

The GHC Experience GuaranteeSM

Frequently Asked Questions



What is the GHC Experience GuaranteeSM?

The GHC Experience GuaranteeSM is a promise that every patient and member gets the best experience every time. Starting August 31, 2018, if you have an experience at a GHC-SCW clinic that fails to meet your expectations in any way, you can visit GHCSmartCare.com to download the GHC Experience GuaranteeSM App. Using the app, you can tell us about your experience and at your request, we will refund some or all of your out-of-pocket costs associated with the visit.

Why has GHC-SCW decided to launch the GHC Experience GuaranteeSM?

For the last two decades, GHC-SCW has earned an “Excellent” accreditation status from the National Committee for Quality Assurance (NCQA). We’re the only clinics in the area with Level 3 Patient-Centered Medical Home recognition and we’re continuously one of the highest-rated health insurance plans in the nation. We’re confident that we’re providing the very best care in Wisconsin – so confident that we’re willing to stand behind it with a money-back guarantee. We think our members deserve that. After all, in every other industry, customers have the opportunity to get a refund when they’re unsatisfied – we are proud to set the standard for customer service in health care.

How does the GHC Experience GuaranteeSM App work?

Starting August 31, 2018, if you have an experience at a GHC-SCW clinic that fails to meet your expectations, visit GHCSmartCare.com, tap the app to download and tell us about it. Using the app, you can request a refund for some or all of your out-of-pocket costs (up to \$2,000). You trusted us with your care, so we will trust you to tell us what your experience was actually worth. The app is compatible with all devices and the form takes just moments to complete.

What does the GHC Experience GuaranteeSM cover and when am I eligible?

Your refund request may be made no sooner than five days after and no more than six months after your date of service. The GHC Experience GuaranteeSM only covers visits to GHC-SCW clinics or providers that occurred on or after August 31, 2018.

What can I expect once I submit my feedback through the GHC Experience GuaranteeSM App?

If you have requested to talk to us or have requested a refund, you will receive a call from our Member Experience Team within two business days. They will speak with you on the phone and help process your refund if needed. If you requested to have some or all of your out-of-pocket costs refunded (up to \$2,000), the Member Experience Team will work with you to be sure it is returned to you through your original method of payment within five business days. If you request a refund within five days of your visit, the Member Experience Team may need to schedule a follow-up phone call with you.

What is not covered through the GHC Experience GuaranteeSM?

- Visits to any non-GHC-SCW clinics including UW Health, University Hospital or Regional Network Providers.
- Disagreements with your provider’s medical opinion, medical decision-making or refusal to provide or prescribe a particular medication.

If I use the GHC Experience GuaranteeSM App, will my private health information be safe?

Yes, bank-grade security protocol is in place to safeguard your privacy and personal health information. We will never share your private health information with any outside organizations.

What will you do with the information collected in the GHC Experience GuaranteeSM App?

We’re always looking for ways to learn from and engage with our members. All feedback – positive and negative – collected through the GHC Experience GuaranteeSM App will be reviewed and analyzed to help us improve our Cooperative. Your feedback will not be connected to your medical record.

What should I do if I have additional questions about the GHC Experience GuaranteeSM?

We’ve formed a Member Experience Team that can answer your questions and guide you through the GHC Experience GuaranteeSM App if needed. To speak with our Member Experience Team, call (608) 828-4853 or toll free at (800) 605-4327.

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