STATE AFFAIRS
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Milwaukee Rotary Club

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Milwaukee County War Memorial Center,
750 N. Lincoln Memorial Drive,
Milwaukee.

While our national political leaders struggle mightily with health care reform, innovative leaders in the private sector, many of them in Wisconsin, have hammered out a new business model for the delivery of care. And they are saving money with the new model. They have pioneered four waves of reform:

- Employer adoption of self-insurance to replace group insurance
- Consumer-driven health plans that establish incentives and disincentives for smart behaviors.
- Proactive primary care, often delivered on-site at the workplaces or near-site.
- Value-based purchasing of treatments.

John Torinus has used his company, Serigraph Inc., as a beta site for these waves of reform. He contends that the striking results should inform the stymied attempts at reform in the nation’s capital.

Rotary meetings are open to members, invited guests and media.