to expand their professional skills and foster their career-path development at WPS Health Solutions.



## Continuous Performance Management

WPS Health Solutions' continuous performance management process reflects our culture. It's a holistic way of seeing, fueling, and rewarding performance. Through ongoing conversations, leaders and employees share two-way feedback that helps employees identify and prioritize the ways they can impact the business. Annual pay decisions are based on an employee's current and future impact on the business.

The continuous performance management process allows for:

- Purposeful conversations between leaders and employees
- Dynamic, transparent feedback about an employee's contribution and impact
- Career development
- Ongoing goal-setting
- Meaningful pay differentiation based on an employee's contribution and impact



## Internship Program

Encouraging career development is central to the WPS culture, and that extends to our internship program. At WPS, interns are given the chance to make real contributions while learning new skills they can apply in their future careers.

Jihan Bekiri, WPS Vice President of Diversity, Equity, and Inclusion, served as an executive sponsor of the "Pay It Forward" project of our summer interns. Bekiri provided recommendations for how to embed DEI into our work. The projects focused on:

- Employee resource groups
- Mentorship and sponsorship
- Military and veteran inclusion strategy
- Diverse talent partnerships

WPS has offered internships in many areas, including:

- Actuarial
- Accounting
- Audit
- Events/Community Relations
- Finance
- Human Resources
- Information Systems
- Space Planning and Design
- Workforce Optimization

## A Culture of Ethics and Compliance

WPS remains committed to the highest ethical standards. It is everybody's individual responsibility to make sure we conduct our business with honesty, integrity, sincerity, and truthfulness.

We demonstrate that commitment by making sure ethics are always front of mind. To foster our ethical culture, WPS:

- Enforces the WPS Health Solutions Code of Conduct
- Empowers our Corporate Compliance Officer and support staff to oversee the corporate compliance and ethics program
- Requires all employees, contractors, executives, and board members to complete compliance and ethics training at least annually
- Regularly educates employees about ethics topics through multiple channels, including newsletters, intranet articles, targeted communications, and online resources

We regularly encourage our employees to report anything they think may be a compliance or ethical issue. We offer employees multiple options for raising their concerns, including the EthicsPoint Helpline, a third-party service that allows for anonymous reporting. We also make it clear retaliation against any party for raising concerns in good faith will not be permitted.



**Recognized as one of the 2021 Achievers 50 Most Engaged Workplaces®!**

WPS Health Solutions is excited to be named one of the 2021 Achievers 50 Most Engaged Workplaces®. This annual award recognizes leadership and innovation within a focus on employee engagement.

Winners were selected based on Achievers Eight Elements of Employee Engagement®:

- Purpose and Leadership
- Manager Empowerment
- Belonging, Equity, and Inclusion
- Recognition and Rewards
- Accountability and Performance
- Professional and Personal Growth
- Culture Alignment
- Well-being

"Being recognized for this award is meaningful because it symbolizes the progress we've made in our culture journey and inspires us to continue our focus on creating an exceptional employee experience at WPS."

— Moira Kibos, Human Resources Senior Vice President

**WINNER**  
A50 MOST ENGAGED WORKPLACES®  
2021

Our engaging culture will offer you the opportunity to inspire and be inspired, every day. Bring your passion and dedication to WPS. We're looking for people to achieve and excel with us.

## Employee Recognition

We place significant focus on meaningful recognition. Our employee recognition program, Boost, is a web-based tool that allows employees and leaders to boost their co-workers by recognizing their contributions.

All employees can send social recognition to their co-workers to recognize them for their behaviors, efforts, and results. Boost's Newsfeed allows employees to view, like, and comment on recognitions. Leaders are given monthly points they can use to recognize employees. Employees can redeem the points they earn in the Boost catalog for gifts or gift cards.

