

## UCare employees inspire new people powered brand

***The refreshed brand highlights a key differentiator—UCare’s employees and their extraordinary efforts to advocate for members***

MINNEAPOLIS, June 1, 2018 — Today, [UCare](#) launches a new logo, tagline and ad campaign that drives home the hard working ethic of the nonprofit’s employees to provide exceptional, personal service to members of its Medicare, Medicaid, individual and family health plans.

The new tagline – people powered health plans – exemplifies the efforts employees make on a daily basis to help members understand their health coverage and maximize their benefits. The mission-driven organization attracts employees who find meaning in helping members solve problems and get answers.

“UCare’s DNA, our strength, has always been our employees,” says Ghita Worcester, Senior Vice President of Public Affairs and Chief Marketing Officer. “We’re powered by the hardest working people in the industry. Our employees de-complicate, advocate and always go the extra mile to help our members.”



The ad campaign follows UCare teams on five-person bikes as they travel the state visiting with members to help them understand their health coverage. Learning how to ride in unison on quint bikes demonstrates the UCare spirit of collaboration. It also

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shows how earnest and hardworking employees are in going the distance to do their jobs. It's a hallmark of the 30-year old organization's go-getter attitude.

Thirteen actual UCare employees were cast to train and ride the quint bikes all over Minnesota, in a campaign created by Minneapolis agency Preston Kelly and directed by Patrick Pierson through DriveThru Productions.

"The 'people powered health plans' campaign demonstrates how UCare gets out there and sweats for you," says Preston Kelly Creative Director Chris Preston. "Seeing them on the road hustling for members, simplifying, de-complicating – we think it's very different than anything the other health plans would or could do."

The campaign airs on regional TV, radio, print, out of home and digital through the summer. The first two TV ads are available here: [We are UCare](#) and [People Powered](#). The bike and UCare employee "de-complicators" will appear at community events throughout the summer and fall, including the Minnesota State Fair.

### **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 400,000 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](#).
- [MinnesotaCare](#) and [Prepaid Medical Assistance](#) programs across the state.
- [Medicare plans](#) with an "Excellent" NCQA rating, and a [partnership](#) with Essentia Health in northern Minnesota.
- Programs for [older Minnesotans with Medical Assistance](#), or with both [Medical Assistance and Medicare](#).

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 eight consecutive years since the rankings began in 2010.

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Photo attached: The UCare bike team