



PRESS RELEASE

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FOR IMMEDIATE RELEASE

Diverse Offering of Medicaid Programs Drives Member Growth

(Milwaukee, December 2014) Having experienced a 42 percent increase in membership since December 2013, Independent Care Health Plan (iCare) continues to seek opportunities for providing access to its personalized model of care for Wisconsin residents. In January 2015, it will be expanding its Medicare Advantage Special Needs Plan (SNP) service area to provide health insurance coverage to low-income and disabled residents in Calumet, Kewaunee, Marinette, Menominee, and Sauk Counties. iCare will also begin providing long-term care coverage in Dane County through its Family Care Partnership program in 2015.

With the addition of over 7,000 members since June 2014, iCare is providing health insurance coverage to approximately 22,000 people in Wisconsin. To accommodate the growth in membership, iCare has added 60 new staff this year and opened an office in Madison.

iCare President and CEO Dr. Tom Lutzow stated, "Consumer acceptance of iCare's programs has been strong. We operate in an environment where members qualify for different public programs at different stages of life. For example, a child enrolled in BadgerCare Plus may qualify for SSI Medicaid in adulthood and Family Care Partnership later in life. Few health plans can serve the same consumer throughout his or her life cycle, but iCare is an exception. We offer Medicaid programs for every stage of life."

iCare currently provides publicly funded health care coverage in 23 counties in eastern Wisconsin. Most of iCare's growth during the past year can be attributed to the State's expansion of the BadgerCare Plus Program for childless adults, and the addition of the Medicaid Supplemental Security Income (SSI) managed care program in Dane County.

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iCare's membership in its BadgerCare Plus Program increased from just 664 in July 2014 to approximately 7,900 at the end of November 2014. iCare also saw a 5.4 percent increase in its Medicaid SSI membership with the expansion of the State's managed care program into Dane County in June.

Parents, caretakers and childless adults with incomes at or below 100 percent of the Federal Poverty Level (FPL) and pregnant women with incomes at or below 306 percent of the FPL are now eligible to enroll in iCare's BadgerCare Plus Program. Pregnant women and mothers in both the iCare BadgerCare Plus and Medicaid SSI programs can participate in the *iCare for Mom and Baby* program, where they can benefit from free prenatal services, postpartum care and baby care, as well as access to community resources.

iCare's Medicare SNP experienced a six percent increase in membership since the end of December 2013. With the service area expansion of the Medicare SNP in 2015, eligible residents will have access to full coverage for emergency care, hospital and doctor's office visits, medical equipment, mental health care and substance abuse treatment, as well as discounted Part D prescription drugs. Other benefits include a \$35-a-month reimbursement for exercise and fitness classes, as well as a \$15-a-month allowance for purchasing over-the-counter drugs.

For a person to qualify for the iCare Medicare Plan they must live in the iCare service area; must receive full Medicaid benefits; must have Medicare Parts A and B; and cannot have End-Stage Renal Disease. To receive full benefit coverage, a person must be enrolled in both the iCare Medicare Plan as well as a Medicaid/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 Medicare Plan can call 1-800-777-4376 (TTY 1-800-947-3529) from 8:00 a.m. to 8:00 p.m., 7 days-a-week, or enroll through the Centers for Medicare and Medicaid Services Online Enrollment Center, located at www.medicare.gov.

About iCare

Independent Care Health Plan was formed in 1994 as a joint venture between Humana Wisconsin Health Organization Insurance Corporation and the Milwaukee Center for Independence (MCFI). Independent Care Health Plan is a managed care organization offering both Medicare and Medicaid insurance benefits, and covers medical, dental,

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behavioral health, vision, and social services through a unique care management model. The iCare Family Care Partnership (HMO SNP) and the iCare Medicare Plan (HMO SNP) are Coordinated Care Plans with a Medicare contract and a contract with the Wisconsin Medicaid program. Enrollment in the iCare Family Care Partnership (HMO SNP) and the iCare Medicare Plan (HMO SNP) depends upon contract renewal. Benefits, formulary, pharmacy network, premium and/or copayments/coinsurance may change on January 1, of each year. The benefit information provided is a brief summary, not a complete description of benefits. For more information contact the plan. Limitations, copayments, and restrictions may apply.

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