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Form **990**

Department of the Treasury Internal Revenue Service

Return of Organization Exempt From Income Tax

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except black lung benefit trust or private foundation)

► The organization may have to use a copy of this return to satisfy state reporting requirements

2010

OMB No 1545-0047

Open to Public Inspection

A Fo	r the	2010 ca		nning 01-01-2010 and ending 12-31-20	10			
B Ch	eck ıf a	applicable	C Name of organization Security Health Plan of Wisconsi	n Inc		D Emp	loyer	identification number
- Add	dress ch	hange	•			39-	1572	880
— Nai	me cha	inge	Doing Business As			E Telep	ohone	number
– Init	tıal retu	ırn	Number and street (or P.O. box	ıf mail is not delivered to street address)	Room/sur	te /71	- \	1-9500
– Ter	mınate	ed	PO Box 8000	ii mail is not delivered to street address)	Room, sai	(/1:	0) 22	1-9500
_	ended		City or town, state or country, a	and ZIP + 4		G Gross	s receil	pts \$ 974,885,453
_			Marshfield, WI 544498000					
App	plicatioi	n pending			1			
			F Name and address of KARL ULRICH PRESIDE	• • • • • • • • • • • • • • • • • • • •	H(a) Is	this a group returi	n for affi	liates? Yes Vo
			1000 ST JOSEPH AVE		H(b) An	e all affiliates ir	ncluded	17 Fyes F No
			MARSHFIELD, WI 5444	9				t (see instructions)
						Froup exemp		
. та	x-exen	npt status	∫ 501(c)(3) > 501(c) (4)	◀ (insert no)	」 `´			
W	ebsit e	e: 🕨 www	v securityhealth org					
(For	m of or	ganization	Corporation Trust Assoc	ation Other ►	L Year o	of formation 19	986	M State of legal domicile WI
	rt I		mary	•				
	1			ssion or most significant activities				
	1		_	TIMIZE THE HEALTH OF THE POPULA	TION IT SE	RVES BY PF	ROVI	DING ACCESS TO
a)	1		CARE, SERVING AS AN AD	VOCATE FOR CUSTOMERS, AND MAI	NAGING HE	ALTH RESO	URCI	ES TO MAXIMIZE
Governance		VALUE						
<u> </u>								
2								
	2	Check th	iis box দ if the organization	n discontinued its operations or disposed	d of more tha	n 25% of its	net	assets
Acuvines &	3	Number	of voting members of the gov	erning body (Part VI, line 1a)			3	18
Ë	4	Number	of independent voting membe	rs of the governing body (Part VI, line $f 1$	b)		4	0
5	5	Total nui	mber of individuals employed	ın calendar year 2010 (Part V, line 2a)			5	0
ŧ	6	Total nui	mber of volunteers (estimate	ıf necessary)			6	0
	7a	Total uni	elated business revenue fror	n Part VIII, column (C), line 12			7a	2,857,093
	ь	Net unre	lated business taxable incon	ne from Form 990-T, line 34			7b	-723,660
					ı	Prior Year		Current Year
	8	Contri	butions and grants (Part VII)	i, line 1 h)			0	0
Revenue	9	Progra	m service revenue (Part VII		804,093,	819	909,996,315	
ΘA÷	10	Invest	ment income (Part VIII, colu	umn (A), lines 3, 4, and 7d)		7,769,	701	8,711,440
ď	11	Other	revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)		2,983,	686	2,857,200
	12			11 (must equal Part VIII, column (A), li	ne	014 047	206	021 564 055
	4.5					814,847,		921,564,955
	13			art IX, column (A), lines 1-3)			0	10,000,998
	14			rt IX, column (A), line 4)	_		0	0
82	15	Salarie 10)	es, other compensation, empl	5-		o	0	
Expenses	16a	•	sional fundraising fees (Part	IX, column (A), line 11e)			0	0
.	ь		ndraising expenses (Part IX, columr					
Ω	17			A), lines 11a-11d, 11f-24f)		787,108,	059	864,238,185
	18			must equal Part IX, column (A), line 25)		787,108,	-	874,239,183
	19		·	ne 18 from line 12		27,739,		47,325,772
e e	-	V. G. A. E. I.	LO 1000 CAPCIDES DUDITACE II		Regin	ning of Curre	$\overline{}$	
Net Assets of Fund Bafances					Degili	Year		End of Year
93.55 See 1	20	Totala	assets (Part X, line 16)			222,547,	622	294,708,887
절절	21					94,265,	920	135,633,988
žĪ	22	Netas	sets or fund balances Subtra	act line 21 from line 20		128,281,	702	159,074,899
Pai	rt II	Sign	ature Block					
mow		and belie	f, it is true, correct, and comple	mined this return, including accompanying ete. Declaration of preparer (other than offi		on all inform		
Sign	,	I B	ture of officer			2011-09-21 Date		
əign Hero		'						
'	-		Schultz CFO or print name and title					
	I	Print/Type	<u> </u>	Preparer's signature	Date	Check if se	elf-	PTIN
اء: ء		preparer's	name	. reparer a signature	pare	employed		1 1 114
Paid	0.00	Fırm's nar				Firm's EIN		
Prepa		Fırm's add	lress 🕨 191 West Nationwide Blvd S	Ste 500				Phone no (614) 249-
72G (Only		Columbus, OH 432152568					2300

May the IRS discuss this return with the preparer shown above? (see instructions)

Par	t III	Statement of Program S Check if Schedule O contains				
1	Brief	y describe the organization's mi	ıssıon			<u> </u>
		HEALTH PLAN WILL OPTIMIZ VING AS AN ADVOCATE FOR				
2		ne organization undertake any si nor Form 990 or 990-EZ? .			which were not listed on	┌ Yes ┌ No
	If "Ye	s," describe these new services	on Schedule O			
3		e organization cease conductin	g, or make significant	changes in how it co	nducts, any program	┌ Yes ┌ No
	If "Ye	s," describe these changes on S	chedule O			
4	Section	ribe the exempt purpose achieve on 501(c)(3) and 501(c)(4) orgonistions to others, the total expens	anızatıons and sectio	n 4947(a)(1) trusts a	re required to report the am	
4a	(Code	e) (Expenses \$	808,408,868	ıncludıng grants of \$	10,000,998) (Revenue \$	909,996,315)
	comn small and t	ity Health Plan of Wisconsin, Inc. (SHP) nunity rating for medicare supplement i groups, with portability upon leaving the he medicare advantage program. In 20 RSHFIELD, Wisconsin	members participating in t he group SHP participates	he Wisconsin medicaid HM in medical research, educ	O In addition, SHP offers coverage ation of our members, communit	ge of individuals and large and y education, cancer screening tests
4b	(Code	e) (Expenses \$	<u> </u>	including grants of \$) (Revenue \$)
4c	(Code	e) (Expenses \$	•	including grants of \$) (Revenue \$)
4d	Othe	er program services (Describe i	n Schedule O)			
	(Exp	enses \$	including grants of	\$) (Revenue \$)
4e	Tota	l program service expenses►\$	808,408,868	}		

Part IV	Checklist of	Required	Schedules

			Yes	No
1	Is the organization described in section 501(c)(3) or 4947(a)(1) (other than a private foundation)? If "Yes," complete Schedule A	1		No
2	Is the organization required to complete Schedule B, Schedule of Contributors (see instruction)?	2		Νo
3	Did the organization engage in direct or indirect political campaign activities on behalf of or in opposition to candidates for public office? If "Yes," complete Schedule C, Part I	3		No
4	Section 501(c)(3) organizations. Did the organization engage in lobbying activities, or have a section 501(h) election in effect during the tax year? <i>If</i> "Yes," complete Schedule C, Part II	4		
5	Is the organization a section 501(c)(4), 501(c)(5), or 501(c)(6) organization that receives membership dues, assessments, or similar amounts as defined in Revenue Procedure 98-19? If "Yes," complete Schedule C, Part III	5		No
6	Did the organization maintain any donor advised funds or any similar funds or accounts where donors have the right to provide advice on the distribution or investment of amounts in such funds or accounts? If "Yes," complete Schedule D, Part I	6		No
7	Did the organization receive or hold a conservation easement, including easements to preserve open space, the environment, historic land areas or historic structures? If "Yes," complete Schedule D, Part II	7		No
8	Did the organization maintain collections of works of art, historical treasures, or other similar assets? If "Yes," complete Schedule D, Part III	8		No
9	Did the organization report an amount in Part X, line 21, serve as a custodian for amounts not listed in Part X, or provide credit counseling, debt management, credit repair, or debt negotiation services? If "Yes," complete Schedule D, Part IV	9		No
10	Did the organization, directly or through a related organization, hold assets in term, permanent,or quasi- endowments? If "Yes," complete Schedule D, Part V	10		No
11	If the organization's answer to any of the following questions is 'Yes,' then complete Schedule D, Parts VI, VII, VIII, IX, or X as applicable			
а	Did the organization report an amount for land, buildings, and equipment in Part X, line10? If "Yes," complete Schedule D, Part VI.	11a	Yes	
Ь	Did the organization report an amount for investments—other securities in Part X, line 12 that is 5% or more of its total assets reported in Part X, line 16? If "Yes," complete Schedule D, Part VII.	11b		No
c	Did the organization report an amount for investments—program related in Part X, line 13 that is 5% or more of its total assets reported in Part X, line 16? If "Yes," complete Schedule D, Part VIII.	11c		No
d	Did the organization report an amount for other assets in Part X, line 15 that is 5% or more of its total assets reported in Part X, line 16? If "Yes," complete Schedule D, Part IX.	11d		No
e	Did the organization report an amount for other liabilities in Part X, line 25? If "Yes," complete Schedule D, Part X.	11e	Yes	
f	Did the organization's separate or consolidated financial statements for the tax year include a footnote that addresses the organization's liability for uncertain tax positions under FIN 48 (ASC 740)? If "Yes," complete Schedule D, Part X.	11f	Yes	
12a	Did the organization obtain separate, independent audited financial statements for the tax year? If "Yes," complete Schedule D, Parts XI, XII, and XIII	12a	Yes	
b	Was the organization included in consolidated, independent audited financial statements for the tax year? If "Yes," and if the organization answered 'No' to line 12a, then completing Schedule D, Parts XI, XII, and XIII is optional	12b	Yes	
13	Is the organization a school described in section 170(b)(1)(A)(ii)? If "Yes," complete Schedule E	13		No
	Did the organization maintain an office, employees, or agents outside of the United States?	14a		No
Ь	Did the organization have aggregate revenues or expenses of more than \$10,000 from grantmaking, fundraising, business, and program service activities outside the United States? <i>If</i> " <i>Yes,"</i> complete Schedule F, Parts I and IV	14b		No
15	Did the organization report on Part IX, column (A), line 3, more than $$5,000$ of grants or assistance to any organization or entity located outside the U S ? If "Yes," complete Schedule F, Parts II and IV	15		No
16	Did the organization report on Part IX, column (A), line 3, more than $$5,000$ of aggregate grants or assistance to individuals located outside the U S ? If "Yes," complete Schedule F, Parts III and IV.	16		No
17	Did the organization report a total of more than \$15,000, of expenses for professional fundraising services on Part IX, column (A), lines 6 and 11e? <i>If</i> "Yes," complete Schedule G, Part I (see instructions)	17		No
18	Did the organization report more than \$15,000 total of fundraising event gross income and contributions on Part VIII, lines 1c and 8a? If "Yes," complete Schedule G, Part II	18		No
19	Did the organization report more than \$15,000 of gross income from gaming activities on Part VIII, line 9a? If "Yes," complete Schedule G, Part III	19		No
20a	Did the organization operate one or more hospitals? If "Yes," complete Schedule H	20a		Νo
b	If "Yes" to line 20a, did the organization attach its audited financial statement to this return? Note. Some Form 990 filers that operate one or more hospitals must attach audited financial statements (see instructions)	20b		

