



News Flash!

February 5, 2018

Senior Preferred Expansion and 5-star rating*

As of January 1, 2018, Senior Preferred expanded its service area.

Gundersen Senior Preferred (HMO) expanded into Iowa counties of Clayton, Fayette, Howard and Winneshiek, and Wisconsin counties of Buffalo and Juneau.

UW Health Senior Preferred (HMO) expanded into Columbia, Iowa, Richland and Sauk counties.

For the seventh year in a row, Gundersen Health Plan's Senior Preferred HMO was awarded the highest 5-star rating from the Centers for Medicare & Medicaid Services (CMS). Every year since the inception of CMS's ratings, Senior Preferred has been awarded a 5-star rating, placing the company in an elite group of only four plans nationwide to have this impressive track record. Also worth noting — only four percent of plans nationwide received this level of distinction for 2018.

With Senior Preferred's 5-star rating, those who are eligible for Medicare can enroll in one of our plans anytime throughout the year.

We are excited we will be able to expand our Senior Preferred product in these counties.

*Plan performance summary star ratings are assessed each year and may change from one year to the next. The Five-Star rating reflects Senior Preferred for Wisconsin and Iowa.