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UCare wins two Gold Aster Awards for excellence in marketing

***Member education tool and 2008 Report to the Community
garner top honors in 2010 Aster Awards***

MINNEAPOLIS, May 19, 2010 – UCare has won two Gold Awards in the national 2010 [Aster Awards](#) competition, one of the largest national health care marketing competitions of its kind.

A Gold Award went to UCare’s [“6 Easy Steps to Check-ups”](#) fold-up “Z card” in the Patient Education category of the HMO/PPO/Managed Care/Insurance segment. The other Gold Award is for UCare’s [2008 Report to the Community](#) in the Annual Report category of the HMO/PPO/Managed Care/Insurance segment.

The Gold-level honors placed UCare’s entries in the top 5 percent of more than 3,000 entries sent from health care organizations and advertising agencies in the United States, Canada, and South America.

The Aster Awards program recognizes outstanding health care professionals for excellence in their advertising/marketing efforts, and is hosted by Marketing Healthcare Today Magazine and Creative Images, Inc.

The “6 Easy Steps to Check-ups” card was designed and written by UCare’s Marketing Communications staff in collaboration with UCare’s Health Promotion team. Information in this colorful “Z card” tool is on paper that folds up into a thin, credit card-sized item which fits nicely in a wallet or pocket. Distributed to members of UCare’s Prepaid Medical Assistance Program (PMAP) and MinnesotaCare programs, the item informs adults and parents about the importance of preventive care received through routine medical check-ups.

The 2008 Report to the Community was produced and mailed to UCare members in early 2009. It was written by Marketing Communications and designed by [Riverbrand Design](#).

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All winners are posted on the [Aster Awards web site](#), as well as published in *Marketing Healthcare Today*, a national healthcare marketing magazine.

In 2008, UCare's spring 2007 issue of its *PrimeTime* newsletter for *UCare for Seniors* members won a Gold Award in the "HMO/PPO/Managed Care/Insurance" and "External Newsletter–Single" categories.

About UCare

UCare (www.ucare.org) is an independent, nonprofit health plan providing health care and administrative services to more than 200,000 members. UCare partners with health care providers, counties, and community organizations to create and deliver innovative health coverage 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 addresses health care disparities and care access issues through its UCare Fund grants and a broad array of community initiatives.

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