

DATE: March 3, 2025

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## **Security Health Plan announces rebranding of third-party administrative product to Insite by Security Health Plan**

Marshfield, WI — Today Security Health Plan announces the rebranding of its third-party administration (TPA) product from Security Administrative Services to Insite by Security Health Plan. This transformation represents the company's commitment to enhancing product offerings and better serving its clients.

Insite positions the organization at the forefront of the insurance industry's shift toward self-funding, offering innovative solutions that cater to clients' evolving needs.

"This rebranding reflects our dedication to filling a real need in the market and making a long-term commitment to our customers and our community," said Security Health Plan Director of Sales Jim Fries. "Self-insured decision-makers choose us because we support their critical need for advanced analytics. Together with effective cost controls and exceptional service, we drive better decisions and better health plan performance, and savings, ultimately leading to better health care results for our clients."

Insite aims to improve and streamline processes related to TPA administration. Investing in these capabilities creates efficiencies and process improvements, resulting in enhanced service and maximizing claims savings. By working together with our provider partners, including Marshfield Clinic Health System, we are creating innovative proprietary networks and plan design options. Additionally, we are expediting the onboarding process and providing more reporting features and data analytics at employers' fingertips.

While Security Health Plan's TPA may have a new name and its processes have evolved, its core values of flexibility, cost control, analytics, stability and customer service remain unchanged.

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*Security Health Plan of Wisconsin, Inc., part of the Marshfield Clinic Health System, is helping its 225,000 members in Wisconsin and beyond reach their best health. Security is a*

*not-for-profit health plan serving Wisconsin since 1971 and is the fourth largest regional health plan in Wisconsin based on revenue and fifth largest in enrollment. Security Health Plan offers health insurance coverage for employees of large and small businesses, individuals and families. In addition, Insite by Security Health Plan is a full service medical third-party administrator licensed in Minnesota, Michigan, Wisconsin and Indiana.*