

**PRESS RELEASE**

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**FOR IMMEDIATE RELEASE****Lakeland Care, iCare Collaborate on New Medicare Advantage Plan**

*Health Plan Supports Northeastern Residents Eligible for Medicaid and Medicare*

(Milwaukee, November 2017) Lakeland Care, Inc. and Independent Care Health Plan (iCare) have developed an innovative new Medicare Advantage Special Needs Plan (SNP). The new plan, called “**Lakeland Care +Health**” will begin offering health care services in January 2018 for eligible low-income Medicare recipients focusing first on people living in Outagamie and Winnebago counties and later in Brown, Calumet, Door, Fond du Lac, Kewaunee, Manitowoc, Marinette, Menominee, Oconto, Shawano and Waupaca counties.

The new Lakeland Care +Health plan leverages the strengths of two established leaders at caring for people with complex medical and behavioral needs: Lakeland Care, Inc., based in Fond du Lac and iCare, based in Milwaukee. Lakeland Care +Health is insured by iCare, while care management for plan enrollees is provided by Lakeland Care, Inc.

The program will offer managed care and cover all Medicare services for “dual eligible” beneficiaries: those who receive publicly-funded health care services through the Centers for Medicare and Medicaid Services (CMS) and the State of Wisconsin Department of Health Services.

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[www.iCareHealthPlan.org/Lakeland](http://www.iCareHealthPlan.org/Lakeland)

Lakeland Care, one of the first Wisconsin managed care organizations to provide long-term care services and supports through the Family Care program in 2000, will apply its care management experience to generate healthier outcomes for plan enrollees. Each enrollee in the Lakeland Care +Health plan will be assigned an interdisciplinary care team to assist with accessing health care services. Independent Care Health Plan, which is currently operating two other Medicare Advantage special needs plans, Family Care Partnership, BadgerCare Plus and Medicaid SSI, will administer Lakeland Care +Health and assist dual-eligible individuals in joining the plan.

Lakeland Care CEO Katie Mnuk stated, “Lakeland Care is excited to be working with a Wisconsin-based, mission-focused partner that understands how to support individuals who’ve traditionally lacked access to health care that comprehensively addresses their needs. It’s an exciting new option: by partnering with *iCare* we can offer individuals more integrated care using the expertise of the Lakeland Care team to focus on an individual’s health care and, where eligible, their long-term care needs. Plus, plan enrollees will get added benefits including dental and vision coverage, and fitness benefits, at no extra cost.”

Independent Care President & CEO Dr. Thomas Lutzow indicated that “*iCare* is honored to be partnering with Lakeland Care, who is well known for being a high-quality care management organization. They have been a great team to work with and our strengths complement theirs. As an innovator in managed care, this is a natural extension for *iCare*. We expect the Lakeland Care +Health plan to be very popular.”

For more information about Lakeland Care +Health, including its attractive benefits and instructions on how to enroll, visit [www.iCareHealthPlan.org/Lakeland](http://www.iCareHealthPlan.org/Lakeland) or call 855-810-5613.

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**About the Lakeland Care +Health plan**

Lakeland Care +Health (HMO SNP) is a Coordinated Care plan with a Medicare contract and a contract with the Wisconsin Medicaid program. Enrollment in the Lakeland Care +Health plan depends on contract renewal. Lakeland Care +Health is insured by Independent Care Health Plan (iCare), and care management is provided by Lakeland Care, Inc.

**About Lakeland Care, Inc.**

Lakeland Care operates Family Care, a Medicaid Managed Care program that provides long-term supports and services to thousands of eligible frail seniors and adults with disabilities, helping them live more independently. Lakeland serves individuals living in twenty-two counties in the Fox Valley, Northeastern and North Central Wisconsin.

**About Independent Care Health Plan (iCare)**

Independent Care Health Plan (iCare), currently provides managed care coverage for approximately 28,000 people throughout Wisconsin. Based in Wisconsin, iCare is jointly owned by the Milwaukee Center for Independence, a Milwaukee non-profit rehabilitation agency, and health and wellness company Humana.

For 2018, iCare received an Overall Star Rating from Medicare of four out of five stars. Medicare evaluates plans based on a 5-star rating system. Star Ratings are calculated each year and may change from one year to the next.

For more information about iCare visit [www.iCareHealthPlan.org](http://www.iCareHealthPlan.org) or visit iCare on [Facebook](#), [Twitter](#), [LinkedIn](#) or [YouTube](#).

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