



FOR IMMEDIATE RELEASE

MEDIA CONTACT:
Deanne Probst
612-676-3630
dprobst@ucare.org

UCare's *PrimeTime* newsletter wins national health care publication award

PrimeTime, produced for members of UCare for Seniors Medicare Advantage plan, won a 2008 Gold Aster Award for excellence in health care marketing

MINNEAPOLIS, June 17, 2008 – UCare announced today that its publication for members of its *UCare for Seniors* Medicare Advantage plan has won a 2008 Gold **Aster Award**. The Spring 2007 issue of *PrimeTime* received the honor in the “HMO/PPO/Managed Care/Insurance” and “External Newsletter – Single” categories.

The Aster Awards Program is an elite competition recognizing the nation's most talented health care marketing professionals for outstanding excellence in advertising. The annual contest invites publications that were designed, printed, and/or distributed the previous year to be scored, judged, and recognized for excellence in health care marketing and advertising. Winning entries are judged by a diverse panel of experts, and published in *Marketing Healthcare Today* magazine.

UCare publishes *PrimeTime* three times a year for more than 43,000 *UCare for Seniors* members residing in Minnesota and western Wisconsin. Kristen Mueller, Communications Specialist, Marketing Communications, UCare, plans and writes most of the articles and manages overall content with Wendy Wicks, Communications Manager, UCare. The two communicators are aided by an editorial board comprising representatives from a cross-section of UCare departments. Issues are posted on UCare's [web site](#).

“The coordinated planning, writing, and production efforts make *PrimeTime*'s content appealing and relevant to our members,” said Ghita Worcester, senior vice president, public affairs and marketing, UCare. “In fact, responses from our members to our most recent reader survey were extremely positive. We are very proud to keep our *UCare for Seniors* members informed about health plan updates and a variety of health and health care issues through this quality publication.”

UCare's *PrimeTime* newsletter wins national health care publication award – page 2 of 2

The publication is designed by [Priority Publications](#), a custom publishing firm based in Edina, Minn. Priority Publications has been a national leader in producing custom health care publications for 25 years. It offers a full range of publishing options, from completely custom and semi-custom print, e-mail, and web magazines and newsletters, to web development, marketing collateral, and podcasting.

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.

###