Par	t IV Checklist of Required Schedules (continued)			
21	Did the organization report more than \$5,000 of grants and other assistance to governments and organizations in the United States on Part IX, column (A), line 1? If "Yes," complete Schedule I, Parts I and II	21	Yes	
22	Did the organization report more than \$5,000 of grants and other assistance to individuals in the United States on Part IX, column (A), line 2? If "Yes," complete Schedule I, Parts I and III	22		No
23	Did the organization answer "Yes" to Part VII, Section A, questions 3, 4, or 5, about compensation of the organization's current and former officers, directors, trustees, key employees, and highest compensated employees? If "Yes," complete Schedule J	23	Yes	
24a	Did the organization have a tax-exempt bond issue with an outstanding principal amount of more than \$100,000 as of the last day of the year, that was issued after December 31, 2002? If "Yes," answer lines 24b-24d and complete Schedule K. If "No," go to line 25	24a		No
b	Did the organization invest any proceeds of tax-exempt bonds beyond a temporary period exception?	24b		
С	Did the organization maintain an escrow account other than a refunding escrow at any time during the year to defease any tax-exempt bonds?	24c		
d	Did the organization act as an "on behalf of" issuer for bonds outstanding at any time during the year?	24d		
25a	Section 501(c)(3) and 501(c)(4) organizations. Did the organization engage in an excess benefit transaction with a disqualified person during the year? If "Yes," complete Schedule L, Part I	25a		No
b	Is the organization aware that it engaged in an excess benefit transaction with a disqualified person in a prior year, and that the transaction has not been reported on any of the organization's prior Forms 990 or 990-EZ? If "Yes," complete Schedule L, Part I	25b		No
26	Was a loan to or by a current or former officer, director, trustee, key employee, highly compensated employee, or disqualified person outstanding as of the end of the organization's tax year? If "Yes," complete Schedule L, Part II	26		No
27	Did the organization provide a grant or other assistance to an officer, director, trustee, key employee, substantial contributor, or a grant selection committee member, or to a person related to such an individual? If "Yes," complete Schedule L, Part III	27		No
28	Was the organization a party to a business transaction with one of the following parties? (see Schedule L, Part IV instructions for applicable filing thresholds, conditions, and exceptions)			
а	A current or former officer, director, trustee, or key employee? If "Yes," complete Schedule L, Part			
	<i>IV</i>	28a		No
	A family member of a current or former officer, director, trustee, or key employee? If "Yes," complete Schedule L, Part IV	28b		Νο
С	An entity of which a current or former officer, director, trustee, or key employee (or a family member thereof) was an officer, director, trustee, or direct or indirect owner? <i>If</i> "Yes," complete Schedule L, Part IV	28c		Νο
29	Did the organization receive more than \$25,000 in non-cash contributions? If "Yes," complete Schedule M	29		No
30	Did the organization receive contributions of art, historical treasures, or other similar assets, or qualified conservation contributions? If "Yes," complete Schedule M	30		No
31	Did the organization liquidate, terminate, or dissolve and cease operations? If "Yes," complete Schedule N, Part I	31		No
32	Did the organization sell, exchange, dispose of, or transfer more than 25% of its net assets? If "Yes," complete Schedule N, Part II	32		Νο
33	Did the organization own 100% of an entity disregarded as separate from the organization under Regulations sections 301 7701-2 and 301 7701-3? If "Yes," complete Schedule R, Part I	33		No
34	Was the organization related to any tax-exempt or taxable entity? If "Yes," complete Schedule R, Parts II, III, IV, and V, line 1	34	Yes	
35	Is any related organization a controlled entity within the meaning of section 512(b)(13)?	35		No
а	Did the organization receive any payment from or engage in any transaction with a controlled entity within the meaning of section 512(b)(13)? If "Yes," complete Schedule R, Part V, line 2 \Box Yes \Box No			
36	Section 501(c)(3) organizations. Did the organization make any transfers to an exempt non-charitable related organization? If "Yes," complete Schedule R, Part V, line 2	36		No
37	Did the organization conduct more than 5% of its activities through an entity that is not a related organization and that is treated as a partnership for federal income tax purposes? If "Yes," complete Schedule R, Part VI	37		No
38	Did the organization complete Schedule O and provide explanations in Schedule O for Part VI, lines 11 and 19?	38	Yes	

Part V	Statements	Regarding	Other I	RS Filings	and Tax	Compliance

	rt V Statements Regarding Other IRS Filings and Tax Compliance			Page :
	Check if Schedule O contains a response to any question in this Part V			
			Yes	No
1a	Enter the number reported in Box 3 of Form 1096 Enter -0- if not applicable			- 110
	1a 5,528			
b	Enter the number of Forms W-2G included in line 1a Enter -0- if not applicable 1b			
c	Did the organization comply with backup withholding rules for reportable payments to vendors and reportable			
Ī	gaming (gambling) winnings to prize winners?	1c		
2a	Enter the number of employees reported on Form W-3, Transmittal of Wage and Tax Statements filed for the calendar year ending with or within the year covered by this return			
b	If at least one is reported on line 2a, did the organization file all required federal employment tax returns?			
	Note. If the sum of lines 1a and 2a is greater than 250, you may be required to e-file (see instructions)	2b		
3a	Did the organization have unrelated business gross income of \$1,000 or more during the			
	year?	3a	Yes	
b	If "Yes," has it filed a Form 990-T for this year? If "No," provide an explanation in Schedule O	3Ь	Yes	
4a	At any time during the calendar year, did the organization have an interest in, or a signature or other authority over, a financial account in a foreign country (such as a bank account, securities account, or other financial account)?	4a		No
Ь	If "Yes," enter the name of the foreign country ▶			
	See instructions for filing requirements for Form TD F 90-22 1, Report of Foreign Bank and Financial Accounts			
_				
5a	Was the organization a party to a prohibited tax shelter transaction at any time during the tax year?	5a		No
Ь	Did any taxable party notify the organization that it was or is a party to a prohibited tax shelter transaction?	5b		No
c	If "Yes" to line 5a or 5b, did the organization file Form 8886-T?	5c		
6a	Does the organization have annual gross receipts that are normally greater than \$100,000, and did the	6a		No
b	organization solicit any contributions that were not tax deductible?	6b		
7	Organizations that may receive deductible contributions under section 170(c).			
а	Did the organization receive a payment in excess of \$75 made partly as a contribution and partly for goods and services provided to the payor?	7a		
b	If "Yes," did the organization notify the donor of the value of the goods or services provided?	7b		
c	Did the organization sell, exchange, or otherwise dispose of tangible personal property for which it was required to			
_	file Form 8282?	7c		
d	If "Yes," indicate the number of Forms 8282 filed during the year			
e	Did the organization receive any funds, directly or indirectly, to pay premiums on a personal benefit contract?	7e		
f	Did the organization, during the year, pay premiums, directly or indirectly, on a personal benefit contract?	7f		
	If the organization received a contribution of qualified intellectual property, did the organization file Form 8899 as			
	required?	7g		
h	If the organization received a contribution of cars, boats, airplanes, or other vehicles, did the organization file a	7h		
8	Form 1098-C?	711		
0	the supporting organization, or a donor advised fund maintained by a sponsoring organization, have excess business holdings at any time during the year?	8		
9	Sponsoring organizations maintaining donor advised funds.			
а	Did the organization make any taxable distributions under section 4966?	9a		
b	Did the organization make a distribution to a donor, donor advisor, or related person?	9b		
10	Section 501(c)(7) organizations. Enter			
	Initiation fees and capital contributions included on Part VIII, line 12 10a			
b	Gross receipts, included on Form 990, Part VIII, line 12, for public use of club facilities			
11	Section 501(c)(12) organizations. Enter			
	Gross income from members or shareholders			
b	Gross income from other sources (Do not net amounts due or paid to other sources against amounts due or received from them)			
12-	Section 4947(a)(1) non-exempt charitable trusts. Is the organization filing Form 990 in lieu of Form 1041?	12-		
	If "Yes," enter the amount of tax-exempt interest received or accrued during the	12a		
	year 12b			
13 a	Section 501(c)(29) qualified nonprofit health insurance issuers. Is the organization licensed to issue qualified health plans in more than one state?	13a		
	Note. See the instructions for additional information the organization must report on Schedule O			
b	Enter the amount of reserves the organization is required to maintain by the states			
	in which the organization is licensed to issue qualified health plans			
С	Enter the amount of reserves on hand 13c			
14a	Did the organization receive any payments for indoor tanning services during the tax year?	14a		No.

b If "Yes," has it filed a Form 720 to report these payments? *If "No," provide an explanation in Schedule O*.

Part VI Governance, Management, and Disclosure For each "Yes" response to lines 2 through 7b below, and for a "No" response to lines 8a, 8b, or 10b below, describe the circumstances, processes, or changes in Schedule O. See instructions.

_Se	ction A. Governing Body and Management			
			Yes	No
1a	Enter the number of voting members of the governing body at the end of the tax year			
b	Enter the number of voting members included in line 1a, above, who are independent			
2	Did any officer, director, trustee, or key employee have a family relationship or a business relationship with any other officer, director, trustee, or key employee?	2		Νο
3	Did the organization delegate control over management duties customarily performed by or under the direct supervision of officers, directors or trustees, or key employees to a management company or other person?	3		N o
4	Did the organization make any significant changes to its governing documents since the prior Form 990 was filed?	4		No
5	Did the organization become aware during the year of a significant diversion of the organization's assets? .	5		No
6	Does the organization have members or stockholders?	6		Νο
7a	Does the organization have members, stockholders, or other persons who may elect one or more members of the governing body?	7a		No
ь	Are any decisions of the governing body subject to approval by members, stockholders, or other persons?	7b		No
8	Did the organization contemporaneously document the meetings held or written actions undertaken during the year by the following			
а	The governing body?	8a	Yes	
ь	Each committee with authority to act on behalf of the governing body?	8b	Yes	
9	Is there any officer, director, trustee, or key employee listed in Part VII, Section A, who cannot be reached at the			
	organization's mailing address? If "Yes," provide the names and addresses in Schedule O	9		Νo
	ection B. Policies (This Section B requests information about policies not required by the Internal evenue Code.)			
	•		Yes	No
10a	Does the organization have local chapters, branches, or affiliates?	10a		No
b	If "Yes," does the organization have written policies and procedures governing the activities of such chapters, affiliates, and branches to ensure their operations are consistent with those of the organization?	10b		
11a	Has the organization provided a copy of this Form 990 to all members of its governing body before filing the form?	11a	Yes	
b	Describe in Schedule O the process, if any, used by the organization to review this Form 990			
12a	Does the organization have a written conflict of interest policy? If "No," go to line 13	12a	Yes	
b	Are officers, directors or trustees, and key employees required to disclose annually interests that could give rise to conflicts?	12b	Yes	
c	Does the organization regularly and consistently monitor and enforce compliance with the policy? If "Yes," describe in Schedule O how this is done	12c	Yes	
13	Does the organization have a written whistleblower policy?	13	Yes	
14	Does the organization have a written document retention and destruction policy?	14	Yes	
15	Did the process for determining compensation of the following persons include a review and approval by independent persons, comparability data, and contemporaneous substantiation of the deliberation and decision?			
а	The organization's CEO, Executive Director, or top management official	15a		Νo
ь	Other officers or key employees of the organization	15b		Νο
	If "Yes" to line 15a or 15b, describe the process in Schedule O (See instructions)			
16a	Did the organization invest in, contribute assets to, or participate in a joint venture or similar arrangement with a taxable entity during the year?	16a		Νο
Ь	If "Yes," has the organization adopted a written policy or procedure requiring the organization to evaluate its participation in joint venture arrangements under applicable federal tax law, and taken steps to safeguard the organization's exempt status with respect to such arrangements?	16b		
Se	ection C. Disclosure	100		
17	List the States with which a copy of this Form 990 is required to be filed►WI			
18	Section 6104 requires an organization to make its Form 1023 (or 1024 if applicable), 990, and 990-T (501(c)			
	(3)s only) available for public inspection. Indicate how you make these available. Check all that apply			

