

FOR IMMEDIATE RELEASE

October 2, 2020 | 2:30 p.m.

CONTACT: Christina Ott
christina.ott@QuartzBenefits.com
(608) 471-4766

Senior Preferred is now Quartz Medicare Advantage

Madison, WI —Today, after 20 years, Quartz Senior Preferred (HMO) officially becomes Quartz Medicare Advantage (HMO). Quartz, a health plan provider with more than 350,000 members in Wisconsin, Minnesota, Iowa and Illinois, started informing members of the change in January of 2020. Members will continue to be serviced locally and benefits associated with the member plans will carry over to Quartz Medicare Advantage, with several product enhancements planned for 2021.

Over the last several months, Quartz has been working on transitioning the Senior Preferred brand to Quartz Medicare Advantage. While the name may be different, the organization's commitment to quality service remains the same. Once again in 2020, Quartz received a 5-Star Medicare rating*. That's the highest designation a Medicare Advantage plan can receive. Fewer than five percent of plans earned that honor in 2020.

Christina Ott, Quartz's Assistant Vice President, Marketing and Business Development says, "We want our members to know they will continue to receive the same 5-star service they've grown accustomed to from Quartz and our provider-owner, Gundersen Health System, regardless of the product name."

If people have questions about today's announcement, they can get more information on the web by visiting QuartzBenefits.com/MedicareAdvantage. They can also call Customer Service at (800) 394-5566.

* The star ratings are assessed each year and may change from one year to the next. To learn more about the 5-Star rating, visit Medicare's website at [medicare.gov](https://www.medicare.gov).

About Quartz

Quartz Health Solutions, Inc. (Quartz) is jointly owned by UW Health, Gundersen Health System and UnityPoint Health. The company manages four nationally recognized, provider-sponsored health insurance plans: Quartz Health Benefit Plans Corporation, Quartz Health Plan Corporation, Quartz Health Plan MN Corporation and Quartz Health Insurance Corporation. 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 for more than 350,000 customers who live in Wisconsin, Illinois, Iowa and Minnesota. Quartz maintains offices in Madison, Sauk City and Onalaska, Wisconsin. Quartz Health Solutions, Inc., Quartz Health Benefit Plans Corporation, Quartz Health Plan Corporation, Quartz Health Plan MN Corporation and Quartz Health Insurance Corporation are separate legal entities. For more information, visit QuartzBenefits.com.

– end –