## Data Security and Privacy in the Age of Ransomware

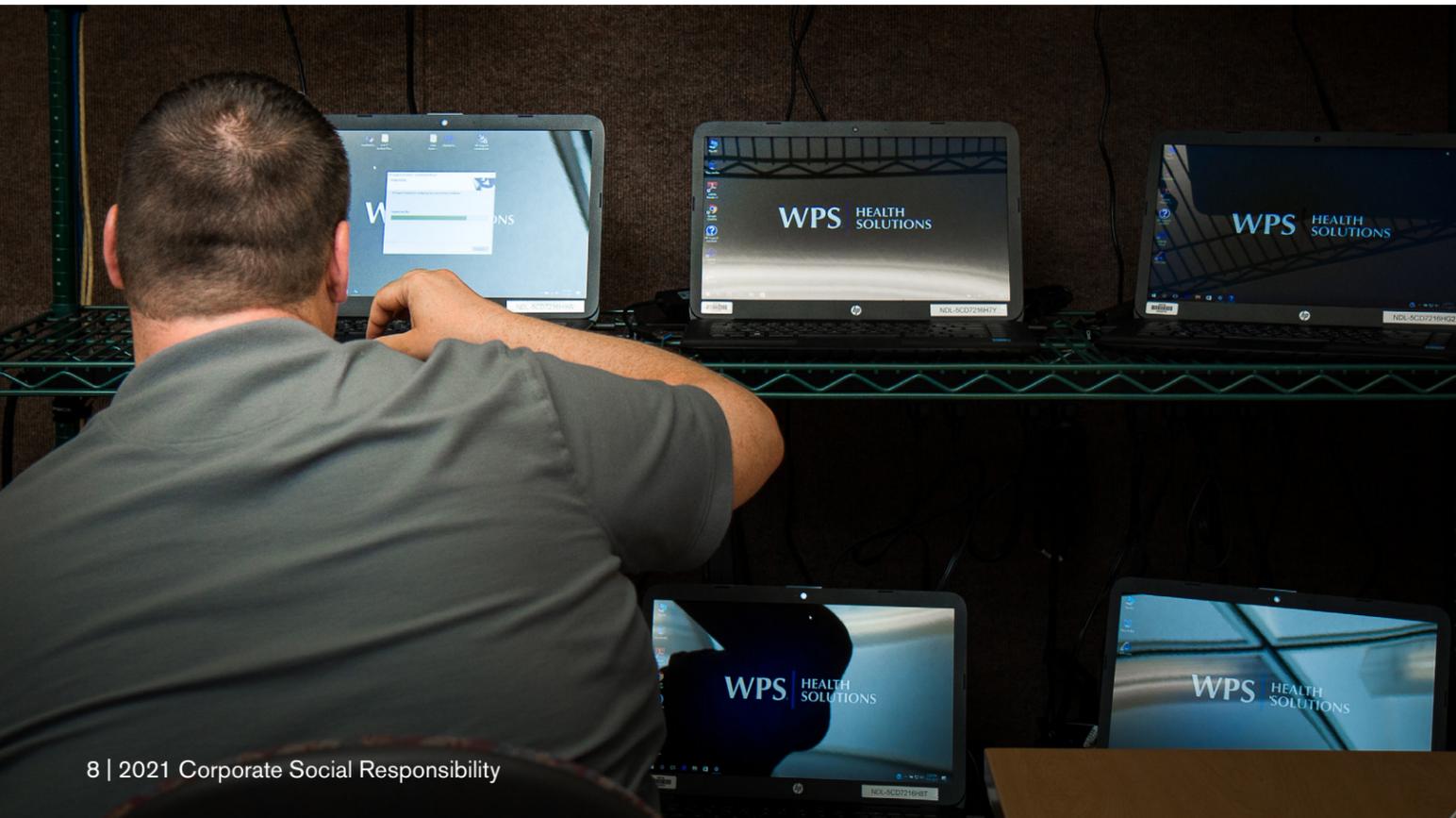
Prior to ransomware, stolen data was not easily monetized. Credit card numbers were sold—cheaply—to those with the means or willingness to make fraudulent charges. Health information was leveraged to make fraudulent claims. Other Personal Identifiable Information (PII) was used to open lines of credit or other accounts. These crimes necessarily created exposure for criminals who needed to extract value and launder it through traditional banks. This required a chain of criminals, each specializing in a particular skill: stealing the data, brokering the data, leveraging the data, laundering the money.

In 2020, the cost of ransomware attacks against U.S. health care concerns was estimated at \$21 billion. At WPS, we regularly test the vigilance of our employees through our anti-phishing program. We increase information security by helping our employees not only make better choices, but to understand why it's important.

WPS has designated divisional privacy and security officers to oversee our privacy and security programs. These officers guide employees on the proper handling and disclosure of sensitive information and ensure our corporate policies regarding information privacy and security are followed. Employees also need to be tested regularly so they learn how to recognize and react to real-world phishing attacks.

