UCare hires new Customer Services, Behavioral Health, and Project Management Office Directors

Julie Feirtag, Dale Nasby, and Gary Sikma join the state’s fourth-largest health plan

MINNEAPOLIS, Oct. 22, 2014 – UCare has added three executives to its leadership team, effective in September:

- Julie Feirtag is UCare’s new Customer Services Director.
- Dale Nasby, MA, MS, RN, is UCare’s new Behavioral Health Director.
- Gary Sikma, PMP, is UCare’s new Project Management Office Director.

Julie Feirtag, Customer Services Director

Feirtag leads UCare’s Customer Services functions, including Transportation, Member Services, and Provider Assistance Center. She ensures these departments meet the needs of UCare’s members and providers, and are performing within state and federal regulatory requirements. She sets the direction for a high level of customer satisfaction throughout UCare by establishing effective plans, procedures, and performance expectations. She also assists in the development and accomplishment of UCare’s strategic goals.

Feirtag came to UCare from Allianz Life Insurance Company of North America, where she held several customer service leadership positions and most recently was Vice President, Enterprise Operations. Feirtag oversaw Customer and Producer Contact Center functions supporting annuity, life, and long-term care service; claims notifications; and other customer contract, statement, and account correspondence. She holds a Bachelor of Science degree in Business Management-Risk Management and Insurance from the Carlson School of Management at the University of Minnesota, Minneapolis. She is pursuing her Masters Certificate in Business Communications from the OPUS College of Business, University of St. Thomas in Minneapolis.

Feirtag and her family live in White Bear Lake, Minn.
Dale Nasby, Behavioral Health Director
Nasby oversees the clinical quality, operational efficiency, strategic planning, and fiscal management of UCare’s Behavioral Health operations and delegated operations partner. She ensures that UCare’s behavioral health services meet or exceed federal and state regulatory requirements and the needs of UCare members. She also contributes to the development, implementation, and monitoring of UCare’s strategic plan.

Nasby most recently was Director, Health Services, for Mayo Clinic Health at Mayo Clinic in Rochester, Minn., and was a member of several management, utilization, and quality committees there. She remains an adjunct faculty member of Winona State University’s College of Nursing and Health Sciences, Rochester. She holds a Bachelor of Arts in Nursing from Luther College in Decorah, Iowa; a Master of Arts in Human Development from St. Mary’s University in Minneapolis; and a Master of Science in Nursing Administration from Winona State University. She holds bronze- and silver-level Mayo Clinic Quality Academy certifications and is a Registered Nurse licensed in Minnesota.

Nasby and her family currently live in Rochester, Minn.

Gary Sikma, Project Management Office Director
Sikma provides vision, leadership, and direction for the enterprise Project Management Office. He develops, implements, and assesses comprehensive and organizationwide business performance initiatives. He and his team of program and project managers use best practices and meet customer needs throughout the health plan.

Sikma came to UCare from Good Samaritan Society in Sioux Falls, S.D., where he was Project Management Office Director. He was responsible for the companywide integration of project management and business analysis methodology, as well as the training, coaching, and mentoring of all project managers, business analysts, and managers performing project management work. He also has experience with the Project Management Institute. Sikma earned an Associate in Arts degree from the City Colleges of Chicago, Ill., and a Bachelor of Science degree from Excelsior College in Albany, N.Y. He received Master of Science degree in Information Technology/Project Management and a Master of Business Administration degree from Colorado Technical University in Sioux Falls.

Sikma and his wife live in Woodbury, Minn.
About UCare
UCare (www.ucare.org) is an independent, nonprofit health plan providing health care and administrative services to more than 400,000 members. UCare serves more people from diverse cultures and more people with disabilities enrolled in Medical Assistance than any other health plan in Minnesota. UCare partners with health care providers, counties, and community organizations to create and deliver innovative health coverage products for:

- Minnesotans shopping for plans on the MNsure health insurance marketplace.
- Individuals and families enrolled in income-based Minnesota Health Care Programs, such as MinnesotaCare and Prepaid Medical Assistance Program.
- Adults with disabilities.
- 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 Foundation grants and a broad array of community initiatives. The health plan has received Top 100 Workplaces honors from the Star Tribune for five consecutive years since the rankings began in 2010.

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