Own website Another's website V Upon request

- Describe in Schedule O whether (and if so, how), the organization makes its governing documents, conflict of interest policy, and financial statements available to the public See Additional Data Table
- State the name, physical address, and telephone number of the person who possesses the books and records of the organization 🕨 20 TIM SCHULTZ 1515 ST JOSEPH AVE

MARSHFIELD, WI 54449 (715) 221-9447

Part VII Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors

Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees

1a Complete this table for all persons required to be listed Report compensation for the calendar year ending with or within the organization's tax year

- List all of the organization's current officers, directors, trustees (whether individuals or organizations), regardless of amount of compensation, and current key employees Enter -0- in columns (D), (E), and (F) if no compensation was paid
- List all of the organization's current key employees, if any See instructions for definition of "key employee"
- List the organization's five **current** highest compensated employees (other than an officer, director, trustee or key employee) who received reportable compensation (Box 5 of Form W-2 and/or Box 7 of Form 1099-MISC) of more than \$100,000 from the organization and any related organizations
- List all of the organization's **former** officers, key employees, and highest compensated employees who received more than \$100,000 of reportable compensation from the organization and any related organizations
- List all of the organization's former directors or trustees that received, in the capacity as a former director or trustee of the organization, more than \$10,000 of reportable compensation from the organization and any related organizations

List persons in the following order individual trustees or directors, institutional trustees, officers, key employees, highest compensated employees, and former such persons

Check this box if neither the organ	•	elated o	rganı	zatio	on co	ompen	sate	d any current office	r, director, or trust	ee
(A) Name and Title	(B) Average hours per	Posi	(C) Position (check all that apply)				(D) Reportable compensation from the	(E) Reportable compensation from related	(F) Estimated amount of other	
	week (describe hours for related organizations in Schedule O)	Individual trustee or director	Institutional Trustee	Officei	Key employee	Highest compensated employee	Former	organization (W- 2/1099-MISC)	organizations (W- 2/1099- MISC)	compensation from the organization and related organizations
See Additional Data Table										

Part VII Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees (continued)

	(A) Name and Title	(B) Average hours	(C) pe Position (check all that apply)						(D) Reportable compensation from the	(E) Reportable compensation from related		(F) Estima amount o	ated fother
		per week (describe hours for related organizations in Schedule O)	Highest compensated employee Key employee Officer Institutional Trustee or director		Former	organization (W- 2/1099-MISC)	organizations (W- 2/1099- MISC)		compens from t rganizati relati organiza	:he on and ed			
See A	dditional Data Table												
1b	Sub-Total				٠.	٠.		>					
с	Total from continuation sheets						Þ			44.055.05	_		
d	Total (add lines 1b and 1c)						•	<u> </u>	0	11,955,85	6	1,5	586,343
2	Total number of individuals (incl \$100,000 in reportable compen					tea	above) wno	received more tha	n			
												Yes	No
3	Did the organization list any for on line 1a? <i>If</i> "Yes," complete Sci							-	or highest compensa	ated employee	3	Yes	
4	For any individual listed on line organization and related organiz										4	Yes	
5	Did any person listed on line 1a services rendered to the organiz		-				-		=		5		No
Se	ection B. Independent Con	tractors											

1 Complete this table for your five highest compensated independent contractors that received more than \$100,000 of compensation from the organization

(A) Name and business address	(B) Description of services	(C)
MEDASSURANT INC	CONSULTANT	7,104,814
Insigma US 135 W 50TH ST 18FL NEW YORK, NY 10020	Software Consultant	4,067,708
Trizetto Group Inc 1085 MORRIS AVE UNION, NJ 07083	Software Consultant	2,687,399
Roberts Communications Inc 64 COMMERCIAL STREET ROCHESTER, NY 14614	Advertising	2,140,332
McKesson Health Solutions 275 GROVE STREET SUITE 1-110 NEWTON, MA 024662273	Software Consultant	673,618
2 Total number of independent contractors (including but not limited to those listed above) \$100,000 in compensation from the organization ►30) who received more than	

Form 99							Pag	e 9
Party		Statement of Revenu	ie –		(A) Total revenue	(B) Related or exempt function revenue	business	(D) Revenue excluded from tax under sections 512, 513, or 514
Contributions, gifts, grants and other similar amounts	b d e f	Federated campaigns	. 1d 1e and 1f		0			314
Program Service Revenue	2a b c d e	FEES FOR PROV OF PREPAID HEALT	enue	Business Code		909,996,315		
	4 5 6a b	Investment income (including and other similar amounts). Income from investment of tax-exeron and other similar amounts). Royalties Gross Rents Less rental expenses Rental income or (loss) Net rental income or (loss)	(I) Real 270,008 270,008	(II) Personal	6,298,393 0 0			6,298,393
Ф	7a b c d	Gross amount from sales of assets other than inventory Less cost or other basis and sales expenses Gain or (loss) Net gain or (loss)	(i) Securities 55,463,537 53,050,490 2,413,047	(II) O ther	2,413,047		-107	2,413,154
Other Revenue	b c 9a b c 10a b c	(not including \$ of contributions reported on I See Part IV, line 18 Less direct expenses Net income or (loss) from fun	a b draising events	Business Code 561000 561000	0 2,849,458 6,484 179 1,079 2,857,200		2,849,458 6,484 179 1,079	
			•		·		564,955 909,996,315	

Part IX Statement of Functional Expenses

Section 501(c)(3) and 501(c)(4) organizations must complete all columns.

А	Section 501(c)(3) and 501(c)(4) organizations must complete all columns. All other organizations must complete column (A) but are not required to complete columns (B), (C), and (D).									
Do no	ot include amounts reported on lines 6b, b, 9b, and 10b of Part VIII.	(A) Total expenses	(B) Program service expenses	(C) Management and general expenses	(D) Fundraising expenses					
1	Grants and other assistance to governments and organizations in the U.S. See Part IV, line 21	10,000,998	10,000,998							
2	Grants and other assistance to individuals in the U.S. See Part IV, line 22	0								
3	Grants and other assistance to governments, organizations, and individuals outside the U.S. See Part IV, lines 15 and 16	0								
4	Benefits paid to or for members	0								
5	Compensation of current officers, directors, trustees, and key employees	0								
6	Compensation not included above, to disqualified persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B)	0								
7	Other salaries and wages	0								
8	Pension plan contributions (include section 401(k) and section 403(b) employer contributions)	0								
9	Other employee benefits	0								
10	Payroll taxes	0								
а	Fees for services (non-employees) Management	2,136,488		2,136,488						
b	Legal	211,381		211,381						
С	Accounting	167,334		167,334						
d	Lobbying	7,645		7,645						
e	Professional fundraising services See Part IV, line 17	0								
f	Investment management fees	389,438		389,438						
g	Other	9,525,170		9,525,170						
12	Advertising and promotion	3,946,652		3,946,652						
13	Office expenses	1,918,605		1,918,605						
14	Information technology	2,376,660		2,376,660						
15	Royalties	0								
16	Occupancy	566,703		566,703						
17 18	Travel	506,826		506,826						
	state, or local public officials	0								
19	Conferences, conventions, and meetings	134,693		134,693						
20	Interest	439,696		439,696						
21	Payments to affiliates	000.135		000 125						
22	Depreciation, depletion, and amortization	899,135		899,135						
23 24	Insurance	181,388		181,388						
а	HOSPITAL/MEDICAL BENEFITS	732,795,403	732,795,403							
b	PRESCRIPTION DRUGS	65,612,467	65,612,467							
С	ADMINISTRATIVE CAPITATION	25,154,925	, ,	25,154,925						
d	COMMISSIONS	7,523,193		7,523,193						
e	STATE FRANCHISE TAX	3,767,014		3,767,014						
f	All other expenses	5,977,369		5,977,369						
25	Total functional expenses. Add lines 1 through 24f	874,239,183	808,408,868	65,830,315	0					
26	Joint costs. Check here ► ☐ If following SOP 98-2 (ASC 958-720) Complete this line only if the organization reported in column (B) joint costs from a combined educational campaign and fundraising solicitation									

Pa	rt X	Balance Sheet					
					(A) Beginning of year		(B) End of year
	1	Cash—non-interest-bearing			1,350	1	1,350
	2	Savings and temporary cash investments			38,885,047	2	66,938,637
	3	Pledges and grants receivable, net				3	
	4	Accounts receivable, net			12,574,851	4	13,970,768
	5	Receivables from current and former officers, directors, trustee highest compensated employees Complete Part II of	s, key	employees, and			
		Schedule L				5	
60	6	Receivables from other disqualified persons (as defined under spersons described in section $4958(c)(3)(B)$, and contributing e sponsoring organizations of section $501(c)(9)$ voluntary employorganizations (see instructions)	ers, and				
\$		Schedule L				6	
ssets	7	Notes and loans receivable, net			0	7	25,000,000
⋖	8	Inventories for sale or use				8	
	9	Prepaid expenses and deferred charges			16,789,268	9	18,715,038
	10a	Land, buildings, and equipment cost or other basis <i>Complete Part VI of Schedule D</i>	10a	22,998,272			
	ь	Less accumulated depreciation	10b	8,254,867	7,694,881	10c	14,743,405
	11	Investments—publicly traded securities			146,602,225	11	155,339,689
	12	Investments—other securities See Part IV , line 11 \cdot \cdot \cdot		•		12	
	13	Investments—program-related See Part IV, line 11				13	
	14	Intangible assets				14	
	15	Other assets See Part IV, line 11				15	
	16	Total assets. Add lines 1 through 15 (must equal line 34) .			222,547,622	16	294,708,887
	17	Accounts payable and accrued expenses .			62,960,805	17	72,321,425
	18	Grants payable				18	
	19	Deferred revenue			22,900,639	19	53,795,306
	20	Tax-exempt bond liabilities				20	
<u>. 6</u>	21	Escrow or custodial account liability Complete Part IV of Schedu	le D			21	
abilities	22	Payables to current and former officers, directors, trustees, key employees, highest compensated employees, and disqualified					
Lia		persons Complete Part II of Schedule L				22	
	23	Secured mortgages and notes payable to unrelated third parties			6,361,626	23	5,877,997
	24	Unsecured notes and loans payable to unrelated third parties				24	
	25	Other liabilities Complete Part X of Schedule D			2,042,850	25	3,639,260
	26	Total liabilities. Add lines 17 through 25			94,265,920	26	135,633,988
٠,		Organizations that follow SFAS 117, check here ▶ ┌ and comp	olet e l	ines 27			
<u>9</u>		through 29, and lines 33 and 34.					
Fund Balance	27	Unrestricted net assets				27	
8	28	Temporarily restricted net assets				28	
핃	29	Permanently restricted net assets				29	
		Organizations that do not follow SFAS 117, check here ▶ 🔽 ar	nd con	ıplet e			
ö		lines 30 through 34.					
	30	Capital stock or trust principal, or current funds				30	
Assets	31	Paid-in or capital surplus, or land, building or equipment fund				31	
	32	Retained earnings, endowment, accumulated income, or other fu	ınds		128,281,702	32	159,074,899
¥ Met	33	Total net assets or fund balances			128,281,702	33	159,074,899
	34	Total liabilities and net assets/fund balances			222,547,622	34	294,708,887