Other safeguards include:

- Requiring all employees, contractors, and executives to complete privacy and security training at least annually
- Publishing privacy and security reminders throughout the year on our corporate intranet
- Making it easy to find privacy and security-related information on our corporate intranet
- Enforcing the WPS Health Solutions Supplier Code of Conduct, outlining how suppliers must safeguard the confidential and proprietary information of others



## Promoting Diversity, Equity, and Inclusion

### Embedding DEI to drive sustainable change

At WPS, 2021 was a year of foundational partnerships and pivots—especially in how we approach diversity, equity, and inclusion (DEI). We moved from listening to action that is deeply rooted in a systemic approach. DEI is more than a one-time initiative. It is about systemic change—change that requires a holistic approach from the inside out.

### Our governance and enterprise goals

We began the year by embedding DEI goals into our Enterprise Strategy. This ensured a high level of commitment and accountability across our company for DEI-related results.

Our 2021 objectives were:

- Creating a diverse and inclusive people pipeline
- Fostering an inclusive environment that allows people to be their authentic selves and unleash their full potential
- Embedding DEI into how we work

To fulfill these objectives, we started with the establishment of a strong foundational governance structure:

- Expanding on our DEI Employee Council
- Launching our DEI Executive Council
- Establishing a functional DEI Team (5 FTEs in total)
- Day of Understanding 2021

WPS continued to diversify our leadership when Air Force veteran Kaleth Wright joined the WPS Board of Directors.

### Day of Understanding 2021

In early 2021, Mike Hamerlik signed the CEO Action Pledge for DEI. In spring, we hosted our first Day of Understanding conversations as a part of our commitment as a signatory of the pledge.

Candid dialogue is a powerful tool to bring people together. This past year, the general unrest and upheaval had many of us feeling more divided than ever.

Having these conversations helped us cultivate a deeper sense of understanding.



“Strong, authentic partnerships foster a collective sense of responsibility to addressing historical systemic barriers. This requires change that is rooted in empathy. Partnerships provide a lens into an unfamiliar, yet relatable human experience to learn from and translate that learning into meaningful action.”

Jihan Bekiri | Vice President, DEI



## Working Toward a Greener Future

We only have one planet, so it's our responsibility to be good stewards of the environment. WPS has made being greener a top priority. In ways big and small, we're increasing energy efficiency of our facilities and operations and taking on sustainability initiatives, including:

- Continuing to reduce our footprint to adjust to more of our employees working remotely
- Installing a solar array at our Gisholt Drive property
- Moving campus refuse and recycling collections to on-call services, reducing operational costs and vehicle emissions
- Switching paper shred bins to an on-call basis, reducing operational costs and vehicle emissions
- Cutting back significantly on snow removal areas, reducing operational costs and the use of deicing products and vehicle emissions
- Significantly reducing hours the HVAC building system is occupied, saving operational costs and environmental impact
- Installing an upgraded rooftop unit at our Broadway Building, maximizing the use of fresh air when appropriate.



## Environmental Benefits

### Paper recycling impact



CO<sup>2</sup> emission saved  
**282,639.0 lb**



Landfill space conserved  
**976.2 Cubic Yards**



Trees preserved  
**3,276.0**



Electricity saved  
**441,219.8 kWh**



Gallons of water saved  
**5,351,449.5**

### Solar recycling impact



CO<sub>2</sub> Emission Saved  
**9,071.9 lb**



Equivalent Trees Planted  
**68.6**

## Agile Work Processes

WPS is constantly working to find ways to deliver more value to our customers. One way we're doing that is by incorporating Agile work processes company-wide. Breaking down barriers between our business and information technology departments has been a point of emphasis.

This Agile transformation has led to improved teamwork and increased our ability to quickly respond to changing needs or opportunities. The result is being able to deliver business value to our customers more quickly. Agile principles have helped WPS:

- Improve customer satisfaction by accepting continuous feedback
- Prioritize by focusing on work of the highest value
- Enhance employee engagement by fostering a sustainable pace of work
- Support growth and innovation by driving value for members, beneficiaries, and providers

## Helping Make Informed Health Decisions

We always want to help our customers have all the information they need to make the decisions about their health. That has never been more essential than during the COVID-19 pandemic.

