

Troy Brice joins UCare as Associate Vice President, Customer Service

Member-focused leader to lead UCare's call center

MINNEAPOLIS, July 6, 2021 – [UCare](#) has hired Troy Brice as the community-based, nonprofit health plan's Associate Vice President of Customer Service. Excellent customer service is a hallmark of UCare's mission. Brice will continue that tradition built from more than 20 years of call center leadership experience including experience with Fortune 50 companies such as Verizon and Home Depot.



Most recently, Brice served as Director of Service Operations of CVS Health subsidiary Aetna Better Health of Illinois. In this role, he was responsible for leading a department of more than 500 employees. Within his scope of responsibility were member and provider support for Medicaid, Medicare, Special Needs Plan, and Individual and Family health plans.

Brice brings invaluable expertise to UCare including developing and executing call center strategies to support company-wide strategic priorities; optimizing business processes to improve consumer experience and retention; and introducing new technologies to increase digital engagement and operational efficiency.

He reports to Hilary Marden-Resnik, Senior Vice President and Chief Administrative Officer. "Beyond his considerable experience and expertise, Troy shares a passion for UCare's mission and the members who we serve. His leadership style aligns well with UCare's people powered culture," said Marden-Resnik.

As Associate Vice President of Customer Service at UCare, Brice provides leadership and vision to continue transforming the call center into a proactive partner that effectively supports UCare operations, as well as growth and branding strategies. He oversees all areas of customer service, and is responsible for creating a positive diverse, equitable and inclusive workplace environment with an engaged team. In addition, he evaluates and recommends opportunities for process and technology

improvements to advance strategic goals for member and provider experience, organizational efficiency, and regulatory requirements.

Brice has an International Business Management degree from [Northwood University](#) (Midland, Mich.). He will be relocating to Minneapolis from Chicago.

About UCare

[UCare](#) is an independent, nonprofit health plan providing health care and administrative services to more than 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 12 consecutive years since the rankings began in 2010.

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