



FOR IMMEDIATE RELEASE

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**UCare opens office in Eau Claire to  
serve, grow Wisconsin membership in  
UCare for Seniors Medicare plan**

***Customer service, sales, and information will be available  
from on-site staff serving UCare for Seniors members in  
26 western Wisconsin counties; open house planned for Aug. 31***

MINNEAPOLIS, Aug. 25, 2011 — [UCare](#) is opening a new regional sales office on Aug. 31 in the Keystone Business Center in Eau Claire, Wis. The site will serve as the administrative center for UCare's growing, Wisconsin-based membership in the health plan's [UCare for Seniors](#) Medicare plan which is available in 26 western Wisconsin counties.

UCare's new sales office is located in Suite 500 of the Keystone Business Center, 3410 Oakwood Mall Dr., in Eau Claire. The location is adjacent to U.S. Highway 53, and just north of Interstate 94. The 1,200-square-foot office features work and conference room spaces, and ample free parking.

The Eau Claire site will be the headquarters for Marti Andro, Manager, Wisconsin Medicare Sales, and her team of Wisconsin sales representatives: Ellen Anderson, of La Crosse; Marla Valentino-Wiste, of Hudson; and Nicolle Olness, of Superior. Administrative support is provided by Kristin Robert, of Eau Claire.

"This new office marks our official presence in western Wisconsin and demonstrates our long-range plans for growing membership in this region," says Nancy Feldman, President and CEO, UCare. "Eau Claire is a great place from which we will serve the 7,000 Wisconsin members currently enrolled in our [UCare for Seniors](#) Medicare plan, and build our Wisconsin presence and membership in the future."

"We're very excited to be here and work much more closely with our members, providers, and county representatives from this great location," says Andro. "As a nonprofit health plan, UCare employees do their best to serve our members. Our Eau Claire team is honored to represent UCare in our 26-county Wisconsin services area, and strengthen our presence in the state."

## **Grand opening is Aug. 31**

A grand opening, ribbon-cutting ceremony will be held at this new UCare office from 3-4 p.m. on Wednesday, Aug. 31. The event is being organized by the Eau Claire Area Chamber of Commerce, of which UCare is a member.

UCare's CEO Feldman; Ghita Worcester, Senior Vice President, Public Affairs and Marketing; Brian Eck, Sales Director; *UCare for Seniors* members; and representatives from area health care, provider, advocacy, and business groups will attend the event. UCare is also a member of the Chippewa Falls Area Chamber of Commerce which will be represented at the open house.

UCare first expanded its *UCare for Seniors* Medicare plan to western Wisconsin in late 2007; enrollments were effective in January of 2008. Eligible Medicare recipients can choose from four levels of *UCare for Seniors* coverage – Classic, Value, Value Plus, and Standard D. A Group *UCare for Seniors* plan also is available to organizations with retirees.

## **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 230,000 members. UCare partners with health care providers, counties, community organizations, and other member-directed groups to create and deliver innovative health coverage products for:

- Medicare-eligible individuals throughout Minnesota and in western Wisconsin.
- 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.

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 100 Workplaces honors from the *Star Tribune* in 2010 and 2011.

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