



FOR IMMEDIATE RELEASE

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

Archie Eliason joins UCare as marketing representative for UCare's Minnesota Disability Health Options plans

MINNEAPOLIS, Dec. 4, 2007 – [UCare](#) has hired Archie Eliason as its marketing representative for the health plan's products designed specially for people with physical and/or developmental disabilities.

Eliason is responsible for supporting sales goals by enrolling new members in *UCare Complete*, a plan designed for people with physical disabilities, and *Partners Choice Network*, a plan for people with developmental disabilities. Both plans are [Minnesota Disability Health Options](#) plans offered by UCare as contracted with the Minnesota Department of Human Services. Eliason also supports *UCare Connect*, a Special Needs Basic Care (SNBC) plan. On Jan. 1, 2008, these plans will be Medicare Advantage plans.

To promote these plans, Eliason meets with eligible individuals and community organizations, conducts sales meetings, and assists prospective members by phone and in person. He also maintains relationships with key community-based organizations, and attends conferences and other gatherings to educate interested professionals about these products.

Eliason worked in the behavioral health field for several years prior to joining UCare. His most recent position was as a mental illness/chemical dependency case manager with the Anoka County Assertive Community Treatment (ACT) team. He also brings previous successful sales experience as a sales representative for Prudential and Liberty Mutual insurance companies.

“We are excited to add Archie’s health care and insurance industry experience to our sales team,” said Joan Freak, sales manager. “Archie is a high-energy professional with extensive knowledge of people with physical or developmental disabilities, and mental illness. His experience and initiative will support UCare’s success in providing health care coverage for these populations.”|

Eliason graduated from Metropolitan State University, in St. Paul, Minn., with a Bachelor of Arts degree in Psychology. He earned his Human Services certificate from Minneapolis Community College. He lives in Mound, Minn.

About UCare

UCare is an independent, nonprofit health plan providing health care and administrative services to more than 130,000 members throughout Minnesota. UCare provides health care programs for people with Medicare: *UCare for Seniors*, a Medicare Advantage product; Minnesota Senior Health Options, a program for seniors with Medical Assistance but who may or may not be eligible for Medicare; *UCare Complete*, a Minnesota Disability Health Options (MnDHO) program for people with physical disabilities; and *Partners Choice Network*, a MnDHO pilot program for people with developmental disabilities. UCare also offers income-based health programs to people enrolled in Minnesota Health Care Programs, including Prepaid Medical Assistance, Prepaid General Assistance Medical Care, MinnesotaCare, and Minnesota Senior Care. For more information, visit www.ucare.org.

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