UCare’s Ghita Worcester receives Women in Business honor

Worcester selected by Minneapolis/St. Paul Business Journal for achievements, leadership, and community contributions

MINNEAPOLIS, May 27, 2015 — UCare’s Ghita Worcester, Senior Vice President, Public Affairs and Marketing, was selected by Minneapolis/St. Paul Business Journal as a Women in Business honoree for 2015.

The business publication states that “this year's awards recognize 51 women, including industry-leading executives and entrepreneurs, for their professional achievements, leadership qualities, and contributions to the broader Twin Cities community.”

All honorees will gather at the 18th Annual Women in Business Awards luncheon hosted by the Business Journal on Thursday, May 28, at The Depot Minneapolis.

Said UCare President and CEO Nancy Feldman, “All of us at UCare know that Ghita has been a trusted and able leader for 20 years. I am very pleased that our local business community also is recognizing her skills, contributions, and business acumen with this well-deserved honor.”

Worcester joined UCare in 1995. She provides strategic direction for marketing, public relations, legislative, regulatory, government programs, and community outreach activities. She oversees the organization’s federal and state health care reform efforts and policy formulation related to national and state health policy issues. Worcester also is instrumental in the development and implementation of UCare’s strategic and operational plans.

Before joining UCare, Worcester served as Director of Policy and Operations for Minneapolis-based University Affiliated Family Physicians (UAFP), the management company that started UCare in 1984. In that role, Worcester directed the development of new HMO products and policies, and helped develop and implement HMO strategic and operational plans. Before that, she worked for 13 years in a community-based family medicine residency program operated by the University of Minnesota Department of Family Practice.

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About UCare

UCare (www.ucare.org) is an independent, nonprofit health plan providing health care and administrative services to more than 500,000 members. UCare partners with health care providers, counties, and community organizations to create and deliver:

- National Committee for Quality Assurance (NCQA)-accredited plans for Minnesotans shopping on the MNsure health insurance marketplace
- Medicare plans with an “Excellent” NCQA rating throughout Minnesota and western Wisconsin
- Income-based Minnesota Health Care Programs, such as MinnesotaCare and Prepaid Medical Assistance Program, for individuals and families
- Coverage for adults with disabilities
- Medical Assistance and Medicare coverage for dually eligible Minnesotans

UCare serves more people from diverse cultures and more people with disabilities enrolled in Medical Assistance than any other health plan in Minnesota. The health plan 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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Photo attached: Ghita Worcester, Senior Vice President, Public Affairs and Marketing, UCare