



FOR IMMEDIATE RELEASE

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Guled Abdirahman joins UCare as marketing representative for UCare's disability Special Needs Plans

MINNEAPOLIS, June 2, 2008 – [UCare](#) has hired Guled Abdirahman as its marketing representative for the health plan's disability Special Needs Plans (SNPs).

Abdirahman is responsible for supporting sales goals by enrolling new members in two of UCare's five SNPs: *UCare Connect*, a Special Needs Basic Care (SNBC) plan designed to meet the unique needs of adults with a physical disability, developmental disability, and/or mental illness; and *UCare Complete*, a plan created to serve the special needs of adults with physical disabilities.

SNPs are Medicare Advantage plans that offer health coverage designed specially to serve populations who are dually eligible for Medicare and Medicaid; have special health issues, including chronic conditions, physical disabilities, developmental disabilities, or mental illness; or live in long-term care facilities.

To promote enrollment in these plans, Abdirahman meets with eligible individuals and community organizations, conducts sales meetings, and assists prospective members by phone and in person. He also maintains relationships with key community-based organizations, and attends conferences and other gatherings to educate interested professionals about these products.

Abdirahman most recently worked with Midwest Home Healthcare providing cultural competency training to nurses working with the company's home care clients. He provided health and wellness education to elderly and disabled clients, and helped others navigate health care systems while connecting them to health and community resources.

"Guled brings to our sales team a deep knowledge of health care for populations we serve with our Special Needs Plans, and of his native Somali community," said Joan Freak, sales manager. "Guled's energy and broad experience will help support UCare's efforts to provide health care coverage to people for whom it was expressly designed."

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Abdirahman graduated from SIDAM School of Management in Mogadishu, Somalia, and is pursuing a Health and Human Services degree. He and his family live in Burnsville, Minn.

About UCare

UCare (www.ucare.org) is an independent, nonprofit health plan providing health care and administrative services to more than 145,000 members. UCare partners with health care providers, counties, and community organizations to create and deliver innovative health coverage plans 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.

In 2007, *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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