



Business Health Care Group

Driving Meaningful Change

For Immediate Release

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More employers join the Business Health Care Group effective January 1

MILWAUKEE – March 26, 2012 – The Business Health Care Group (BHCG) has announced that Kenosha Beef International and American Roller have joined its employer membership organization effective January 1, 2012. The addition of Kenosha Beef International in Kenosha and American Roller Company in Union Grove along with 72 other employers in January is further evidence of the BHCG growing its membership throughout its 11-county service area.

“Their decisions to join the BHCG were directly influenced by our strong track record of positively impacting the value of health care in southeast Wisconsin,” according to Dianne Kiehl, executive director of the BHCG. “Adding these employers gives a significant boost to our membership, enhancing our ability to influence health care cost trend for all our members,” Kiehl added.

BHCG’s membership grew by 11.2 percent in 2011. With the addition of the new employer groups, the BHCG continues to strengthen the employer community's influence in the market. As of January 1, 2012, enrollment in the Humana Preferred (BHCG) Network stood at approximately 114,000.

“We are extremely pleased these employers have joined forces with other BHCG members in southeast Wisconsin to address health care,” explained Kiehl. “Giving employers the ability to engage and partner with providers through the BHCG will allow us to continue to move the market,” added Kiehl.

About the Business Health Care Group:

The Business Health Care Group is a membership organization of nearly 1,200 employers and employer groups 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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