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**TRACI ROTHENBURGER WINS THE ALLIANCE 2020 HEALTH TRANSFORMATION AWARD**

MADISON, WI. (October 2, 2020) – At The Alliance Fall Symposium & Annual Meeting, on October 1, 2020, Traci Rothenburger, Clinic Manager at Nordic PrivateCare in Baraboo, WI, was given a Health Transformation Award by The Alliance in recognition for her significant contributions to transforming health care in her community.

Rothenburger has been pioneering health care transformation for three decades by creating high-value health care programs and clinics throughout her career. At Nordic PrivateCare, she’s made health care more affordable and accessible by offering medical, prescription, chiropractic, massage therapy, physical therapy, and mental health services in an on-site clinic setting. Additionally, the success of her clinic has significantly reduced health care spending through an overall reduction in emergency and specialty care.

The Alliance presented the Health Transformation Award to Rothenburger 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

Nordic PrivateCare was created by Flambeau, Inc., which has roughly 360 employees in its Baraboo location. Flambeau and its divisions offer a wide range of product and tooling solutions to businesses, professionals, hobbyists and enthusiasts all over the world. Flambeau offers a network of professionals ready to provide customer assistance in design and specifications of injection molded and blow molded thermoplastic components, products, building of tools / tooling and fixtures, and contract manufacturing of complete assemblies and finished products.

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.