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UCare partners with CaringBridge to connect families and friends when health matters most

UCare will promote CaringBridge web site to UCare members and communities to enable helpful connections, communications

MINNEAPOLIS, Sept. 8, 2011 – [UCare](#) and [CaringBridge](#) have formed a partnership to help UCare’s members and others experiencing a significant health challenge get and stay connected with their family and friends.

CaringBridge is a nonprofit organization providing free web sites that help people easily share health news and receive support during health challenges of all kinds, ranging from cancer and premature birth, to serious injury.

“CaringBridge is a wonderful resource for people experiencing difficult health issues,” says Ghita Worcester, Senior Vice President, Public Affairs and Marketing, UCare. “CaringBridge offers a convenient, one-stop site that allows news, personal messages, and contact information to be quickly shared with others who want to support a person or family coping with illness or other health concerns. UCare’s Customer and Clinical Services staff will inform our members about this helpful and accessible service.”

“We are thrilled to align with UCare,” says Sona Mehring, founder and CEO, CaringBridge. “UCare employees touch the lives of so many people during a health journey. By recommending services available through CaringBridge, UCare can help make the health journey easier for its members and their families and friends.”

Personal CaringBridge web sites save time and emotional energy by centralizing communication and simplifying the task of updating everyone during a health challenge. Each CaringBridge site is unique. Authors select their web site design and add health updates and photos about their story. In turn, visitors can leave messages in the guestbook, creating a network of support.

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In a 2010 survey of CaringBridge users, 91 percent of patients agreed that using CaringBridge helps make their health journey easier. In addition, 88 percent of patients agreed that having a CaringBridge web site positively impacts their healing process. More than 261,000 CaringBridge web sites have been created since 1997.

About UCare

UCare (www.ucare.org) is an independent, nonprofit health plan providing health care and administrative services to more than 230,000 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 Top Workplaces honors in 2010 and 2011 from the *Star Tribune*.

About CaringBridge

CaringBridge (www.caringbridge.org) provides free websites that connect people experiencing a significant health challenge to family and friends. Its mission is to amplify the love, hope and compassion in the world, making each health journey easier. The free service is made possible by the generosity of donors.

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