Par	Check if Schedule O contains a response to any question in this Part XI			. 🔽	
1	Total revenue (must equal Part VIII, column (A), line 12)	1		921.5	564,95!
2	Total expenses (must equal Part IX, column (A), line 25)	2			239,183
3	Revenue less expenses Subtract line 2 from line 1	3		47,3	325,772
4	Net assets or fund balances at beginning of year (must equal Part X, line 33, column (A))	4		128,2	281,702
5	Other changes in net assets or fund balances (explain in Schedule O)	5		-16,5	32,57
6	Net assets or fund balances at end of year Combine lines 3, 4, and 5 (must equal Part X, line 33, column (B))	6		159,0	74,899
Par	T XII Financial Statements and Reporting Check if Schedule O contains a response to any question in this Part XII			দ	
1	Accounting method used to prepare the Form 990 Cash Accrual Other If the organization changed its method of accounting from a prior year or checked "Other," explain in Schedule O			Yes	No
2a	Were the organization's financial statements compiled or reviewed by an independent accountant?		2a		Νo
b	Were the organization's financial statements audited by an independent accountant?	[2b	Yes	
c	If "Yes," to 2a or 2b, does the organization have a committee that assumes responsibility for oversight of the audit, review, or compilation of its financial statements and selection of an independent accountant? If the organization changed either its oversight process or selection process during the tax year, explain in Schedule O	ne •	2c	Yes	
d	If "Yes" to line 2a or 2b, check a box below to indicate whether the financial statements for the year were is on a separate basis, consolidated basis, or both	sued			
	☐ Separate basis ☐ Consolidated basis ☐ Both consolidated and separated basis				
3a	As a result of a federal award, was the organization required to undergo an audit or audits as set forth in the Single Audit Act and OMB Circular A-133?		3a		Νο
b	If "Yes," did the organization undergo the required audit or audits? If the organization did not undergo the reaudit or audits, explain why in Schedule O and describe any steps taken to undergo such audits	quired	3b		

Software ID: Software Version:

EIN: 39-1572880

Name: Security Health Plan of Wisconsin Inc

Form 990, Part VII - Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors

(A) Name and Title	(B) Average hours	Posi	(C tion (che	cka			(D) Reportable compensation	(E) Reportable compensation	(F) Estimated amount of other
	per week	Individual trustee or director	Institutional Trustee	Officei	Ke) employee	Highest compensated employee	Former	from the organization (W- 2/1099-MISC)	from related organizations (W- 2/1099- MISC)	compensation from the organization and related organizations
Karl Ulrich MD President	5	х		х				0	601,829	51,839
Douglas J Reding MD Vice President	5	Х		х				0	581,156	51,229
David Simenstad MD Treasurer	5	×		x				0	1,211,604	51,729
Brian Ewert MD Secretary	5	Х		х				0	248,911	51,268
Humberto Vidaillet MD Director	5	Х						0	401,359	54,661
Stephen L Blonsky Director	5	Х						0	240,847	57,581
Wallace B Brucker Director	5	Х						0	480,487	55,683
Daniel R Erickson MD Director	5	Х						0	175,278	47,414
Humayun A Khan MD Director	5	Х						0	208,083	51,318
Sharlene P Kreitlow MD Director	5	Х						0	220,678	53,077
Mark A LePage MD Director	5	Х						0	473,245	52,339
Ronald F Martin MD Director	5	Х						0	354,467	41,034
Q asım Raza MD Dırector	5	Х						0	353,816	53,464
C Todd Stewart MD Director	5	Х						0	543,756	51,839
Matthias Weiss MD Director	5	Х						0	433,858	57,700
Ivan Schaller MD Director	5	Х						0	181,330	46,125
Aron S Adkıns MD Dırector	0 0	Х						0	366,592	54,996
eric penniman md Director	0 0	Х						0	220,310	48,142
john crump md Director	0 0	Х						0	316,352	47,906
Matthew Thomas MD Director	5	Х						0	379,673	15,870
John Melski MD Director	5	Х						0	401,511	21,601
Steve Youso CAO	55 0			х				0	344,662	46,599
Gary Jankowskı SYSTEM CFO	2 0			х				0	363,268	52,326
Fred Dickson CIO	55 0			х				0	118,978	8,179
Steven E Szebenyı MD CMO	55 0			х				0	100,501	1,894

Form 990, Part VII - Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors

(A) Name and Title	(B) A verage hours		(C) Position (check all that apply)				(D) Reportable compensation	(E) Reportable compensation	(F) Estimated amount of other	
	per week	Individual trustee or director	Institutional Trustee	Officei	Key employee	Highest compensated employee	Former	from the organization (W- 2/1099-MISC)	from related organizations (W- 2/1099- MISC)	compensation from the organization and related organizations
Timothy Schultz SHP CFO	55 0			Х				0	147,132	3,756
Chris Bruni Director of Sales	55 0				х			0	189,365	45,098
CHARLES PAINE DIRECTOR OF MARKETING	55 0				х			0	163,846	23,754
ELIZABETH FISH DIRECTOR OF NETWORK MANAGEMENT	55 0				х			0	130,378	35,142
Jane Wolf Director of Health Services	55 0				х			0	120,346	33,126
David Marksteiner Director Of IS	55 0				х			0	116,759	30,513
Lawrence McFarlene MD Medical Director	45 0					х		0	263,844	47,211
Michele Bachhuber MD Medical Director	45 0					Х		0	234,672	46,317
Andrea Hilerud MD Medical Director	25 0					Х		0	202,131	46,985
Edward Krall MD Medical Director	30 0					х		0	252,542	46,183
Ginger Wolf Sales Manager	55 0					Х		0	159,238	38,426
Timothy Swan MD Former Secretary/MD	0 0						х	0	531,245	48,363
Reed Hall FORMER CAO	0 0						х	0	121,807	15,656

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DLN: 93493278007271

OMB No 1545-0047

SCHEDULE D (Form 990)

Department of the Treasury

► Complete if the organization answered "Yes," to Form 990, Part IV, line 6, 7, 8, 9, 10, 11, or 12.

Supplemental Financial Statements

Open to Public

terna	l Revenue Service	► Attach to Fe	orm 990. 🕨 See separa	ate instructions.			Inspec	tion
	me of the organi				Emp	loyer identifica	ation numb	er
sec	urity Health Plan of	wisconsin inc			39-	1572880		
Pa		izations Maintaining Donor A		Other Similar F			s. Comple	te if the
	organiz	zation answered "Yes" to Form 99				(h) Funda and	-+h	
	Total number a	t and of year	(a) Donor ad	visea funas	,	(b) Funds and o	otner accou	ints
L)		ributions to (during year)						
3		its from (during year)						
1	55 5 5	e at end of year						
5	Did the organiz	ration inform all donors and donor advi rganization's property, subject to the			or advi	sed	☐ Yes	┌ No
5	used only for c	ration inform all grantees, donors, and haritable purposes and not for the ben ermissible private benefit					☐ Yes	┌ No
Pa	rt III Conse	rvation Easements. Complete	ıf the organızatıon	answered "Yes" t	o Forn	n 990, Part I'	V, line 7.	
2	Protection Preservati Complete lines	on of land for public use (e g , recreati of natural habitat on of open space . 2a–2d if the organization held a qual ne last day of the tax year	· · · · · ·	Preservation of an Preservation of a o	ertifie	d historic struc	•	e a
		,				Held at the	End of the	Year
а	Total number o	f conservation easements			2a			
b	Total acreage	restricted by conservation easements			2b			
c	Number of cons	servation easements on a certified his	storic structure includ	ed ın (a)	2c			
d	Number of con	servation easements included in (c) a	cquired after 8/17/06		2d			
	the taxable yea	servation easements modified, transfe ar ►			d by th	ie organization	during	
1 5	Does the organ	es where property subject to conservants	g the periodic monitoi		— dling of	violations, and		
	enforcement of	the conservation easements it holds?	?				Yes	No
5		teer hours devoted to monitoring, insp						
7	A mount of exp	enses incurred in monitoring, inspecti	ng, and enforcing con	servation easements	during	g the year 🟲 \$		
3		servation easement reported on line 2) and 170(h)(4)(B)(ii)?	2(d) above satisfy the	requirements of sec	tion		┌ Yes	┌ No
9	balance sheet,	escribe how the organization reports cand include, if applicable, the text of the factorial of the secounting for conservation easer	the footnote to the org					
ar		izations Maintaining Collection etc. If the organization answered '			or Ot	her Similar	Assets.	
La	art, historical t	tion elected, as permitted under SFAS reasures, or other similar assets held t XIV, the text of the footnote to its fir	for public exhibition,	education or researd	h ın fu			e,
b	historical treas	tion elected, as permitted under SFAS sures, or other similar assets held for owing amounts relating to these items	public exhibition, edu				•	
	(i) Revenues II	ncluded in Form 990, Part VIII, line 1				► \$		
	(ii) Assets incl	luded in Form 990, Part X						
2	If the organizat	tion received or held works of art, hist nts required to be reported under SFA			r finan			
а	-	ided in Form 990, Part VIII, line 1	-			► \$		

