



Genevive

FOR IMMEDIATE RELEASE

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UCare and Genevive form new Special Needs Plans to serve residents of 160 Twin Cities-area long-term care and assisted living communities

Mission-driven organizations align over fully supportive model of care tailored to individuals with complex health care needs

MINNEAPOLIS, Oct. 12, 2020 — UCare and Genevive have teamed up to design health plans specifically for people with Medicare living in participating senior living communities within a 14-county metro service area. The plans combine UCare’s Special Needs Plan (SNP) expertise with Genevive’s leadership in geriatric primary care and care management services. In 2021, two Medicare Advantage plans – UCare Advocate Choice and UCare Advocate Plus (HMO I-SNPs) – will be available exclusively to residents of 160 Twin Cities-area long-term care and assisted living

communities that are part of 22 participating organizations listed in the adjoining table.

UCare, Genevive and the participating senior living providers agree that everyone deserves exceptional care, especially older adults experiencing health challenges. Together, the organizations share a common

Assumption Care Center	Benedictine Health System	Cassia an Augustana/ Elim affiliation
Catholic Eldercare	Cokato Charitable Trust	Ecumen
Episcopal Homes of Minnesota	Good Shepherd Lutheran	Lyngblomsten
North Cities Health Care, Inc.	Northfield Retirement Community	Presbyterian Homes & Services
Saint Therese	Shakopee Friendship Manor	Sholom
St. Anthony Health & Rehab Center	St. Francis Health Services	St. Otto’s Care Center
Sterling Care Center	Three Links Care Center	Volunteers of America
Walker Methodist		

vision of improving care, reducing costs and providing navigation services to simplify the experience of older adults and their caregivers. They bring decades of experience to the art and science of caring for individuals receiving skilled-nursing care. UCare has the largest Special Needs Plan footprint in Minnesota with 19,000 members and Genevive is one of the largest geriatric primary care practices in the Twin Cities.

“In partnering with Genevive and these leading senior care providers, we wanted to support seniors living in care settings with a more high-touch, personalized approach from a great team,” said UCare’s Ghita Worcester, Senior Vice President of Public Affairs and Chief Marketing Officer. “UCare Advocate plans provide care right where the member lives. We are building products that provide a continuum of care for our members at every life stage.”

Amanda Tufano, Genevive CEO, said, “Genevive, UCare and our senior care partners share a commitment to a person-centered approach with services that reflect each person’s strengths, goals, preferences and assessed needs. As physicians, nurse practitioners and care coordinators, we see the struggle of older adults and their families not only to navigate the complexity of the health care system and fragmented resources, but also the maze of Medicare Advantage products. This collaboration is an incredible opportunity to align the best possible quality of care for older adults with complex needs.”

Each plan participant receives a host of benefits including a designated nurse to provide customized care coordination services. The full medical and Part D prescription coverage offered by these plans are supplemented by extras such as:

- Dedicated Genevive care coordinator, nurse practitioner and physician focused on the individual member where they live
- No-cost routine eye exam and eyewear allowance
- Hearing aid allowance with additional discounts on hearing supplies
- Annual dental allowance, and a dental kit with electric toothbrush (every three years)
- Transportation to medical, dental and pharmacy appointments (up to 16 one-way rides/year)
- Over-the-counter benefit of \$50 twice a year to purchase items such as cough drops, first aid supplies, pain relief and sinus medications
- Strong & Stable fall prevention kit

The new plans will be available Jan. 1, 2021, and people can start enrolling on Oct. 15, 2020. Anyone newly eligible for an I-SNP plan due to age, nursing home level of care or other eligibility qualifications can enroll at any time. ISNP shoppers can learn about the new plans by:

- Calling UCare sales at 1-877-671-1054, 8 am to 5 pm, Monday through Friday
- Emailing sales@ucare.org

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 of its plans are National Committee for Quality Assurance (NCQA) certified.

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 ten consecutive years since the rankings began in 2010.

About Genevive

[Genevive](#) provides expert, compassionate primary care and care coordination focused exclusively on meeting the needs of aging individuals in long-term care, transitional care and home settings. Genevive has successfully made the leap from fee-for-service to value-based care and has a proven track record of improving quality outcomes. Formerly Geriatric Services of Minnesota, Genevive is a standalone healthcare organization co-owned by Allina Health and Presbyterian Homes & Services consisting of over 175 staff members including physicians, nurse practitioners, nurses and social workers dedicated to serving seniors throughout the Twin Cities and greater Minnesota.

Additional Information

This information is not a complete description of benefits. Call 1-877-671-1054 (TTY users call 1-800-688-2534) for more information.

UCare Advocate Choice and UCare Advocate Plus are HMO I-SNP plans with a Medicare contract. Enrollment in UCare Advocate Choice and UCare Advocate Plus depends on contract renewal.

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