WPS has taken a multifaceted approach to make accurate information available. As a part of our COVID response we have:

- Created a landing page for our customers, agents, and providers to learn about the pandemic and sign up for future updates
- Started a vaccine-specific page that is linked the COVID-19 landing page

Throughout the pandemic, WPS employees have been diligent in updating each of these sites as new information became available, including:

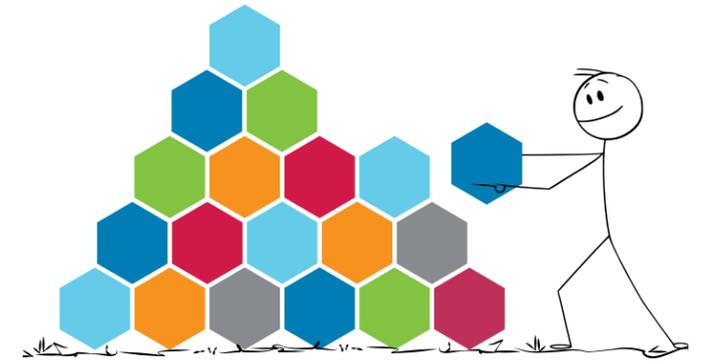
- Dates/extensions
- Telehealth updates
- Economic impact payments
- Vaccines
- Over-the-counter at-home COVID-19 tests

We also sent emails to customers, group health plan leaders, and agents with updates on urgent matters, such as:

- Fraud alerts
- Wisconsin non-essential business closures
- WPS/Arise Premium Credit
- Telehealth updates

WPS leadership kept our employees aware of the latest of developments on our corporate intranet site and through emails.

## The AGILE Process



Corporate Philanthropy

The inspiration for WPS came from filling a need in our community—a commitment to affordable health care for Wisconsin veterans. From day one, helping others has been the driving force at WPS.

WPS partners with and contributes to many philanthropic organizations. True to our mission, we focus on health and wellness, especially of women and children, seniors, military and veterans, and underserved populations.

WPS does this work in several ways: through corporate donations, through our WPS Charitable Foundation, and through the generosity of our employees.

Corporate giving

In 2021, WPS made corporate donations of nearly \$200,000 to 39 organizations.

Among many highlights, WPS co-sponsored the Virtual UNCF Masked Ball in Hampton Roads, Va. The fundraiser turned the spotlight on the contributions of historically Black colleges and universities.



WPS Health Solutions 2021 Community Grants

Primary focus of charitable donations

- Organizations supported: 39
- Amount donated: \$198,259



Groups supported by WPS Health Solutions in 2021

- Access Community Health Centers
- Aging & Disability Resource Center
- Alex's Lemonade Stand
- American Cancer Society
- American Heart Association
- Big Brothers Big Sisters
- Black Women's Health Imperative
- Breast Cancer Recovery Foundation
- Cholangiocarcinoma Foundation
- City of Monona
- Congressional Sports for Charities
- Disability:IN
- Disabled American Veterans
- Fisher House Wisconsin
- Foundation for Black Women's Wellness
- Greater Green Bay Community Foundation
- Henry Jackson Foundation: Heroes of Military Medicine
- House of Hope
- Juvenile Diabetes Research Foundation
- Keep Wisconsin Warm/Cool Fund
- Local 311 Charities
- MACC Fund
- Make-a-Wish Wisconsin
- Old Glory Honor Flight
- Patriots for Warriors
- Project K9 Hero
- Rape Crisis Center
- Society of St. Vincent de Paul
- SSM Foundation
- Team Rubicon
- The Road Home
- UNCF
- Veteran Wellness Center
- Wisconsin 365
- Wisconsin LGBT Chamber of Commerce
- Wisconsin Medical Society Foundation
- Wisconsin Veterans Museum Foundation
- Women in Technology
- World War II Foundation

WPS Charitable Foundation

The WPS Charitable Foundation is a nonprofit charitable organization separate from WPS Health Solutions and its subsidiaries. The Foundation focuses on enhancing the communities we call home by supporting philanthropic efforts similar in nature to those supported by WPS Health Solutions. In 2021, the Foundation made financial contributions to 33 different organizations for nearly a quarter of a million dollars.

The WPS Charitable Foundation also funds the Ray Koenig Memorial Scholarship program. Each year, the Foundation awards \$1,250 scholarships to children of employees of WPS and its subsidiaries. In 2021, the Foundation awarded scholarships to 25 college-bound students. Since its inception in 1988, the Ray Koenig Memorial Scholarship has given more than \$1 million in scholarships to more than 400 students.

Critical among them is the WPS Diversity in Insurance Scholarship established at Madison College and Urban League of Greater Madison. WPS made a second \$25,000 commitment, but also broadened our contributions beyond the financial.

