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UCare health promotion guide wins honor in 2010 National Health Information Awards

*Member education tool receives Merit Award,
prompts check-ups for children and adults*

MINNEAPOLIS, Nov. 2, 2010 — A wallet-size information guide called “[6 Easy Steps to Check-ups](#)” that was developed by [UCare](#) has won an award in the [17th National Health Information Awards Program](#).

The guide was recognized with a Merit Award in the “booklet/brochure/pamphlet” category of the “Health Promotion/Disease and Injury Prevention Information” segment.

The portable and helpful “6 Easy Steps to Check-ups” guide was designed and written by UCare’s Marketing Communications staff in collaboration with UCare’s Health Promotion team. Easy-to-understand information and colorful graphics are on paper that folds up into a thin, credit card-size guide that fits easily in a wallet or pocket. Distributed to members of UCare’s Prepaid Medical Assistance Program (PMAP) and MinnesotaCare programs, the guide informs adults and parents about the importance of preventive care received through routine medical check-ups.

The “6 Easy Steps to Check-ups” guide also received a Gold Award in May 2010 in the national [Aster Awards](#) competition, one of the largest national health care marketing competitions of its kind. The card was judged in Aster’s Patient Education category of the HMO/PPO/Managed Care/Insurance segment.

The [National Health Information Awards](#) competition is organized annually by the Health Information Resource Centersm, a national clearinghouse for consumer health information programs and materials. The competition recognizes the nation’s finest advertising, marketing, and educational materials designed and produced for the public. Entries are received from hospitals, publishers, ad agencies, trade associations, health plans, and other health care organizations. A panel of health information experts selects the winners.

“UCare encourages our members of all ages to get regular check-ups,” says Cindy Kallstrom, Health Promotion Manager, UCare. “This handy guide reminds adults and parents of young members to visit their doctor. The guide provides six simple steps for preventive care. We are proud to be recognized for this guide, and to help UCare members actively participate in improving their health.”

About the [National Health Information Awards](#)

The National Health Information Awards program is organized by the **Health Information Resource Center (HIRC)**, a national clearinghouse for professionals who work in consumer health fields. Other HIRC products and services include the [Web Health Awards](#)[sm], [National Women's Health & Fitness Day](#)[sm], and [Family Health & Fitness Day USA](#)[sm], and professional reference books.

About [UCare](#)

UCare (www.ucare.org) is an independent, nonprofit health plan providing health care and administrative services to more than 200,000 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 a Top Workplaces 2010 honor from the *Star Tribune*.

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