

UCare deploys robust COVID-19 vaccine outreach *Joins national effort to vaccinate 2 million high-risk seniors in 100 days*

MINNEAPOLIS, Mar. 22, 2021 — To support its members and mission, community-based nonprofit [UCare](#) has embarked on an ambitious plan to help as many eligible members as possible receive their COVID-19 vaccine. The health plan's mission is to partner with communities to improve the health and safety of our members. UCare is working with trusted community leaders from diverse communities to engage UCare members and build confidence in the COVID-19 vaccine.

Among these actions, UCare is participating in an industry-wide [Community Connectors Program](#) led by America's Health Insurance Plans (AHIP) to vaccinate two million Americans in our most vulnerable communities in the next 100 days. Earlier in the pandemic, UCare also joined major Minnesota health care systems and insurers in [FightCovidMN](#) – a bold ad campaign urging safety practices to stop the spread of COVID-19.

UCare's vaccination outreach and support efforts are ongoing. To date, activities include:

- **Vaccine Clinics** – 37 UCare volunteers assisted Hennepin Healthcare to vaccinate 6,300 health care workers and school employees over 6 weeks. We sponsored two M Health Fairview clinics in the Cedar Riverside Somali community and helped schedule appointments for an Allina Health pop-up clinic.
- **Member Support** – We called members who have had COVID-19 or who have been identified as high risk of complications if they get COVID-19. Tailored outreach through emails, postcards and booklet kits are helping members avoid getting COVID-19. We are placing 2nd dose reminder calls to members who had their first COVID-19 vaccine, and we continuously update COVID-19 [web content](#).
- **Education** – UCare sponsored [educational videos](#) featuring trusted community voices in four languages – English, Spanish, Hmong and Somali produced by Sahan Journal.

“We know the path to community immunity is through vaccination,” said Mark Traynor, UCare President and Chief Executive Officer. “Vaccine distribution has been challenging, but as availability improves, we’re doing all we can – through partnerships and direct outreach – to help our members access these life-saving vaccines.”

UCare is currently planning:

- Two large-scale COVID-19 vaccine events at the State Fairgrounds in spring and summer
- UCare Healthmobile COVID-19 vaccine events in outstate Minnesota and targeted neighborhoods in the Twin Cities metro starting this spring
- A multicultural educational campaign in UCare member languages and communities
- Calls to eligible members to help schedule COVID-19 appointments and/or register them with the Minnesota Department of Health [COVID-19 Vaccine Connector](#)
- A UCare Vaccine Hotline
- Community outreach and education to ensure fair and just access to the vaccine for all populations UCare serves

UCare will closely track vaccine availability and guidelines to support member success at getting vaccinated. As the health plan has done for 37 years, it will leverage any partnership opportunities to improve access to the COVID-19 vaccine for members and their communities.

About UCare

[UCare](#) is an independent, nonprofit health plan providing health care and administrative services to 550,000 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 health plans have earned accreditation from 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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