Assets included in Form 990, Part X

Part	•••• Organizations Maintaining Co	llections of Art	, His	tori	<u>cal Tre</u>	easu	ıres, or Ot	<u>he</u>	r Similar Ass	ets (c	ontinued)
3	Using the organization's accession and othe items (check all that apply)	r records, check any	y of th	ie foll	lowing th	at ar	e a sıgnıfıcar	nt us	se of its collection	on	
а	Public exhibition		d	\sqcap	Loan or	rexc	hange progra	ms			
b	Scholarly research		e	Γ	Other						
c	Preservation for future generations										
4	Provide a description of the organization's co Part XIV	ollections and expla	ın hov	v the	y further	the	organızatıon's	s ex	empt purpose ın		
5	During the year, did the organization solicit of assets to be sold to raise funds rather than t									Yes	┌ No
Par	Escrow and Custodial Arrang Part IV, line 9, or reported an an						n answered	l "Ye	es" to Form 99	90,	
1a	Is the organization an agent, trustee, custod included on Form 990, Part X?	ian or other interme	diary	for c	ontrıbutı	ons	or other asse	ts n		Yes	┌ No
b	If "Yes," explain the arrangement in Part XIV	/ and complete the	follow	ing t	able				A mo	······	
_	Decimal helenes						-	-	Alik	, unc	
c d	Beginning balance Additions during the year							Lc Ld			
e	Distributions during the year						<u> </u>	le Le			
f	· ·										
	Ending balance	000 D=-13/2						Lf		- _{V -} :	
2a	Did the organization include an amount on Fo		e 21,						ļ	Yes	No
	If "Yes," explain the arrangement in Part XIV				ad IIVaal	" t o	Farm 000 I	Do w	h TV line 10		
Pa	rt V Endowment Funds. Complete	(a)Current Year)Prior `						'e) Four Y	ears Back
1a	Beginning of year balance	(a) carrent rear	(5)	, , ,,,,,,	, car	(0)	ro rears back	(4.)	mee rears back	C) ou i	ears back
ь	Contributions										
С	Investment earnings or losses										
d	Grants or scholarships										
e	Other expenditures for facilities and programs										
f	Administrative expenses										
g	End of year balance										
2	Provide the estimated percentage of the yea	r end balance held a	as								
а	Board designated or quasi-endowment 🕨										
Ь	Permanent endowment 🕨										
c	Term endowment ▶										
3a	Are there endowment funds not in the posses	ssion of the organiza	ation	thata	are held a	and a	admınıstered	fort	the		
	organization by								- 41	Yes	No
	(i) unrelated organizations			•		•		•	3a(i)		
ь	(ii) related organizations								3a(ii	<u> </u>	<u> </u>
4	Describe in Part XIV the intended uses of th	•				•		•	30		<u> </u>
	t VI Investments—Land, Building:					0 P	art X line 1	0			
		o, una Equipino			Cost or ot		(b)Cost or oth		(c) Accumulated		
	Description of investment				s (investm		basis (other)		depreciation	(d) Bo	ok value
1a	Land		•								
b	Buildings		•			0	8,385,1	165	2,794,852		5,590,313
c	Leasehold improvements					0	560,0	089	319,122		240,967
d	Equipment		•			0	13,436,5	513	4,600,540		8,835,973
	Other					0	616,5	505	540,353		76,152
Tota	I. Add lines 1a-1e (Column (d) should equal Fo	orm 990, Part X, colur	nn (B)	, line	10(c).)				•		4,743,405
									Schedule D	(Form 9	90) 2010

Part VIII Investments—Other Securities. See	form 990, Part X, line 12		
(a) Description of security or category	(b)Book value		d of valuation
(including name of security)	(2)2001111111	Cost or end-of	-year market value
(1)Financial derivatives			
(2)Closely-held equity interests			
Other			
O ther			
Total. (Column (b) should equal Form 990, Part X, col (B) line 12)			
		1.2	
Part VIII Investments—Program Related. See	roriii 990, Part X, iiile .		
(a) Description of investment type	(b) Book value		d of valuation
.,	, , = = = = = = = = = = = = = = = = = =	Cost or end-of	-year market value
	1		
Total. (Column (b) should equal Form 990, Part X, col (B) line 13)			
Part IX Other Assets. See Form 990, Part X, lin	e 15.		(b) Book value
	e 15.		(b) Book value
Part IX Other Assets. See Form 990, Part X, lin	e 15.		(b) Book value
Part IX Other Assets. See Form 990, Part X, lin	e 15.		(b) Book value
Part IX Other Assets. See Form 990, Part X, lin	e 15.		(b) Book value
Part IX Other Assets. See Form 990, Part X, lin	e 15.		(b) Book value
Part IX Other Assets. See Form 990, Part X, lin	e 15.		(b) Book value
Part IX Other Assets. See Form 990, Part X, lin	e 15.		(b) Book value
Part IX Other Assets. See Form 990, Part X, lin	e 15.		(b) Book value
Part IX Other Assets. See Form 990, Part X, lin	e 15.		(b) Book value
Part IX Other Assets. See Form 990, Part X, lin	e 15.		(b) Book value
Part IX Other Assets. See Form 990, Part X, lin	e 15.		(b) Book value
Part IX Other Assets. See Form 990, Part X, lin	e 15.		(b) Book value
Part IX Other Assets. See Form 990, Part X, lin	e 15.		(b) Book value
Part IX Other Assets. See Form 990, Part X, lin	e 15.		(b) Book value
Part IX Other Assets. See Form 990, Part X, lin	e 15.		(b) Book value
Part IX Other Assets. See Form 990, Part X, lin	e 15.		(b) Book value
Part IX Other Assets. See Form 990, Part X, lin	e 15.		(b) Book value
Part IX Other Assets. See Form 990, Part X, lin	e 15.		(b) Book value
Part IX Other Assets. See Form 990, Part X, lin	e 15.		(b) Book value
Part IX Other Assets. See Form 990, Part X, lin (a) Descrip	e 15. tion		(b) Book value
Part IX Other Assets. See Form 990, Part X, lin (a) Descrip Total. (Column (b) should equal Form 990, Part X, col.(B) line 1	e 15. tion 5.)		(b) Book value
Total. (Column (b) should equal Form 990, Part X, col.(B) line 1. Part X Other Liabilities. See Form 990, Part X	e 15. tion 5.)		(b) Book value
Part IX Other Assets. See Form 990, Part X, lin (a) Descrip Total. (Column (b) should equal Form 990, Part X, col.(B) line 1	e 15. tion 5.)		(b) Book value
Total. (Column (b) should equal Form 990, Part X, col.(B) line 1 Part X Other Liabilities. See Form 990, Part X (a) Description of Liability	e 15. tion 5.) , line 25. (b) A mount		(b) Book value
Total. (Column (b) should equal Form 990, Part X, col.(B) line 1 Part X Other Liabilities. See Form 990, Part X 1 (a) Description of Liability	e 15. tion 5.)		(b) Book value
Total. (Column (b) should equal Form 990, Part X, col.(B) line 1. Part X Other Liabilities. See Form 990, Part X	e 15. tion 5.) , line 25. (b) A mount		(b) Book value
Total. (Column (b) should equal Form 990, Part X, col.(B) line 1 Part X Other Liabilities. See Form 990, Part X 1 (a) Description of Liability Federal Income Taxes	e 15. tion 5.) , line 25. (b) A mount 0		(b) Book value
Total. (Column (b) should equal Form 990, Part X, col.(B) line 1 Part X Other Liabilities. See Form 990, Part X 1 (a) Description of Liability Federal Income Taxes	e 15. tion 5.) , line 25. (b) A mount 0		(b) Book value
Total. (Column (b) should equal Form 990, Part X, col.(B) line 1 Part X Other Liabilities. See Form 990, Part X 1 (a) Description of Liability Federal Income Taxes	e 15. tion 5.) , line 25. (b) A mount 0		(b) Book value
Total. (Column (b) should equal Form 990, Part X, col.(B) line 1 Part X Other Liabilities. See Form 990, Part X 1 (a) Description of Liability Federal Income Taxes	e 15. tion 5.) , line 25. (b) A mount 0		(b) Book value
Total. (Column (b) should equal Form 990, Part X, col.(B) line 1 Part X Other Liabilities. See Form 990, Part X 1 (a) Description of Liability Federal Income Taxes	e 15. tion 5.) , line 25. (b) A mount 0		(b) Book value
Total. (Column (b) should equal Form 990, Part X, col.(B) line 1 Part X Other Liabilities. See Form 990, Part X 1 (a) Description of Liability Federal Income Taxes	e 15. tion 5.) , line 25. (b) A mount 0		(b) Book value
Total. (Column (b) should equal Form 990, Part X, col.(B) line 1 Part X Other Liabilities. See Form 990, Part X 1 (a) Description of Liability Federal Income Taxes	e 15. tion 5.) , line 25. (b) A mount 0		(b) Book value
Total. (Column (b) should equal Form 990, Part X, col.(B) line 1 Part X Other Liabilities. See Form 990, Part X 1 (a) Description of Liability Federal Income Taxes	e 15. tion 5.) , line 25. (b) A mount 0		(b) Book value
Total. (Column (b) should equal Form 990, Part X, col.(B) line 1 Part X Other Liabilities. See Form 990, Part X 1 (a) Description of Liability Federal Income Taxes	e 15. tion 5.) , line 25. (b) A mount 0		(b) Book value
Total. (Column (b) should equal Form 990, Part X, col.(B) line 1 Part X Other Liabilities. See Form 990, Part X 1 (a) Description of Liability Federal Income Taxes	e 15. tion 5.) , line 25. (b) A mount 0		(b) Book value
Total. (Column (b) should equal Form 990, Part X, col.(B) line 1 Part X Other Liabilities. See Form 990, Part X 1 (a) Description of Liability Federal Income Taxes	e 15. tion 5.) , line 25. (b) A mount 0		(b) Book value
Total. (Column (b) should equal Form 990, Part X, col.(B) line 1 Part X Other Liabilities. See Form 990, Part X 1 (a) Description of Liability Federal Income Taxes	e 15. tion 5.) , line 25. (b) A mount 0		(b) Book value
Total. (Column (b) should equal Form 990, Part X, col.(B) line 1 Part X Other Liabilities. See Form 990, Part X 1 (a) Description of Liability Federal Income Taxes	e 15. tion 5.) , line 25. (b) A mount 0		(b) Book value
Total. (Column (b) should equal Form 990, Part X, col.(B) line 1 Part X Other Liabilities. See Form 990, Part X 1 (a) Description of Liability Federal Income Taxes	e 15. tion 5.) , line 25. (b) A mount 0		(b) Book value
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Total. (Column (b) should equal Form 990, Part X, col.(B) line 1 Part X Other Liabilities. See Form 990, Part X 1 (a) Description of Liability Federal Income Taxes	e 15. tion 5.) , line 25. (b) A mount 0		(b) Book value
Total. (Column (b) should equal Form 990, Part X, col.(B) line 1 Part X Other Liabilities. See Form 990, Part X 1 (a) Description of Liability Federal Income Taxes	e 15. tion 5.) , line 25. (b) A mount 0		(b) Book value
Total. (Column (b) should equal Form 990, Part X, col.(B) line 1 Part X Other Liabilities. See Form 990, Part X 1 (a) Description of Liability Federal Income Taxes	e 15. tion 5.) , line 25. (b) A mount 0		(b) Book value

