

What Sets Us Apart?

CHANGE FOR THE LONG TERM

We're focused on providing long-term quality care at a lower cost.

MADDY MEMBER PORTAL

Maddy is the front door to all of our members' healthcare needs.

STRONG PRIMARY PHYSICIAN RELATIONSHIP

We partner with primary care providers to make sure members are always put first and at the forefront of their care.

LOCAL AND INDEPENDENT

We're a local, independent health plan provider.

About Us

Founded in 1986, Health Tradition has a long-standing history of providing high-quality service to its members and Wisconsin communities. As an independent Health Maintenance Organization, we're driven to offer innovative solutions that help employers manage costs and keep members active, happy and healthy.

Our fully insured large and small employer group plans include Health Maintenance and Point of Service options, pharmacy, Medicare options, and access to our Enhanced Care Solutions. These solutions provide additional healthcare access and are a core function of containing healthcare costs.



Learn more about us by **SCANNING HERE!**



HEALTH
TRADITION

45 NOB HILL ROAD, MADISON, WI 53713 | HEALTHTRADITION.COM

East and West Provider Network

Health Tradition serves members in 25 eastern and 26 western Wisconsin counties. We partner with over 1,000 providers across the state. Check for in-network providers at [HealthTradition.com/FindADoc](https://www.healthtradition.com/FindADoc).

EASTERN WISCONSIN PROVIDERS

Providers in our eastern counties include Advocate Aurora Health, Ascension Wisconsin, Children's Hospital of Wisconsin, Medical College of Wisconsin Pediatrics and more.

WESTERN WISCONSIN PROVIDERS

Providers in our western counties include Essentia Health, HealthPartners, Mayo Clinic Health System, St. Luke's Hospital, Integrity Health Network and more.

Why Partner With Us?

Consider us your next-door health insurer. It's our goal to be a partner who understands your priorities, your clients' priorities and their employees' healthcare needs. We know that excellent care and cost effectiveness are both at the top of the list for you and everyone you serve.

WE USE THESE APPROACHES TO DELIVER ON THEM:

- Engage people in the decision-making process, making them more informed consumers
- Streamline preventive care
- Incentivize healthy behaviors and support lifestyle improvement
- Motivate wellness participation with appealing programming
- Support employees in managing chronic conditions

High-Quality Health Solutions

We offer high-quality health solutions that are cost-effective and make care more accessible. See our full list and program details at [HealthTradition.com/Care](https://www.healthtradition.com/Care).

VIRTUAL VISITS BY MADDY VIRTUAL CARE

WELLNESS PROGRAM BY VITALITY

AT-HOME COLORECTAL SCREENING BY COLOGUARD

CANCER MANAGEMENT BY CANCERCARE

BUNDLED SURGERY SERVICES BY NOVO HEALTH

CARPAL TUNNEL SOLUTION BY OVATION HAND