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**TENA HOAG WINS THE ALLIANCE 2020 HEALTH TRANSFORMATION AWARD**

MADISON, WI. (October 2, 2020) – At The Alliance Fall Symposium & Annual Meeting, on October 1, 2020, Tena Hoag, CFO at Advanced Laser in Chippewa Falls, WI, was given a Health Transformation Award by The Alliance in recognition for her significant contributions to transforming health care in her community.

**Tena Hoag, CFO at Advanced Laser**, Chippewa Falls, WI, has greatly expanded her 160 employees’ access to high-value health care through no and low-cost solutions – including physical therapy, behavioral health, and primary care – using a shared near-site clinic that she championed. Additionally, Hoag has continually supported and educated other employers and local government entities through speaking engagements, radio segments, and other hosted events. In January, she spoke to Governor Evers’ Task Force on Reducing Prescription Drugs to influence change on issues that negatively affect employee health and prescription spend.

Tena’s accomplishments represent Advanced Laser’s innovative and forward-thinking culture. Advanced Laser is determined to offer meaningful and affordable benefits to ensure employees are offered a complete wellbeing package. Established in 1996, Advanced Laser started small, but has grown quickly. In 2004 they doubled their footprint, only to double it again in 2014. In 2018, they expanded their locations to add a manufacturing location in Spooner, Wisconsin. In 2019, an additional state-of-the-art facility was constructed next to their existing manufacturing facility in Chippewa Falls to support their growing assembly business. Advanced Laser has been listed within The Fabricator’s “Fab 40” four years in a row and is a recognized contributor to the Chippewa Falls community.

The Alliance presented the Health Transformation Award to Hoag during its 30th anniversary celebration of their Fall Symposium & Annual Meeting, where innovative health care leaders shared their expertise on crucial health care topics, including payment reform, transparency, and benefit plan design. The event annually attracts an audience of employers and health care providers as well as brokers, agents, and other professionals who support employers that self-fund their health benefits.

Health Transformation Award recipients must demonstrate their commitment to promoting change in the health care marketplace based on one or more of the following criteria:

**High-Value Health Care**

Is taking action to significantly improve the quality and/or affordability of health care

**Transparency**

Is achieving significant gains in the availability and/or use of meaningful information to compare price and quality

**Payment Reform**

Is developing, testing or implementing value-based payment approaches to encourage high-quality, affordable care

**Provider Network Design**

Is developing, testing or implementing approaches to make high-value health care providers easily accessible to employees

**Benefit Plan Design**

Is developing, testing or implementing approaches to support the appropriate use of high-value providers and treatments by consumers

The Alliance serves as the voice for self-funded employers who want more control over their costs by providing transparent, creative approaches to network and benefit plan design to unlock savings where others can’t – or won’t – using Smarter NetworksSM and sophisticated data mining and analysis.

Celebrating 30 years as a mission-driven, not-for-profit cooperative, The Alliance is employer-owned and remains a trusted, objective partner for employers and their brokers who seek improved access to high-quality healthcare, working with more than 275 employers across the Midwest, and contracting with over 34,000 health care providers and specialists in the region.

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We can connect journalists with award winners, CEO/President, and The Alliance Board of Directors upon request.