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**Southwest Health, Upland Hills Health join *QualityPath* for CTs and MRIs**

MADISON, Wis. (March 1, 2017) – **Southwest Health, Platteville, Wis., and Upland Hills Health, Dodgeville, Wis.**, have met the high quality standards required to offer CT and MRI scans through the *QualityPath*® program, effective today.

*QualityPath* was developed by The Alliance, a cooperative of 240 employers with self-funded health benefit plans for employees and family members.

“Hospitals and clinics that offer CTs and MRIs through *QualityPath* make a significant commitment to providing high-quality CTs and MRIs,” The Alliance President and CEO Cheryl DeMars said. “They deliver the kind of high-value care that will help transform the health care marketplace by focusing on value.”

Leaders of the two western Wisconsin facilities shared their motivations for joining *QualityPath*.

“We at **Southwest Health** are dedicated to always providing patient care of the highest possible quality,” said JoAnn Geissbuhler, Director of Radiology. “That’s why we’re excited about *QualityPath*. Our participation allows us to continue to optimize CT and MRI care for our patients right here in southwest Wisconsin. And that not only eliminates the hassles of traveling but also gives doctors and their patients alike the peace of mind of knowing tests will be done right, the first time, every time.”

“Upland Hills Health is committed to providing the best and safest diagnostic imaging,” said Lynnette Collins, Director of Imaging Services. “This remarkable technology allows us to use a decreased amount of radiation without compromising image quality. Our recent upgrades also maximize patient comfort.”

The Alliance launched the *QualityPath* program in 2015 with doctor-and-hospital designations for knee replacements, total hip replacements and heart bypass surgeries. *QualityPath* expanded to include CT and MRI scans on Jan. 1, 2017.

*QualityPath* for CTs and MRIs offers these benefits:

- **Eliminating out-of-pocket costs or deductibles for patients** on a traditional health plan when using *QualityPath* (savings vary for patients with a plan that has a health savings account).
- **Identifying high-quality care.** This care can make a significant difference in patients’ lives. For example, overuse of CT scans exposes people to unnecessary radiation; any exposure to radiation increases your lifetime risk of cancer.

- **Helping patients avoid wild variations in the price of CT and MRI scans.** Within The Alliance network, the lowest price for an MRI of a joint in the lower leg is \$440 while the highest is \$3,130, based on cost estimates obtained in April 2016.
- **Providing a warranty** to protect patients from the cost of repeating the same scan due to quality issues.

Employers who are members of The Alliance can enroll in *QualityPath*, which is then offered to employees and family members enrolled in health plans that use The Alliance network.

A list of all participating doctors, hospitals and clinics is available on The Alliance website ([www.the-alliance.org](http://www.the-alliance.org)).

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**Alliance President and CEO Cheryl DeMars is available for interviews on request.**

**Use these links to find:**

- Logos for The Alliance, Southwest Health and Upland Hills
- A map of *QualityPath* providers
- Testimonials from *QualityPath* patients ([www.qualitypath.com](http://www.qualitypath.com))
- More about The Alliance: <http://www.the-alliance.org/learn/>

### **About Southwest Health**

Southwest Health is a high-performing regional health care system that demonstrates national leadership in high quality, personal patient care. On their hospital campus in Platteville, Southwest Health provides a wide range of high-quality acute care services, including medical and surgical care, emergency and urgent care, orthopedics, women's health, specialist clinics, outpatient behavioral health, cancer care, an eye center, the area's largest family medical clinic and a retail pharmacy. At a separate location in Platteville, they operate an inpatient behavioral health facility. In nearby Cuba City, Wis., the organization's Epione Pavilion offers long-term skilled nursing care, outpatient rehabilitation, memory care and a family medical care clinic all under roof. Find more information at [www.southwesthealth.org](http://www.southwesthealth.org).

### **About Upland Hills Health**

Upland Hills Health provides outstanding health care to a rural community of over 40,000 people. This community-minded health care system provides innovative, individualized and compassionate care for their patients. Located in Dodgeville, Wis., the hospital offers a wide range of diagnostic imaging. Exams are performed by highly-trained technologists and results are interpreted by Madison Radiologists. They invest in using the latest technology and are dedicated to providing the best services. Emergency services, urgent care and inpatient care are located in Dodgeville, also home to a Heart, Lung & Sleep Center, Therapy and Wellness Center, Specialty Services Clinics, nursing and Rehabilitation Center. Upland Hills Health Family Practice Clinics are conveniently located in Highland, Montfort, Mount Horeb and Spring Green. Learn more at [uplandhillshealth.org](http://uplandhillshealth.org).