

## Junior, Steve

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**From:** Bloch, Jodi [jbloch@wha.org]  
**Sent:** Wednesday, December 15, 2004 1:35 PM  
**To:** steve.junior@oci.state.wi.us  
**Subject:** Letter of support for UW Health's Acquisition filing

**Importance:** High

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04-C29300



UW Health-Unity  
Acquisition.doc...

Mr. Junior,

Attached on behalf of Mr. Steve Brenton, President of the Wisconsin Hospital Association, is a letter of support for UW Health's acquisition of Unity Health Plan. You will also receive a signed copy via mail, but because the hearing is tomorrow, I wanted to make sure this letter was delivered to you via this email prior to tomorrow's hearing.

Should you have any questions, you may contact me at 608/268-1836. Thank you for your consideration.

Jodi Bloch  
Vice President, Government Affairs  
Wisconsin Hospital Association  
608/268-1836  
jbloch@wha.org

<<UW Health-Unity Acquisition.doc>>

WISCONSIN HOSPITAL ASSOCIATION, INC.

December 15, 2004



Hearing Examiner  
c/o Mr. Steve Junior  
Senior Insurance Examiner  
Bureau of Financial Analysis & Examinations  
P.O. Box 7873  
Madison, WI 53707-7873

Re: OCI Case #4-C29300

Dear Mr. Junior:

I am writing on behalf of the Wisconsin Hospital Association (WHA) to express support for University Health Care's (UW Health) filing to acquire Unity Health Plan.

UW Health providers have delivered excellent care throughout the years to thousands of patients in the 14-county region of South Central Wisconsin. They have demonstrated their commitment as strong community partners with our rural hospitals in improving the access and quality of patient care.

Because UW Health is an academic medical center it is uniquely positioned to utilize state-of-the-art diagnosis and treatment for Unity Health Plan members. Allowing UW Health to acquire Unity Health Plan will mean the continuing advancement of cutting edge medicine throughout this primarily rural service area.

Wisconsin provider-owned HMOs offer a unique model in the health care marketplace and have been very successful in the South Central Wisconsin region. This success is continually demonstrated by patient satisfaction attributed to the seamless delivery of health care services under one umbrella. WHA strongly supports UW Health's acquisition of Unity Health Plan and looks forward to a continued relationship with the UW Health providers for our rural hospital members.

Thank you for your consideration.

Sincerely,

A handwritten signature in black ink that reads 'Stephen F. Brenton'.

Stephen F. Brenton  
President