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UCare wins Gold, Silver Aster Awards for excellence in communication

Honors earned for member mobile app and 2014 annual report

MINNEAPOLIS, June 1, 2016 – [UCare](#), a not-for-profit health plan, has won Gold and Silver Awards in the national 2016 [Aster Awards](#) competition, one of the largest national health care marketing contests of its kind.

UCare won a Gold Award in the competition's mobile apps category for its My UCare Mobile App for members using Apple and Android phones. Developed by UCare, the free application offers on-the-go access to UCare's network of health care providers and contact information. Members can view their ID card, look up claims and benefits information, and send secure messages about their plan and health care.

UCare also won a Silver Award in the Aster's annual report category for its 2014 Report to the Community (published in 2015). The 16-page color publication celebrates UCare's 30th anniversary along with highlights of its 2014 community, member, provider and health care quality activities, and administration and financial performance information.

UCare competes in the HMO/PPO/Managed Care/Insurance segment of the Asters. Entries are for calendar year 2015. Winners are posted on the [Aster Awards website](#), as well as published in Marketing Healthcare Today, a national health care marketing magazine.

To receive a Gold Award, an entry must receive a score of 95-99, which represents the top 5% of nearly 3,000 entries submitted to the competition from organizations in the United States, Canada, and South America. A Silver Award score ranges from 90-94 and represents the top 12% of the entries. All entries are judged by industry experts and scored on multiple criteria such as creativity, layout and design, functionality, message effectiveness, production quality and overall appeal. Entries competed against similar-sized organizations in their specific groups and categories.

“Each year the quality of work submitted increases,” said Melinda Lucas, Aster Awards Program Coordinator. “The creativity of this year’s participating health care marketing professionals went above and beyond the standards that were set by previous years. The 2016 Aster Awards program contained some of the best and most creative advertising in the world.”

In the 2015 Aster Awards, UCare won:

- A Gold Award in the competition’s blog category for [HelpU](#), a free, interactive, and online information resource for people seeking answers to Minnesota individual and family health insurance questions.
- A Silver Award in the multilingual advertising-single category for its language line magnet, which provides the numbers to dedicated Hmong, Spanish, and Somali member customer service lines.

About UCare

UCare (www.ucare.org) is an independent, not-for-profit health plan providing health care and administrative services to members throughout Minnesota. 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 [MNSure](#).
- [Coverage for adults with disabilities](#).
- [Medicare plans](#) with an “Excellent” NCQA rating, and a [new partnership](#) with Essentia Health in northern Minnesota.
- [Programs for older Minnesotans with Medical Assistance or with both Medical Assistance and Medicare](#).
- Income-based [Medicaid](#) and [MinnesotaCare](#) coverage for Olmsted County residents.

UCare addresses health care disparities and care access issues through its [UCare Foundation](#) grants and a broad array of community initiatives. UCare has received Top Workplaces honors from the Star Tribune for six consecutive years since the rankings began in 2010.

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