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UCare for Seniors Medicare Advantage plan expands further east to three more Wisconsin counties for 2009

With the addition of Iowa, Juneau, and Sauk counties, UCare will offer Medicare coverage in 26 counties in western Wisconsin; Annual Election Period is Nov. 15–Dec. 31, 2008

MINNEAPOLIS, Oct. 9, 2008 – [UCare](#) announced today that it is expanding its [UCare for Seniors](#) Medicare Advantage product further into western Wisconsin with the addition of Iowa, Juneau, and Sauk counties in the southwestern corner of the state.

The addition of these three counties enlarges the service area created in January, 2008 when the nonprofit, independent health plan [expanded UCare for Seniors](#) beyond Minnesota's borders for the first time.

UCare for Seniors is one of the leading Medicare Advantage plans in Minnesota and has more than 44,000 members statewide. As an independent, nonprofit health plan, UCare is dedicated to serving its members on government programs, not shareholders and investors. In 2008, The Centers for Medicare & Medicaid Services (CMS) ranked *UCare for Seniors* in the top 13 percent of all Medicare Advantage plans nationwide for outstanding performance.

UCare for Seniors became available Jan. 1, 2008, to Medicare-eligible Wisconsin residents in Ashland, Barron, Bayfield, Buffalo, Burnett, Chippewa, Crawford, Douglas, Dunn, Eau Claire, Grant, Jackson, La Crosse, Monroe, Pepin, Pierce, Polk, Richland, Sawyer, Trempealeau, St. Croix, Vernon, and Washburn counties. The Medicare Advantage plan has nearly 1,000 members across these counties.

“We are very pleased to be able to serve Medicare beneficiaries in western Wisconsin who are looking for Medicare coverage with the benefits available in a comprehensive, affordable health plan like *UCare for Seniors*,” said [Nancy Feldman](#), UCare's President and Chief Executive Officer. “Our provider relationships with high-quality Wisconsin clinics and care systems like Mayo Health System are attracting enrollees looking for a great health plan that lets them keep their physician or establish new physician relationships.”

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UCare for Seniors Medicare Advantage plan expands further east to three more western Wisconsin counties in 2009 – page 2 of 3

As in Minnesota, three levels of comprehensive coverage (Classic, Value, and Value Plus), an extensive network of leading providers and care systems, and worldwide emergency coverage and urgent care are offered in UCare's Wisconsin service area. The *UCare for Seniors* Classic Plan includes hospital and medical coverage, as well as Medicare prescription drug coverage (Part D) and coverage for eyewear, hearing aids, and preventive dental care. The *UCare for Seniors* Value Plan offers comprehensive hospital and medical coverage at a lower monthly premium than the Classic level. The Value Plus plan offers all the Value plan coverage benefits, plus Part D coverage.

Two enrollment periods are available

Medicare beneficiaries in the entire *UCare for Seniors* service area can switch to the plan during Medicare's Annual Election Period, which begins Nov. 15 and ends Dec. 31, 2008; the effective coverage date is Jan. 1, 2009.

Medicare beneficiaries already enrolled in a Medicare Part D plan have one more opportunity to switch Part D plans in 2009. They may make this change during the Open Enrollment Period from Jan. 1–Mar. 31, 2009, with some limitations.

On Oct. 1, benefit and premium information became available from UCare marketing representatives by calling 1-877-523-1518 (toll free) or at www.ucare.org.

Information meetings scheduled in Wisconsin, Minnesota

Meetings to help Medicare-eligible citizens learn more about *UCare for Seniors* are scheduled in the entire western Wisconsin service area during October–December 2008. The gatherings are free, open to the public, and offered by UCare as a service to the community.

At these sessions, UCare representatives will discuss and answer questions about the *UCare for Seniors* Classic, Value, and Value Plus plans. All Minnesota and Wisconsin meeting schedules were posted Oct. 1, 2008, at www.ucare.org/healthplans/Pages/UCareforSeniorsMeetings.aspx. The schedules also can be obtained by calling 1-877-523-1518 (toll free).

About UCare

UCare (www.ucare.org) is an independent, nonprofit health plan providing health care and administrative services to more than 147,000 members. UCare partners with health care providers, counties, and community organizations to create and deliver innovative health products for:

- Individuals and families enrolled in income-based Minnesota Health Care Programs, such as MinnesotaCare and Prepaid Medical Assistance Program.
- Adults with disabilities and Medicare beneficiaries with chronic health conditions.
- Minnesotans dually eligible for Medical Assistance and Medicare.
- Medicare-eligible individuals throughout Minnesota and in western Wisconsin.

UCare for Seniors, UCare's Medicare Advantage plan, was ranked by Medicare in the top 13 percent of health plans nationwide for outstanding performance. UCare addresses health care disparities and care access issues through its UCare Fund grants and a broad array of community initiatives.

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