WPS is also offering:

- Academic support
- Mentorship and networking
- Designated internships at WPS



WPS Charitable Foundation 2021 Community Grants

Primary focus of charitable donations

- Organizations supported: 33
- Amount donated: \$246,200



Groups supported by WPS Charitable Foundation in 2021

- Aldo Leopold Nature Center
- Angels Among Us
- ARTS for All Wisconsin
- Attic Angel Association
- Badger Honor Flight
- Black Women's Health Imperative
- Catholic Charities
- Edgewood College
- Foundation for Madison Public Schools
- Goodman Community Center
- Habitat for Humanity Wausau
- Hogs for Heroes
- Laps 4 Lexi
- Madison Area Music Association
- Madison College Foundation
- Madison Symphony Orchestra
- Marquardt Foundation
- Old Glory Honor Flight
- Second Harvest Foodbank of Southern Wisconsin
- Sierra Delta
- The Vogel Foundation
- United Way of Brown County
- United Way of Dane County
- United Way of Marathon County
- United Way of Southern Illinois
- United Way of the Midlands
- United Way of the Virginia Peninsula
- Urban League of Hampton Roads, Va.
- Urban League of Omaha
- Veterans Honor Flight of Southern Illinois
- Wayne D. Horner Memorial Stand Down
- Wisconsin Policy Forum
- YWCA of South Hampton Roads, Va.

## Partnerships



### Expanding Veteran Partnerships and Support

Our commitment to veterans continued to grow in 2021. WPS established a “Military and Veteran Inclusion Lead” on the DEI team to support and formalize a holistic strategy for attracting, recruiting, onboarding, developing, engaging, and retaining service members, military, veterans, and their families at WPS.

Among the highlights, WPS:

- Awarded \$7,500 in Edgewood College Veterans Scholarships
- Donated \$2,500 to the Afghan Refugee Assistance and Team Rubicon

Our efforts drew outside recognition, as DEI Manager Natalie Isensee won the Veterans in Business Award.

“WPS is proud to support organizations doing the hard work to strengthen veterans’ mental health, address food insecurity, ensure safe and warm housing, honor veterans’ service through storytelling, and build community connections.”

Natalie Isensee | Manager, DEI



### Operation Fan Mail

Serving veterans has been a foundational principle for WPS since 1946. Operation Fan Mail is one of many ways WPS has remained true to those principles.

WPS teams up with the Green Bay Packers to salute families with a member who is on active duty or a veteran. The Packers and WPS host a chosen family at each home game. In addition to four free tickets, each family is recognized on the Lambeau Field video boards before the game and is given a \$150 gift card to the Packers gift shop.

Over more than a decade, WPS has honored nearly 150 families through Operation Fan Mail.

## Partnerships

### Honor Flights

An Honor Flight gives veterans the chance to go to Washington, D.C., for a day of sightseeing. The trips can be emotional, especially as veterans visit memorials that pay respect to those who have served. For many of the veterans who take an Honor Flight, it's the trip of a lifetime.

WPS Health Solutions has supported various Honor Flights over the years, and currently sponsors three Honor Flight groups:

- Badger Honor Flight (Madison, Wis.)
- Old Glory Honor Flight (Fox Cities, Wis.)
- Veterans Honor Flight of Southern Illinois

Many WPS employees have served as guardians, pairing up with a veteran to serve as the guide on an Honor Flight or greeting them at a welcome home celebration.



“Strong partnerships with small and diverse businesses not only align with WPS’s values and purpose, but allow us to be agile and innovative. Some of the most cutting-edge solutions come from small and diverse businesses, and sharing those with WPS only makes us stronger.”

Sara Redford | Vice President, Procurement



### Supplier Diversity

WPS recognizes the value of supplier diversity—including local, small, and disadvantaged businesses. That’s why we promote and encourage strategic partnerships that help us achieve our mission and goals while supporting the communities in which we reside.

During 2021, WPS Health Solutions attended and supported events that promote small businesses. One was the Volk Field Small Business Event, which helps make connections with small, local businesses, especially those run by veterans. We also worked with other organizations that promote small business concerns, including, but not limited to, the Wisconsin Procurement Institute and National Contract Management Association.

In addition, WPS Health Solutions has a dedicated position focused on engaging with external veterans’ groups and programs. The goal is to expand our visibility to veterans and veteran-owned businesses that could fill a role within our organization.

In all, small and diverse businesses represent more than 15% of WPS spending on third-party suppliers. In the past 12 months, more than 29% of new suppliers WPS has added are small and diverse businesses.

### DEI Partnerships

WPS has sought partnerships that align with our DEI strategic goals. We want to ensure an equitable approach and increase representation of organizations that serve underrepresented populations.

