



**PRESS RELEASE**

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**FOR IMMEDIATE RELEASE**

**Independent Care to Open New Office with Service Area Expansion**

(Milwaukee, December, 2012) Ever on the look-out for opportunities to expand its brand of health care coverage for Wisconsin's disabled and low-income residents, Milwaukee-based Independent Care Health Plan (*iCare*) will begin marketing its Medicare Advantage Special Needs Plan (SNP) in Dane, Oconto and Shawano Counties this fall.

In addition to its product line expansion, *iCare* is opening its first off-campus office at the N.E.W. Curative Rehabilitation, Inc. facility in Green Bay, Wisconsin this month. N.E.W. Curative is a private non-profit organization that serves the elderly and individuals with physical and cognitive disabilities. The office provides enough space for two *iCare* representatives and includes a conference room.

The arrangement with N.E.W. Curative builds upon a prior agreement to provide staff to serve as HealthGuides for *iCare* members. N.E.W. Curative HealthGuides represent the interests of *iCare* members in Brown County, providing personal, face-to-face interaction between the member and *iCare*'s Milwaukee-based care management teams. N.E.W. Curative HealthGuides provide services in the areas of assessment, care planning, medical advocacy, and post discharge follow-up. A similar agreement was arranged with RCS Empowers, Inc, located in Sheboygan, Wisconsin.

Independent Care provides health insurance coverage for over 15,000 people, offering Family Care Partnership and BadgerCare Plus Core programs in addition to its Medicare Advantage and Medicaid product lines. Independent Care maintains a 31 percent share of Wisconsin's Medicare Advantage SNP market for people who are dually eligible for Medicare and Medicaid benefits. Besides the counties

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mentioned above, *iCare* provides services in Brown, Kenosha, Manitowoc, Milwaukee, Outagamie, Racine, Sheboygan, Walworth, Waupaca, and Winnebago counties. Originally a health insurance provider for the State's Medicaid Supplemental Security Income (SSI) program, *iCare* expanded its product offerings into the Medicare Advantage market in 2007. Created in 1994 through a partnership between the non-profit Milwaukee Center for Independence (MCFI) and Humana, *iCare* commands a 26 percent share of the Wisconsin Medicaid special needs market and plans to provide its Medicaid SSI Plan services in Dane, Oconto and Shawano counties starting in January 2013.

For a person to qualify for the *iCare's* Medicare Advantage SNP they must live in the service area; must receive Medicaid benefits; must have Medicare Parts A and B; and cannot have End-Stage Renal Disease (exceptions apply). To receive full benefit coverage, a person must be enrolled in both the *iCare* Medicare Plan as well as a Medicaid/Supplemental Security Income (SSI) HMO plan (including *iCare's* or another plan). Those that choose to remain in Medicaid Fee-for-Service can also qualify, but will be subject to small co-pays for services.

People interested in enrolling in the *iCare's* Medicare Advantage SNP can call 1-800-777-4376 (TTY 1-800-947-3529) or enroll through the Centers for Medicare and Medicaid Services Online Enrollment Center, located at [www.medicare.gov](http://www.medicare.gov).

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