



**FOR IMMEDIATE RELEASE**

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**Ellen Anderson joins UCare as  
Medicare Marketing Rep in southwestern Wisconsin**

MINNEAPOLIS, Feb. 23, 2009 – [UCare](#) has hired Ellen L. Anderson as the organization’s Medicare Marketing and Community Representative in southwestern Wisconsin.

Anderson is responsible for supporting sales goals by enrolling new members in [UCare for Seniors](#) Medicare Advantage plan. She conducts sales meetings and assists prospective members in Buffalo, Crawford, Grant, Iowa, Jackson, Juneau, La Crosse, Monroe, Pepin, Richland, Sauk, Trempealeau, and Vernon counties. She is a resource for information about UCare’s Group Medicare plans for retirees. Anderson also identifies and maintains relationships with key community-based organizations.

*UCare for Seniors* is a leading Medicare Advantage plan in Minnesota and is growing rapidly in western Wisconsin. The plan has more than 60,600 members. In 2008, The Centers for Medicare & Medicaid Services (CMS) ranked *UCare for Seniors* in the top 13 percent of all Medicare Advantage plans nationwide for outstanding performance.

“We are very pleased to add Ellen and her expertise to UCare’s growing presence in western Wisconsin,” said Marti Andro, Medicare Sales Manager-Wisconsin. “Her dedication to helping people secure health coverage appropriate to their needs is a perfect fit with UCare’s mission and way of doing business. We welcome her contributions to our *UCare for Seniors* sales team.”

*UCare for Seniors* is available to Medicare-eligible Wisconsin residents in 26 counties: Ashland, Barron, Bayfield, Buffalo, Burnett, Chippewa, Crawford, Douglas, Dunn, Eau Claire, Grant, Iowa, Jackson, Juneau, La Crosse, Monroe, Pepin, Pierce, Polk, Richland, Sauk, Sawyer, Trempealeau, St. Croix, Vernon, and Washburn counties.

Anderson is a licensed Life, Accident, & Health Insurance Agent with the States of Minnesota, Iowa, and Wisconsin. Her professional experience includes 13 years in customer service and insurance agent roles with the Onalaska office of The Insurance Center, Inc.

Anderson and her family live in La Crosse, Wis.

### **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 160,000 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 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.

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