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## **UCare wins gold, silver Aster Awards for excellence in marketing**

### ***Nutrition education tool and Mobile Dental Clinic wrap design garner honors in 2011 Aster Awards***

MINNEAPOLIS, June 1, 2011 – UCare has won gold and silver awards in the national 2011 [Aster Awards](#) competition, one of the largest national health care marketing competitions of its kind.

UCare's LivingWell Portion Plate won a Gold Award in the Patient Education category of the HMO/PPO/Managed Care/Insurance segment. The exterior "wrap" design used on UCare's [Mobile Dental Clinic](#) won a Silver Award in the outdoor transit ad category, which also is in the HMO/PPO/Managed Care/Insurance segment.

The gold-level honor places UCare's LivingWell Portion Plate in the top 5 percent of approximately 3,000 entries sent from health care organizations and advertising agencies in the United States, Canada, and South America. The Silver Award places the Mobile Dental Clinic exterior design in the top 12% of total entries in the competition.

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

The LivingWell portion plate for kids was created by UCare's Marketing Department, with input from UCare's Health Promotion and Quality Management teams. The plastic plate features colorful kid-friendly images of types of foods and portion sizes recommended for healthy eating. The images help overcome language and age barriers to understanding the food and portion messages.

The colorful exterior wrap used on UCare's new Mobile Dental Clinic features larger-than-life images of people representing UCare's diverse membership. The mobile clinic, a 43-foot "dentist's office on wheels," offers dental care to UCare members in Minnesota communities in which members have difficulty accessing quality dental care. The graphic "wrap" was designed by UCare's advertising agency, Initio, working with UCare's Marketing team.

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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 2010, UCare won two Gold Aster Awards. One was for 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 top honor was for UCare's [2008 Report to the Community](#) in the Annual Report category of the HMO/PPO/Managed Care/Insurance segment.

### **About UCare**

UCare ([www.ucare.org](http://www.ucare.org)) is an independent, nonprofit health plan providing health care and administrative services to more than 225,000 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. The health plan received a Top Workplaces 2010 honor from the *Star Tribune*.

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