

Pleasant Radford Jr. joins [UCare](#) as Health Equity Officer

Radford will lead the organization's work to advance racial and health equity for its members

MINNEAPOLIS, Nov. 16, 2020 — [UCare](#) has hired Radford to develop a robust racial and health equity program strengthening the nonprofit health plan's work to provide its diverse members with a path to the best health for their lives. He will drive UCare's efforts to be the leader in integrating the social and medical needs of UCare members through community and provider partnerships.

Radford is a multidisciplinary health care professional who uses his experience in health care business management, public health, and community engagement to help build an equitable, affordable, culturally competent health care system for all.



Formerly, Radford was Principal Evaluator at Blue Cross and Blue Shield of Minnesota, where he directed the evaluation of healthy eating, physical activity and commercial tobacco prevention projects across the state of Minnesota, and worked with key community and corporate stakeholders in public policy, population health and consumer experience to improve health outcomes for members experiencing health inequities. Prior to his position at Blue Cross, Radford was a consultant at UnitedHealth Group. He also worked at Mayo Clinic, University of Chicago, Illinois Caucus for Adolescent Health and served in the Peace Corps.

As Health Equity Officer at UCare, Radford will work across the organization to align clinical, community and provider health equity initiatives. UCare Senior Vice President and Chief Medical Officer, Julia Joseph-Di Caprio, M.D. said, "Pleasant brings enormous depth of experience and passion to this new role at UCare. We are excited to have him lead this important work creating opportunities for all of our members to have equitable access to health care and a good quality of life, which is difficult for so many UCare members because of their race or economic circumstance."

Radford serves on the Board of the Guthrie Corporate Council and previously was a Board member of Nice Ride Minnesota. He holds a Master of Business Administration (MBA) from the

University of St. Thomas (Minneapolis, MN) and a Bachelor of Science (BS) in Psychology and Bachelor of Arts (BA) in Spanish from the University of Illinois (Champaign, IL).

Radford and his wife, Toni, live in Minneapolis, Minnesota.

About UCare

[UCare](#) is an independent, nonprofit health plan providing health care and administrative services to more than 500,000 members throughout Minnesota and parts of western Wisconsin. UCare partners with health care providers, counties, and community organizations to create and deliver Medicare, Medicaid and Individual & Family health plans. All UCare plans are accredited by the National Committee for Quality Assurance (NCQA).

The health plan addresses health care disparities and care access issues through a broad array of community initiatives. UCare has received Top Workplaces honors from the Star Tribune for 11 consecutive years since the rankings began in 2010.

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