1	Total revenue (Form 990, Part VIII, column (A), line 12)	1	921,564,955
2	Total expenses (Form 990, Part IX, column (A), line 25)	2	874,239,183
3	Excess or (deficit) for the year Subtract line 2 from line 1	3	47,325,772
4	Net unrealized gains (losses) on investments	4	0
5	Donated services and use of facilities	5	0
6	Investment expenses	6	0
7	Prior period adjustments	7	0
8	Other (Describe in Part XIV)	8	-48,684,452
9	Total adjustments (net) Add lines 4 - 8	9	-48,684,452
10	Excess or (deficit) for the year per financial statements Combine lines 3 and 9	10	-1,358,680
Par	t XIII Reconciliation of Revenue per Audited Financial Statements With Revenue p	er R	eturn
1	Total revenue, gains, and other support per audited financial statements	1	903,036,356
2	Amounts included on line 1 but not on Form 990, Part VIII, line 12		
а	Net unrealized gains on investments		
b	Donated services and use of facilities		
c	Recoveries of prior year grants		
d	Other (Describe in Part XIV)		
e	Add lines 2a through 2d	2e	-15,671,399
3	Subtract line 2e from line 1	3	918,707,755
4	Amounts included on Form 990, Part VIII, line 12, but not on line 1		
а	Investment expenses not included on Form 990, Part VIII, line 7b . 4a		
b	Other (Describe in Part XIV)		
C	Add lines 4a and 4b	4c	2,857,200
5	Total Revenue Add lines 3 and 4c. (This should equal Form 990, Part I, line 12)	5	921,564,955
	Reconciliation of Expenses per Audited Financial Statements With Expenses	per	
1	Total expenses and losses per audited financial statements	1	871,381,983
2	A mounts included on line 1 but not on Form 990, Part IX, line 25		
а	Donated services and use of facilities		
b	Prior year adjustments	1	
c	Other losses		
d	Other (Describe in Part XIV) 2d		
e	Add lines 2a through 2d	2e	
3	Subtract line 2e from line 1	3	871,381,983
4	A mounts included on Form 990, Part IX, line 25, but not on line 1:		
а	Investment expenses not included on Form 990, Part VIII, line 7b 4a		
b	Other (Describe in Part XIV)		
c	Add lines 4a and 4b	4c	2,857,200
5	Total expenses Add lines 3 and 4c. (This should equal Form 990, Part I, line 18)	5	874,239,183
Pai	t XIV Supplemental Information		

Part XI Reconciliation of Change in Net Assets from Form 990 to Financial Statements

Complete this part to provide the descriptions required for Part II, lines 3, 5, and 9, Part III, lines 1a and 4, Part IV, lines 1b and 2b, Part V, line 4, Part X, Part XI, line 8, Part XII, lines 2d and 4b, and Part XIII, lines 2d and 4b Also complete this part to provide any additional information

Ident if ier	Return Reference	Explanation
RECONCILIATION OF CHANGE IN NET ASSETS FROM 990 TO AUDITED FINANCIALS		CHANGE IN NON ADMITTED ASSETS (32,151,876) CONTRIBUTION TO PARENT (861,177) CHANGE IN RESERVE (15,671,399)
ASC 740 disclosure per the Consolidated Audit Report of Marshfield Clinic		Effective October 1, 2007, the Clinic adopted Financial Accounting Standards Board (FASB) Accounting Standards Codification (ASC) 740, Income Taxes, which clarifies the accounting for uncertainty in income taxes recognized in a company's financial statements ASC 740 prescribes a morelikely than-not recognition threshold and measurement attribute for the financial statement recognition and measurement of a tax position taken or expected to be taken, under asc 740, tax positions will be evaluated for recognition, derecognition, and measurement using consistent criteria and will provide more information about the uncertainty in income tax assets and liabilities Based on an analysis prepared by the Clinic, it was determined that the application of ASC 740 had no material effect on the Clinic at September 30, 2010 or 2009

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Schedule I

(Form 990)

Department of the Treasury

Security Health Plan of Wisconsin Inc

Internal Revenue Service

Name of the organization

DLN: 93493278007271

Employer identification number

OMB No 1545-0047

Grants and Other Assistance to Organizations, Governments and Individuals in the United States

Complete if the organization answered "Yes," to Form 990, Part IV, line 21 or 22. ► Attach to Form 990

Open to Public **Inspection**

Darl T. Conoral Inform							
		and Assistance					
Does the organization mainstrain the selection criteria usedDescribe in Part IV the organization	to award the grants	orassistance?					▼ Yes
Form 990, Part IV	V, line 21 for any	Governments and recipient that received eded	I more than \$5,000.	Check this box if no	one recipient recei	ved more than \$5,0	
1 (a) Name and address of organization or government	(b) EIN	(c) IRC Code section if applicable	(d) A mount of cash grant	(e) A mount of non- cash assistance	(f) Method of valuation (book, FMV, appraisal, other)	(g) Description of non-cash assistance	(h) Purpose of grant or assistance
(1) MARSHFIELD CLINIC 1000 north oak avenue MARSHFIELD, WI 54449	39-0452970	501 (C)(3)	10,000,000	0			DENTAL SCHOOL
2 Enter total number of sect 3 Enter total number of othe							<u> </u>

Part III	Grants and Other Assistance to Individuals in the United States. Complete if the organization answered "Yes" to F	orm 990, Part IV, line 2	22
	Use Schedule I-1 (Form 990) if additional space is needed.		

(a)Type of grant or assistance	(b) Number of recipients	(c) A mount of cash grant	(d)A mount of non-cash assistance	(e)Method of valuation (book, FMV, appraisal, other)	(f)Description of non-cash assistance

Part IV Supplemental Information. Complete this part to provide the information required in Part I, line 2, and any other additional information.

Ident if ier	Return Reference	Explanation
Part I, Line 2		Security Health Plan has a gift agreement with The Marshfield Clinic, a related 501(C)(3) organization, which states the funds will be used to construct, operate, and equip a rural dental education outreach facility on its campus in Marshfield, Wisconsin within five years of receipt. Any funds in excess of the construction, operation, and equipping of a rural dental education outreach facility may be used for other costs associated with the dental education programs at Marshfield Clinic. If the rural dental education outreach facility is not constructed, the funds will be returned to Security Health Plan. On a quarterly basis, the Marshfield Clinic will provide Security Health Plan with the invoices and detail of the funds expended in accordance with the gift agreement. Members on the Board of Directors of Security Health Plan also serve on the Board of Directors of the Marshfield Clinic. These mutual Board Members help to provide oversight over the funds to circumvent the misappropriation of the funds. In doing so, greater assurance is provided that the funds are being used to further the organization's mission of optimizing the health of the population it serves by providing access to health care and managing health resources to maximize value.

DLN: 93493278007271

Employer identification number

OMB No 1545-0047

Department of the Treasury Internal Revenue Service

Name of the organization

Schedule J (Form 990)

For certain Officers, Directors, Trustees, Key Employees, and Highest **Compensated Employees**

Compensation Information

► Complete if the organization answered "Yes" to Form 990, Part IV, question 23.

► Attach to Form 990. ► See separate instructions.

Open to Public Inspection

Sec	unty Health Plan of Wisconsin Inc	39-1572880			
Pa	rt I Questions Regarding Compensation				
				Yes	Νo
1a	Check the appropriate box(es) if the organization provide 990, Part VII, Section A, line 1a Complete Part III to p				
	First-class or charter travel	Housing allowance or residence for personal use			
	Travel for companions	Payments for business use of personal residence			
	Tax idemnification and gross-up payments	Health or social club dues or initiation fees			
	Discretionary spending account	Personal services (e.g., maid, chauffeur, chef)			
b	If any of the boxes in line 1a are checked, did the organ reimbursement orprovision of all the expenses describe		1b		
2	Did the organization require substantiation prior to reim officers, directors, trustees, and the CEO/Executive Dir		2		
3	Indicate which, if any, of the following the organization u organization's CEO/Executive Director Check all that a				
	Independent compensation consultant	Compensation survey or study			
	Form 990 of other organizations	A pproval by the board or compensation committee			
4	During the year, did any person listed in Form 990, Part or a related organization	VII, Section A, line 1a with respect to the filing organization	on		
а	Receive a severance payment or change-of-control pay	ment from the organization or a related organization?	4a		Νo
b	Participate in, or receive payment from, a supplemental	nonqualified retirement plan?	4b		Νo
c	Participate in, or receive payment from, an equity-based	d compensation arrangement?	4c		Νo
	If "Yes" to any of lines 4a-c, list the persons and provid	e the applicable amounts for each item in Part III			
	Only 501(c)(3) and 501(c)(4) organizations only must c	complete lines 5-9.			
5	For persons listed in form 990, Part VII, Section A, line compensation contingent on the revenues of	1a, did the organization pay or accrue any			
а	The organization?		5a		Νo
b	Any related organization?		5b		Νo
	If "Yes," to line 5a or 5b, describe in Part III				
6	For persons listed in form 990, Part VII, Section A, line compensation contingent on the net earnings of	1a, did the organization pay or accrue any			
а	The organization?		6a		Νo
b	Any related organization?		6b		Νo
	If "Yes," to line 6a or 6b, describe in Part III				
7	For persons listed in Form 990, Part VII, Section A, line payments not described in lines 5 and 6? If "Yes," desc		7		No
8	Were any amounts reported in Form 990, Part VII, paid subject to the initial contract exception described in Re in Part III		8		No
9	If "Yes" to line 8, did the organization also follow the reb	outtable presumption procedure described in Regulations			

section 53 4958-6(c)?

Part II Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees. Use duplicate copies if additional space is needed.

For each individual whose compensation must be reported in Schedule J, report compensation from the organization on row (i) and from related organizations, described in the instructions on row (ii) Do not list any individuals that are not listed on Form 990, Part VII

Note. The sum of columns (B)(I)-(III) must equal the applicable column (D) or column (E) amounts on Form 990, Part VII, line 1a

(A) Name	(B) Breakdown of	f W-2 and/or 1099-MI	SC compensation	(C) Retirement and	(D) Nontaxable	(E) Total of columns		
	(i) Base compensation	(ii) Bonus & incentive compensation	(iii) Other reportable compensation	other deferred compensation	benefits	(B)(ı)-(D)	reported in prior Form 990 or Form 990-EZ	
See Additional Data Table								
(2)								
(3)								
(4)								
(5)								
(6)								
(7)								
(8)								
(9)								
(10)								
(11)								
(12)								
(13)								
(14)								
(15)								
(16)								

Part III Supplemental Information

Complete this part to provide the information, explanation, or descriptions required for Part I, lines 1a, 1b, 4c, 5a, 5b, 6a, 6b, 7, and 8 Also complete this part for any additional information

Ident if ier	Return Reference	Explanation
	LINE 1 AND SCHEDULES J- 1 AND J-2	Marshfield Clinic (EIN #39-0452970) is the parent company for Security Health Plan All Security Health Plan staff are employees of the Marshfield Clinic and all payroll and benefits are paid and administered by the Marshfield Clinic SCHEDULE J, PART I, LINE 3 Security Health Plan relied on Marshfield Clinic to establish the compensation of the President, Karl Ulrich Marshfield Clinic established the compensation with the use of a compensation committee, written employment contract, compensation survey or study, and approval by the board or compensation committee reed hall schedule j part is reed hall was not an officer at any time during 2010, but was in the past five years his compensation during 2010 was for his role as a paid employee of Marshfield Clinic timothy swan schedule j part is timothy swan was not an officer at any time during 2010, but was in the past five years his compensation during 2010 was for his role as a paid employee of Marshfield Clinic

Schedule J (Form 990) 2010

Software ID: Software Version:

EIN: 39-1572880

Name: Security Health Plan of Wisconsin Inc

Form 990, Schedule J, Part II - Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees

(A) Name (B) Breakdown of W-2 and/or 1099-MISC compensation (C) Deferred (D) Nontaxable (E) Total of columns

