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Business Health Care Group hires Geoffrey Schick to replace retiring Executive Director Dianne Kiehl

MILWAUKEE –March 5, 2015 – The Business Health Care Group (BHCG) announces Geoffrey A. Schick as its new executive director, effective March 18, 2015. Schick is replacing Dianne Kiehl, BHCG’s first executive director, who has served in the role since 2004.

Schick, an accomplished health care executive with approximately 20 years of experience in the industry, was most recently the associate director of research network operations for Catholic Health Initiative's Institute for Research and Innovation in Houston. Previously he directed a variety of programs in health care and clinical research at Vanguard Health Systems in Detroit and at Aurora Health Care in Milwaukee. During his tenure with Blue Cross Blue Shield of Michigan as the director, community healthcare initiatives, Schick was involved with the BHCG, serving as an executive steering committee member in 2003-2004, representing DaimlerChrysler.

Schick, a lifelong southeast Wisconsin resident, earned a bachelor’s degree from the University of Wisconsin-Whitewater in Economics, a master’s degree from Lake Forest Graduate School of Management in Business Administration and a Healthcare

Mediation & Negotiation Certificate from Harvard University's School of Public Health.

"I am very pleased Geoffrey has accepted the position with the BHCG. His passion, experience and education will provide the foundation for the BHCG's continued success. I look forward to working with Geoffrey to ensure a smooth transition," states Kiehl.

"Geoffrey has been part of a number of initiatives that required innovative thinking in a collaborative environment. A leader who is comfortable in a dynamic health care market, he understands the need for partnership between health care providers and the growing number of BHCG employers in southeast Wisconsin," says Steven J. Smith, chairman and CEO of BHCG founding employer member Journal Communications. Smith also serves on the BHCG's CEO Executive Committee.

"It is my good fortune to be selected by the Business Health Care Group as its next executive director. I was involved in the formative years of the BHCG, making me keenly aware of the progress made by BHCG employers, staff and stakeholders in driving meaningful change in our health care market and bringing member employers' costs down below the southeast Wisconsin average.

"Dianne Kiehl's leadership and accomplishments over the years have contributed greatly to the group's success, which is why this opportunity to lead the group through its next evolution is so exciting. The upcoming partnership with UnitedHealthcare will enhance the BHCG's ability to engage health care consumers and providers in creating true value in our market," states Schick.

About the Business Health Care Group

The Business Health Care Group is a membership organization of more than 1,000 employers in the 11-county region of southeast Wisconsin. The BHCG and its members share the common goals of moving the health care market through innovative action

and partnering for effective change. Visit www.businesshealthcaregroup.org to learn more.

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