



Wisconsin Medical Society

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Wisconsin Medical Society Insurance & Financial Services relaunches brand as WisMed Assure

Madison—As part of its evolving strategy to increase awareness, engagement and business with physicians, residents and medical students, Wisconsin Medical Society Insurance and Financial Services, Inc. is now doing business as WisMed Assure.



“On a practical level, our name was just too long. WisMed Assure injects meaning, purpose and promise into our name,” said WisMed Assure President Shawna Bertalot, CIC, ACI. “We wanted to describe the outcome our clients experience rather than the products and services we sell.

“At WisMed Assure, our number one job is to protect the financial security of our clients, which gives them more freedom to focus on delivering the best health care to their patients. Our new name reflects an aggressive campaign to engage prospective and current clients in a conversation about how we can protect what matters most to them and earn the right to be their financial partner for life.” Bertalot added.

With its relaunch, WisMed Assure is refocusing on its deep, physician-first roots.

“Just as physicians protect and improve the lives of their patients, we hold ourselves accountable for protecting and improving the lives of the physicians we serve,” said Wisconsin Medical Society CEO Clyde “Bud” Chumbley, MD, MBA. “The relaunch of WisMed Assure is an integral part of fulfilling our renewed and reinvigorated physician-first focus. And it’s just one of several major steps forward the Society is taking. There’s more to come.”

WisMed Assure is the only Wisconsin-based insurance firm exclusively serving the medical community, and its profits go back to the Wisconsin Medical Society to support its mission of advancing the health of the people of Wisconsin.

For more than 30 years, WisMed Assure has provided physicians, their health care teams and organizations a complete range of insurance products and services. Visit www.wismedassure.org to learn more.

With over 12,500 members dedicated to the best interests of their patients, the [Wisconsin Medical Society](http://www.wisconsinmedical.org) is the largest association of medical doctors in the state and a trusted source for health policy leadership since 1841.

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