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My Choice Wisconsin Announces the Rebranding of Trilogy Health Insurance

MILWAUKEE, WISCONSIN April 12, 2021 - My Choice Wisconsin announced that it is rebranding its Trilogy Health Insurance subsidiary to My Choice Wisconsin Health Plan for its BadgerCare Plus program effective June 1, 2021.

My Choice Wisconsin acquired Trilogy Health Insurance in the summer of 2019 but did not change the name at that time to ensure a seamless transition for members.

As a Health Maintenance Organization and Managed Care Organization, My Choice Wisconsin has nearly two decades of experience serving underserved populations including older adults and persons with disabilities. Through a variety of State and Federal programs such as Family Care, Family Care Partnership, Medicaid SSI, Medicare Dual Advantage, and BadgerCare Plus, My Choice Wisconsin serves over 40,000 enrolled members in fifty-five Wisconsin counties with an emphasis on helping people live healthy independent lives in their communities.

“As an organization that continues to experience sustained, planned growth, while maintaining high levels of member satisfaction, we are very happy for the opportunity to incorporate the Trilogy BadgerCare Plus program under the My Choice Wisconsin Health Plan brand,” said Maria Ledger, My Choice Wisconsin CEO. “We are also looking forward to our continued partnership and working relationships with our expanding network of providers” Ledger added.

The rebranding of Trilogy into the My Choice Wisconsin family of products enhances the organization’s ability to effectively coordinate acute, primary, community-based and long-term care services for members with a focus on quality outcomes, member satisfaction, and a robust provider network.

The My Choice Wisconsin mission statement encompasses its core values and commitment to those served. “We are committed to the improved health of our members and the betterment of our communities. As trusted stewards of public funds, we care for the whole person and well-being of all by offering services that promote independence, value diversity, and inspire self-advocacy,” the statement reads.

To learn more about My Choice Wisconsin, visit www.mychoicewi.org.