(A) Name		(B) Breakdown of	W-2 and/or 1099-MIS	C compensation	(C) Deferred compensation	(D) Nontaxable benefits	(E) Total of columns (B)(I)-(D)	(F) Compensation reported in prior Form	
		(i) Base Compensation	(ii) Bonus & incentive compensation	(iii) Other compensation	oompensudon	Denents	(5)(1)	990 or Form 990-EZ	
Karl Ulrich MD	(ı) (ıı)	0 595,006	0	0 6,823	0 30,729	0 21,110	0 653,668	0	
Douglas J Reding MD	(I) (II)	0 573,604	0 5,500	0 2,052	0 30,728	0 20,500	0 632,384	0	
Timothy Swan MD	(ı) (ıı)	0 530,033	0	0 1,212	0 30,728	0 17,635	0	0	
David Simenstad MD	(I) (II)	0 1,210,392	0	0 1,212	0 30,728	0 21,000	1,263,332	0	
Steve Youso	(I) (II)	0 343,350	0 100	0 1,212	0 30,728	0 15,870	0 391,260	0	
Gary Jankowskı	(I) (II)	0 353,335	0 100	0 9,833	0 30,728	0 21,598	0 415,594	0	
Lawrence McFarlene MD	(I) (II)	0 261,792	0 0	0 2,052	0 30,728	0 16,483	0 311,055	0	
Michele Bachhuber MD	(I) (II)	0 211,140	0 22,875	0 657	0 30,728	0 15,589	0 280,989	0	
Andrea Hilerud MD	(I) (II)	0 201,465	0 0	0 666	0 29,704	0 17,280	0 249,115	0	
Edward Krall MD	(I) (II)	0 250,736	0 0	0 1,806	0 30,728	0 15,455	0 298,725	0	
Chris Bruni	(I) (II)	0 149,719	0 39,100	0 546	0 28,541	0 16,557	0 234,463	0	
Reed Hall	(I) (II)	0 115,654	0 657	0 5,496	0 15,656	0	0 137,463	0	
CHARLES PAINE	(I) (II)	0 162,287	0 100	0 1,459	0 22,655	0 1,099	187,600	0	
ELIZABETH FISH	(I) (II)	0 111,831	0 18,115	0 432	0 17,721	0 17,422	0 165,521	0	
Jane Wolf	(I) (II)	119,149	0 100	0 1,097	0 15,682	0 17,444	0 153,472	0	
Ginger Wolf 	(I) (II)	0 97,650	0 61,454	0 134	0 22,223	0 16,203	0 197,664	0	
Brian Ewert MD	(I) (II)	0 247,699	0	0 1,212	0 30,728	0 20,540	0 300,179	0	
Humberto Vıdaıllet MD	(I) (II)	0 399,307	0	0 2,052	0 30,728	0 23,932	0 456,019	0	
Stephen L Blonsky	(I) (II)	0 239,041	0	0 1,806	0 30,728	0 26,852	298,427	0	
Wallace B Brucker	(I) (II)	0 479,865	0	0 622	0 30,728	0 24,955	0 536,170	0	
Daniel R Erickson MD	(I) (II)	0 173,652	0	0 1,626	0 24,128	0 23,286	222,692	0	
Humayun A Khan MD	(I) (II)	200,882	0 6,325	0 876	0 30,518	0 20,800	259,401	0	
Sharlene P Kreitlow MD	(I) (II)	220,048	0 0	0 630	0 30,728	0 22,349	273,755	0	
Mark A LePage MD	(I) (II)	0 472,825	0	0 420	0 30,728	0 21,610	525,583	0	
Ronald F Martin MD	(I) (II)	0 353,837	0	0 630	0 30,728	0 10,305	395,500	0	
Qasım Raza MD	(I) (II)	0 237,711	0 115,475	0 630	0 30,728	0 22,736	407,280	0	
C Todd Stewart MD	(I) (II)	0 543,126	0	0 630	0 30,728	0 21,110	0 595,594	0	
Matthias Weiss MD	(I) (II)	0 432,777	0	0 1,081	0 30,728	0 26,972	0 491,558	0	
Timothy Schultz	(I) (II)	0 145,294	0 100	0 1,738	0 1,492	0 2,263	0 150,887	0	
Ivan Schaller MD	(ı) (ıı)	0 179,241	0 438	0 1,651	0 26,646	0 19,479	0 227,455	0	
Aron S Adkins MD	(I) (II)	0 366,214	0	0 378	0 28,648	0 26,347	0 421,587	0	
eric penniman md	(I) (II)	0 219,890	0 0	0 420	0 30,728	0 17,414	0 268,452	0	
john crump md	(I) (II)	0 314,546	0 0	0 1,806	0 30,728	0 17,178	0 364,258	0	
Matthew Thomas MD	(ı) (ıı)	0 379,173	0	0 500	0	0 15,870	0 395,543	0	
John Melskı MD	(ı) (ıı)	0 398,739	0 0	0 2,772	0 0	0 21,601		0	

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As Filed Data -

DLN: 93493278007271

OMB No 1545-0047

2010

Open to Public Inspection

SCHEDULE 0 (Form 990 or 990-EZ)

Department of the Treasury Internal Revenue Service

Supplemental Information to Form 990 or 990-EZ Complete to provide information for responses to specific questions on

Form 990 or to provide any additional information.

► Attach to Form 990 or 990-EZ.

Employer identification number Name of the organization Security Health Plan of Wisconsin Inc 39-1572880

ldentifier	Return Reference	Explanation
Audited Financial Statements		Part IV, line 12 The audited financial statements were prepared using accounting practices prescribed or permitted by the state of wisconsin office of the commissioner of insurance (statutory accounting) which differs from U S Generally accepted accounting principles 990 Review process 990 Part VI, line 11A AFTER AN IN-DEPTH REVIEW BY THE CFO AND PRIOR TO FILING WITH THE IRS, FORM 990 WILL BE DISTRIBUTED TO EACH MEMBER OF THE BOARD ANY QUESTIONS THAT ARISE FROM THE BOARD OF DIRECTORS ARE ANSWERED BY THE CFO Conflict of interest policy 990 Part VI, Line 12c SECURITY HEALTH PLAN OFFICERS, BOARD OF DIRECTORS, KEY EMPLOYEES, AND OTHER MANAGEMENT PERSONNEL ALL SIGN A CONFLICT OF INTEREST DISCLOSURE FORM EACH YEAR DISCLOSURE 990 PART VI, LINE 19 THE AUDITED FINANCIAL STATEMENTS, CONFLICT OF INTEREST POLICY, AND GOVERNING DOCUMENTS ARE AVAILABLE FOR REVIEW UPON REQUEST ANNUAL FINANCIAL STATEMENTS ARE ALSO AVAILABLE UPON REQUEST FROM THE WISCONSIN OFFICE OF THE COMMISSIONER OF INSURANCE

ldentifier	Return Reference	Explanation
Average Hours Per Week Devoted to Related Organizations	990 Part VII, Column B	hours Officers Karl Ulrich 65 President Officers Douglas J Reding, MD 56 Vice President Officers Brian Ewert, MD 55 Secretary Officers David Simenstad, MD 60 Treasurer Director Stephen L Blonsky 55 Director Director Wallace B Brucker 55 Director Director Daniel R Erickson, MD 55 Director Director Humayun A Khan, MD 55 Director Director Sharlene P Kreitlow, MD 55 Director Director Mark A LePage, MD 55 Director Director Ronald F Martin, MD 55 Director Director Qasim Raza, MD 55 Director Director Ivan Schaller, MD 50 Director Director C Todd Stewart, MD 55 Director Director Humberto Vidaillet, MD 55 Director Director Matthias Weiss, MD 55 Director Officer Gary Jankowski 55 System CFO Highest Michele Bachhuber, MD 5 Highest Andrea Hilerud, MD 25 Highest Edward Krall, MD 20 Former Officer Reed Hall 55 Executive Director Former Officer Timothy Swan, MD 60 Secretary Former Director Aron Adkins, MD 55 Director Former Director Eric Penniman, MD 55 Director Former Director John Crump, MD 55 Director

ldentifier	Return Reference	Explanation
RECONCILIATION OF CHANGE IN NET ASSETS OR FUND BALANCE - OTHER	990 PART XI, LINE 5	CHANGE IN RESERVES (15,671,399) CHANGE IN CONTRIBUTION TO PARENT (861,177) TOTAL (16,532,576) ===========

SCHEDULE R (Form 990)

Department of the Treasury

Internal Revenue Service

39-1865942

1100 N MAIN STREET

RICE LAKE, WI 54868 39-1329084

PARK FALLS, WI 54552

98 SHERRY AVE

39-0973724

(5) FLAMBEAU HOSPITAL INC

(4) VOLUNTEER PARTNERS OF LAKEVIEW MEDICAL C

Related Organizations and Unrelated Partnerships

► Complete if the organization answered "Yes" to Form 990, Part IV, line 33, 34, 35, 36, or 37.

► Attach to Form 990. ► See separate instructions.

OMB No 1545-0047

DLN: 93493278007271

2010

Open to Public Inspection

Name of the organization Security Health Plan of Wisconsin Inc				Employer iden	tification number		
,				39-1572880			
Part I Identification of Disregarded Entities (Com	olete if the organizatio	n answered "Yes"	on Form 990, Par	t IV, line 33.)			
(a) Name, address, and EIN of disregarded entity	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Total income	(e) End-of-year assets	(f) Direct controlling entity		
Part II Identification of Related Tax-Exempt Organ or more related tax-exempt organizations during	nizations (Complete i the tax year.)	f the organization	answered "Yes" o	n Form 990, Part	IV, line 34 becaus	e it had	one
(a) Name, address, and EIN of related organization	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Exempt Code section	(e) Public charity status (if section 501(c)(3))	(f) Direct controlling entity	(g Section 51 contr organi	12(b)(1 rolled
						Yes	No
(1) MARSHFIELD CLINIC							
1000 NORTH OAK AVENUE	HEALTHCARE	WI	501(C)(3)	3	NA		
MARSHFIELD, WI 54449 39-0452970							
(2) LAKEVIEW MEDICAL CENTER INC OF RICE LAKE							
1100 N MAIN STREET	HEALTHCARE	WI	501(C)(3)	3	NA		
RICE LAKE, WI 54868 39-0837206							
(3) THE HERITAGE FOUNDATION							
1000 N Main Street	Honor Individ	WI	501(C)(3)	11 - Type 1	na		
Marshfield, WI 54449							

SUPPORT ORG

HOSPITAL

501(C)(3)

501(C)(3)

WI

WI

11, III-O

3

				able as a Partne			n answered	d "Yes" on Form 9	90, Part I\	/, line 34
because it had one or more related organizations treated as a partnership during the tax year.)										
		(c)					(h)	(i)	(i)	

(a) Name, address, and EIN of related organization	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Direct controlling entity	(e) Predominant income (related, unrelated, excluded from tax under sections 512- 514)	(f) Share of total income	(g) Share of end-of-year assets	(g) Disproprtionate Code V—UBI Gen- of end-of-year allocations? amount in box 20 of mar		e Code V—UBI amount in box 20 of Schedule K-1		Osproprtionate allocations? Code V—UBI G amount in box 20 of Schedule K-1		(j) seneral or nanaging partner? (k) Percentage ownership	
							Yes	No		Yes	No	I		
(1) MARSHFIELD FOOD SAFETY	FOOD TESTING	WI	MFLD CLINIC	RELATED	0	0		No			No	0 %		
(2) DIAGNOSTIC TREATMENT CTR	MEDICAL SVCS	WI	MFLD CLINIC	RELATED	0	0		No			No	0 %		
Part IV Identif	ication of Relat	ed Org	anizations Tax	able as a Corpor	ation or Trust (Complete if the	organ	ızatıor	answered "Yes"	on Fo	orm 9	90, Part IV,		

Part IV Identification of Related Organizations Taxable as a Corporation or Trust (Complete if the organization answered "Yes" on Form 990, Part IV, line 34 because it had one or more related organizations treated as a corporation or trust during the tax year.)

