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UCare hires Cathy VonRueden as Vice President of Provider Relations and Contracting

MINNEAPOLIS, June 18, 2018 — [UCare](#) has hired Cathy VonRueden, M.P.H., to lead provider relations and contracting for its Medicare, Medicaid and individual and family plans.

As Vice President of Provider Relations and Contracting, VonRueden leads complex negotiations with providers and develops innovative, value-based contracting arrangements. She also manages teams and processes to support improved provider relations, operations and performance at UCare.

VonRueden reports to Ghita Worcester, UCare's Senior Vice President of Public Affairs and Chief Marketing Officer.

"Cathy is an accomplished health care executive with a proven track record of leadership and performance in today's rapidly changing environment," says Ghita Worcester, Senior Vice President of Public Affairs and Chief Marketing Officer. "Our members and provider partners will benefit immensely from Cathy's knowledge of the local health care market and experience working with our government partners. Cathy was a key member of the team launching our partner product, EssentiaCare, in 2015."

VonRueden brings more than 30 years' experience in provider management to her new role at UCare. Prior to joining UCare, she was Vice President of Population Care Management at Essentia Health (Duluth, MN) where she led the development and execution of population health strategies and initiatives ensuring delivery of high-value care across the three state integrated care system. From 2010 to 2016, she was Vice President of Payer Contracting and Strategy at Essentia Health and previously was Executive Director of Northstar Physicians Plan (currently Integrity Health Network) and Administrator of Duluth Internal Medicine Associates.

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VonRueden has a Bachelor of Arts/Medical Technology from College of St. Scholastica (Duluth, MN) and a Masters of Public Health/Health Administration from the University of Minnesota (Minneapolis, MN).

She is involved in numerous professional and community activities, including serving as an Associate Professor at St. Thomas University, and member of the State Innovation Model Community Advisory Committee, Multi-payor Advanced Primary Care Practice Steering Committee, and Minnesota Community Measurement Total Cost of Care Technical Advisory Committee.

In the community, VonRueden has been a Board Member of Damiano Center, Board Member and Trustee of the Diocese of Duluth Finance Committee, member of the United Way of Duluth Allocation Committee and Grandma's Marathon volunteer.

About UCare

[UCare](#) 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