



A personal touch. A proven choice:

2503 North Hillcrest Parkway
Altoona, WI 54720

P.O. Box 3217
Eau Claire, WI 54702-3217

Phone: 715-552-4300
Toll-free: 888-203-7770
Fax: 715-836-7683

w w w . g r o u p - h e a l t h . c o m

Peter Farrow Chief Executive Officer and General Manager Group Health Cooperative of Eau Claire

Peter Farrow is the chief executive officer and general manager of Group Health Cooperative of Eau Claire (GHC). Group Health Cooperative provides health insurance coverage and benefits administration for over 70,000 people in Western Wisconsin. In the seven years since his arrival, GHC has more than doubled its enrollment while achieving the highest level of member satisfaction among Wisconsin health plans and among the top five percent nationally.

Prior to joining GHC, Mr. Farrow served as assistant deputy insurance commissioner for the State of Wisconsin. In this role he oversaw the operation of the state's four insurance funds: the Local Government Property Insurance Fund, the State Life Insurance Fund, the Patients Compensation Fund, and the Health Insurance Risk Sharing Plan. He also oversaw the policy development and implementation for the Office of the Commissioner of Insurance and played a key role in several health insurance reform initiatives.

In addition to his insurance background, Mr. Farrow is a former small business owner and served as press secretary for Congressman Jim Sensenbrenner from Wisconsin. He received his bachelor's degree in Economics from Marquette University.

Mr. Farrow currently serves as a member of the Wisconsin Insurance Security Fund Board, the Eau Claire Area Chamber of Commerce Board of Directors, the Junior Achievement of Wisconsin, Inc. Northwest District Board of Directors, the United Way of Greater Eau Claire Board of Directors, the Triniteam, Inc. Board of Directors, and is the past president of the Wisconsin Association of Health Plans.

###