(a) Name, address, and EIN of related organization	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Direct controlling entity	(e) Type of entity (C corp, S corp, or trust)	(f) Share of total income	(g) Share of end-of-year assets	(h) Percentage ownership

(6)

	Note. Complete line 1 if any entity is listed in Parts II, III or IV	011 101111 330, 1 a1	11, 1116 54, 55, 5	55, 01 50.)	Y	es	No			
1 D	uring the tax year, did the orgranization engage in any of the following transactions with one or more related organiz	zations listed in Parts	II-IV?	Γ	+	+				
	Receipt of (i) interest (ii) annuities (iii) royalties (iv) rent from a controlled entity			1	a		No			
	Gift, grant, or capital contribution to other organization(s)				_	es				
	Gift, grant, or capital contribution from other organization(s)			1	c		No			
	Loans or loan guarantees to or for other organization(s)			1	d Y	es				
	Loans or loan guarantees by other organization(s)			1	e		No			
f	Sale of assets to other organization(s)			1	f		No			
g	Purchase of assets from other organization(s)			1	g		No			
h	h Exchange of assets									
i	Lease of facilities, equipment, or other assets to other organization(s)			1	.i Y	es				
j	Lease of facilities, equipment, or other assets from other organization(s)			1	.j Y	es				
k	Performance of services or membership or fundraising solicitations for other organization(s)			1	.k		No			
1	 k Performance of services or membership or fundraising solicitations for other organization(s) I Performance of services or membership or fundraising solicitations by other organization(s) 									
m	Sharing of facilities, equipment, mailing lists, or other assets			1	m		No			
n	Sharing of paid employees			1	n		No			
0	o Reimbursement paid to other organization for expenses									
р	Reimbursement paid by other organization for expenses			1	p Y	es				
q	O ther transfer of cash or property to other organization(s)			1	q Y	es				
r	r Other transfer of cash or property from other organization(s)									
				_						
2	If the answer to any of the above is "Yes," see the instructions for information on who must complete this line, inc	luding covered relation	onships and transact	ion thresholds						
	(a) Name of other organization	(b) Transaction	(c)	(d) Method of deterr		amou	ınt			
4.	Name of other organization	type(a-r)	Amount involved	involv	ed					
1)										
2)										
-,										
3)										
•										
4)										
5)										

Part VI Unrelated Organizations Taxable as a Partnership (Complete if the organization answered "Yes" on Form 990, Part IV, line 37.)

Provide the following information for each entity taxed as a partnership through which the organization conducted more than five percent of its activities (measured by total assets or gross revenue) that was not a related organization. See instructions regarding exclusion for certain investment partnerships

(a) Name, address, and EIN of entity	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Are all partners section 501(c)(3) organizations?		(e) Share of end-of-year assets		rtionate cions?	(g) Code V—UBI amount in box 20 of Schedule K-1 (Form 1065)	mana part	(h) Jeneral or Jenaging Jeartner?	
			Yes	No		Yes	No		Yes	N	
										+	
										-	
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Part VII Supplemental Information

Complete this part to provide additional information for responses to questions on Schedule R (see instructions)

I Identifier I Return Reference I	er Return Reference Explanation
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Schedule R (Form 990) 2010

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Depreciation and Amortization

(Including Information on Listed Property)

DLN: 93493278007271

OMB No 1545-0172

Department of the Treasury

Form 4562

Attachment

See separate instructions. Attach to your tax return. Sequence No 67 Internal Revenue Service (99) Name(s) shown on return Business or activity to which this form relates **Identifying number** Security Health Plan of Wisconsin Inc GENERAL DEPRECIATION 39-1572880 **Election To Expense Certain Property Under Section 179** Note: If you have any listed property, complete Part V before you complete Part I. 1 Maximum amount See the instructions for a higher limit for certain businesses 1 \$ 500,000 2 Total cost of section 179 property placed in service (see instructions) 2 3 Threshold cost of section 179 property before reduction in limitation (see instructions) 3 \$ 2,000,000 4 4 Reduction in limitation Subtract line 3 from line 2 If zero or less, enter -0-5 Dollar limitation for tax year Subtract line 4 from line 1 If zero or less, enter -0- If married filing (b) Cost (business use 6 (a) Description of property (c) Elected cost only) 7 Listed property Enter the amount from line 29 8 Total elected cost of section 179 property Add amounts in column (c), lines 6 and 7 8 9 Tentative deduction Enter the smaller of line 5 or line 8 9 10 Carryover of disallowed deduction from line 13 of your 2009 Form 4562 10 11 Business income limitation Enter the smaller of business income (not less than zero) or line 5 (see instructions) 11 12 Section 179 expense deduction Add lines 9 and 10, but do not enter more than line 11 12 13 Carryover of disallowed deduction to 2011 Add lines 9 and 10, less line 12 Note: Do not use Part II or Part III below for listed property. Instead, use Part V. Special Depreciation Allowance and Other Depreciation (Do not include listed property) (See instructions) 14 Special depreciation allowance for qualified property (other than listed property) placed in service during the tax year (see instructions) 14 **15 15** Property subject to section 168(f)(1) election **16** Other depreciation (including ACRS) 60.950 MACRS Depreciation (Do not include listed property.) (See instructions.) Section A 17 MACRS deductions for assets placed in service in tax years beginning before 2010 17 18 If you are electing to group any assets placed in service during the tax year into one or more . ▶ general asset accounts, check here Section B—Assets Placed in Service During 2010 Tax Year Using the General Depreciation System (c) Basis for (b) Month and depreciation (a) Classification of (d) Recovery (g)Depreciation year placed in (business/investment (e) Convention (f) Method period property deduction service use only—see instructions) 19a 3-year property **b** 5-year property c 7 - year property d 10-year property e 15-year property f 20-year property g 25-year property 25 yrs S/L 27 5 yrs ММ S/L h Residential rental property 27 5 yrs мм S/L 39 yrs мм S/L i Nonresidential real property ΜМ S/L Section C—Assets Placed in Service During 2010 Tax Year Using the Alternative Depreciation System **20a** Class life S/L **b** 12-year 12 yrs S/L **c** 40-year ММ S/L 40 yrs Part IV **Summary** (see instructions) 21 Listed property Enter amount from line 28 21 22 Total. Add amounts from line 12, lines 14 through 17, lines 19 and 20 in column (g), and line 21 Enter here 22 60,950 and on the appropriate lines of your return Partnerships and S corporations—see instructions 23 For assets shown above and placed in service during the current year, enter the 23 portion of the basis attributable to section 263A costs

Part V

Listed Property (Include automobiles, certain other vehicles, certain computers, and property used for entertainment, recreation, or amusement.)

Note: For any vehicle for which you are using the standard mileage rate or deducting lease expense, complete **only** 24a, 24b, columns (a) through (c) of Section A, all of Section B, and Section C if applicable.

		24a, 24b, CC														
Section A—Depre	ciation a	<u>nd Other Ir</u>	<u>ıforma</u>	tion (C	<u>aution</u>	: See	<u>the i</u>	<u>instrบ</u>	ctic	ons for I	imits	for pa	sseng	er au	<u>ıtomol</u>	biles.)
24a Do you have evider	nce to support t	the business/inv	estment u	use claimed	d? ┌ Yes	⊢ No			24b	If "Yes,"	s the e	/ idence	written?	, 厂 _Y ,	ᇙ┌╻	o
(a) Type of property (list vehicles first)	pe of property (list Date placed in investment Cost or		r other Basis for depreciation			(f) (g) Recovery Method/ period Convention				(h) Depreciation/ deduction			(i) Elected section 179 cost			
25 Special depreciation allo 50% in a qualified busi	•		rty placed	ın service (during the	tax year	and u	ısed m	ore t	:han 25						
26 Property used more	e than 50%	ın a qualified l	business	use												
· · · · · · · · · · · · · · · · · · ·		%														
		%							\perp							
27 Property used 50%	 	%	IDAGG HG	•												
27 Floperty used 50%	O OI IESS III a	quanned bus	illess us	е				I	Is	/L -	Т			\neg		
		%							_	/L -						
		%							S	/L -				ᆚ		
28 Add amounts in co	olumn (h), lır	ies 25 throug	h 27 En	ter here a	and on lir	ne 21,	page	1		28						
29 Add amounts in co	olumn (ı), lın	e 26 Enterhe	ere and c	n line 7,	page 1							29				
		Sed	ction B	—Infor	mation	on U	se c	of Ve	hic	eles						
Complete this section If you provided vehicles to														ca vahi	clos	
i you provided verticles to	your employee	es, mist answer ti	ne questio		a)	T	b)	III EXCE		(c)		d)		e)		(f)
30 Total business/inv year (do not inclu-			ing the	,	cle 1	Vehicle 2		,	•	icle 3	٠ ١	cle 4	Vehi	•		
31 Total commuting i	miles driven	during the ye	ar .													
32 Total other persor	nal(noncomm	nuting) miles (drıven													
33 Total miles driven through 32	during the y	ear Add lines	s 30													
34 Was the vehicle a		ersonal use		Yes	No	Yes	No	Y	es	No	Yes	No	Yes	No	Yes	No
during off-duty ho	urs?									1				†		+
35 Was the vehicle up owner or related p	sed primarily	by a more th	ian 5%													
36 Is another vehicle			e? .													1
Section Answer these question one of the section	ns to determ	•	et an exc												not mo	re thai
37 Do you maıntaın a	written polic	y statement	that prob	nibits all	personal	use of	vehi	cles,	ncl	udıng cor	nmutır	ng, by y	our	\ \ \ \	es	No
employees? .							•	•				•	•			
38 Do you maintain a employees? See t																
39 Do you treat all us	se of vehicles	by employee	es as pei	rsonal us	e? .											
40 Do you provide movehicles, and reta	ore than five	vehicles to y	our empl			rmatio	n fror	m you	rer	nployees	about	the us	e of th	e 🗀		
41 Do you meet the r				automobi	le demor	• nstratio	n us	e? (S	• ee 11	nstructio	ns)					
Note: If your answ	ver to 37, 38	, 39, 40, or 4	1 is "Ye	s," do no	t comple	te Sect	ion E	3 for t	he c	overed v	ehicle	S				
Part VI Amo	rtization														•	
(b) (a) Date Description of costs amortization			A mort				code pe			(e) mortization period or		(f) A mortization for this year				
		begins								perce	ntage					
42 A mortization of co	sts that beg	ıns durıng yo	ur 2010	tax year	(see ins	truction	1s)					1				
											1					
43 A mortization of co	sts that beg	an before you	ır 2010 t	tax year		•	•				43					

44 Total. Add amounts in column (f) See the instructions for where to report

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