The DEI Team spent the year establishing, expanding, and investing in authentic partnerships to address key drivers of social and health equity. In 2021, WPS became:

- A Gold Member of the Wisconsin LGBT Chamber of Commerce
- A Sustaining Member of Disability:IN Wisconsin
- A partner of Women in Technology, Wisconsin, Inc.
- A Bronze Sponsor of 2021 Wisconsin Leadership Summit

DEI VP Jihan Bekiri also joined YWCA Madison as a Board Member.

### Talent pipeline

WPS partnered with Talent Acquisition for an inclusive hiring workshop. Step Up: Equity Matters—a local minority- and women-owned business—focused on ways to identify how bias influences stages of the recruitment cycle, the role of the hiring team in advancing equity, and identifying practices to keep our team committed to making equity a priority.



Who We Are

WPS celebrated our 75th anniversary in 2021. But even as we celebrated our past, WPS remains focused on the future. Our company was built on the idea that health coverage should be affordable and easy to use. Time and again, we continue to find new ways to make that idea a reality.

From its beginning in 1946, WPS has been ahead of the curve. We were founded as a not-for-profit organization to help returning World War II veterans get the affordable health coverage they needed. We've never stopped breaking new ground. That includes creating a senior health plan five years before Medicare began and introducing the first Health Maintenance Organization plan.

Over 75 years, WPS has continued to grow. We still provide quality health insurance plans, but we've also become a world-class government contractor.

WPS remains as committed to veterans as the day we were founded. Our WPS Military and Veterans Health division has multiple contracts with the government, serving millions of military personnel, veterans, and their families across the globe.

As a pioneer in senior health coverage, when Medicare began in 1966, the Centers for Medicare & Medicaid Services (CMS) chose WPS to be an administrative contractor. Our WPS Government Health Administrators is currently the Medicare Administrative Contractor for six states.

With a commitment to quality, efficiency, and ethics, WPS continues to live up to our mission:

Together, making health care easier for the people we serve.

WPS Health Insurance and WPS Health Plan provide a variety of health plans for seniors, individuals and families, and businesses.

What We Do

WPS   HEALTH SOLUTIONS		Service Provided
<b>Enterprise</b>	<ul style="list-style-type: none"> <li>\$815 million in revenue</li> <li>16 million beneficiaries</li> <li>\$62+ billion claims paid</li> </ul>	<ul style="list-style-type: none"> <li>Health benefits services</li> </ul>
	<ul style="list-style-type: none"> <li>Health benefits provider for more than 6 million active-duty service members, veterans, and their families</li> </ul>	<ul style="list-style-type: none"> <li>Claims administration</li> <li>Provider services</li> <li>Customer service</li> </ul>
	<ul style="list-style-type: none"> <li>Medicare Administrative Contractor for 7 million beneficiaries</li> </ul>	<ul style="list-style-type: none"> <li>Claims administration</li> <li>Provider services</li> </ul>
	<ul style="list-style-type: none"> <li>Individual and group health plans</li> <li>Medicare supplement insurance</li> <li>Prescription drug plans</li> </ul>	<ul style="list-style-type: none"> <li>Full-service provider</li> </ul>

1946

State Medical Society develops the Wisconsin Plan and establishes Wisconsin Physicians Service to market and administer it.

1956

WPS named Wisconsin contractor for the Department of Defense's military health plan.

1960

WPS develops and markets the Century Plan to customers age 65 and older.

1966

WPS creates the Medicare PLUS supplement plan and begins serving Medicare beneficiaries and their health care providers.

1970

WPS pioneers a new Health Maintenance Organization that is the first of its kind.

2007

WPS awarded Medicare Jurisdiction 5 contract for Iowa, Kansas, Missouri, and Nebraska.

2011

WPS awarded Medicare Jurisdiction 8 contract for Indiana and Michigan.

2017

WPS named subcontractor for TRICARE East Region, covering 6 million active military, veterans, and their families.

2021

WPS marks 75 years of caring for customers and beneficiaries!



# WPS: A Culture of Caring

## Share Your Thoughts

WPS Health Solutions welcomes your feedback on this report and on our company's efforts to be a socially responsible corporate citizen. Please email your comments to [CommunityRelations@wpsic.com](mailto:CommunityRelations@wpsic.com) or write to us at:

WPS Health Solutions Corporate Citizenship  
Attn: Corporate Communications  
P.O. Box 8190  
Madison, WI 53708-8190

1717 W. Broadway | P.O. Box 8190  
Madison, WI 53708-8190  
[wpshealthsolutions.com](http://wpshealthsolutions.com)

