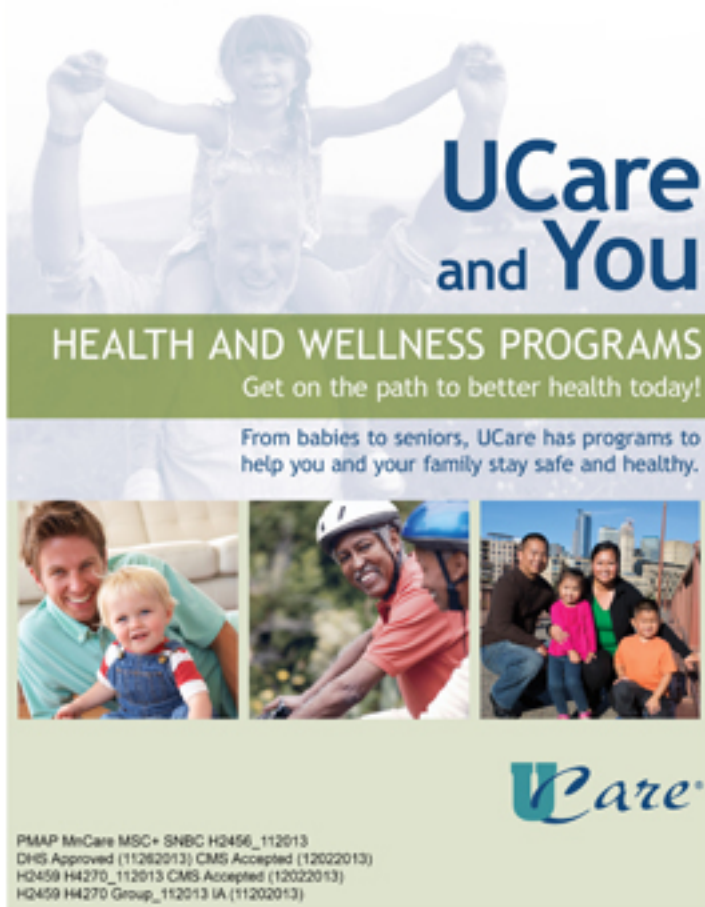


UCare wins four awards in two 2013 marketing communication competitions

Written by

Wednesday, 05 February 2014 15:12



UCare has won four national marketing communication awards for materials created for UCare members in the health plan's Minnesota and western Wisconsin service area.



"We are proud to receive national recognition for the quality and effectiveness of our work for our members," said Ghita Worcester, senior vice president of public affairs and marketing for UCare. "Most importantly, we believe these award-winning UCare materials will help UCare members and communities make wise health decisions for healthful lives."

UCare received a Merit Award for its "UCare and You" brochure in the national 2013 National Mature Media competition, the nation's largest awards program recognizing the best marketing, communications, educational materials and programs for adults age 50 and older. The publication describes health and wellness programs available to members of UCare's

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Minnesota Health Care Programs and UCare's Medicare plans in Minnesota and western Wisconsin.

UCare also received one Bronze Award and two Merit National Health Information Awards (NHIA). The competition was conducted by the Health Information Resource Center, a national clearinghouse for consumer health information programs and materials.



Welcome to UCare!

We're glad to have you as a member of UCare Connect. At UCare, we're pleased to offer our members a different kind of health plan experience – health care that starts with you!

Our mission is to help you meet your health and wellness goals, and get the care you need. That's why we created this guide: to help you through the process of becoming a UCare Connect member. We hope it allows you to get the most out of everything the program has to offer you.

Take a look inside! And if you ever have a question or a problem, please call our helpful Customer Services representatives at 612-676-3395 or 1-877-903-0061 toll free, 7:45 a.m. to 5 p.m., Monday through Friday. TTY machine users call 612-676-6810 or 1-800-688-2534 toll free.

Sincerely,

Tim Krippenberg
Director, UCare Customer Services



The Bronze Award went to UCare's "UCare Connect Quick Start Guide" in the Consumer Decision-Making Information category. The guide was created to help new members of UCare Connect, a plan for people with disabilities, learn about the preventive, health and wellness, and customer service resources available to them.

Parents' Guide

*Information about your child's
first two years of life.*



UCare



UCare is a family of 250,000 professionals who partner with health care providers, counties,