



NEWS RELEASE

FOR IMMEDIATE RELEASE

CONTACT: Jennifer Woomer Dinehart
jennifer.dinehart@quartzbenefits.com
(608) 821-1082

For Immediate Release: March 28, 2017

Gundersen Health Plan and Unity Health Insurance
Announce New Corporate Brand Quartz

SAUK CITY, Wisconsin – Gundersen Health Plan (Gundersen) and Unity Health Plans Insurance Corporation (Unity) today introduced a new corporate brand and logo – Quartz. The branding reflects both the evolution of the affiliated organizations as well as a vision for the future.

Since mid 2016, Gundersen and Unity have been aligning their business structures to realize the benefits of their integration to deliver the best possible services to their customers. Integrated under the Quartz brand, the organizations have greater scale to deliver a seamless service experience for customers and partners of the health insurance plans and self-funded health plans.

Today, Quartz manages services for the health insurance plans Gundersen and Unity as well as provides administrative services for self-funded health plans, while serving 275,000 customers who live in southern and western Wisconsin, parts of Illinois, Iowa and Minnesota from offices located in Middleton, Sauk City and Onalaska, Wisconsin.

The Quartz brand represents the successful and ongoing transition to an integrated company with a combined heritage of 45 years. The vibrant red Quartz logo, reflects a strong and solid health plan services company. An organization with a purpose, whose primary goal is to assure that the local communities it serves have access to high-quality health care so that their residents can live the healthiest lives possible.

“The brand and logo better represent what the company is today,” said Terry Bolz, president and CEO. “As an organization with deep roots in serving a diverse mix of customers, mirroring our local communities, we look ahead to providing outstanding experiences and finding new and better ways to offer access to innovative, high-quality and affordable health care.”

Going forward, Gundersen and Unity will continue to be licensed health plans and to market products under those names. Members of Gundersen or Unity will remain insured by Gundersen or Unity, as affiliates of Quartz. Quartz also continues as the third-party administrator for self-funded health plans.

About Quartz

Quartz is a health plan services company. The company manages the nationally recognized, provider-sponsored health insurance plans – Gundersen Health Plan and Unity Health Insurance, which are co-owned by Gundersen Health System and UW Health. As a third-party administrator, Quartz also services self-funded health plans. Through an extensive provider network, Quartz focuses on local community-based health care and services 275,000 customers who live in southern and western Wisconsin, parts of Illinois, Iowa and Minnesota from offices located in Middleton, Sauk City and Onalaska, Wisconsin. For more information, please visit: QuartzBenefits.com.

- end -