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Subject: iCare Connect - A newsletter for iCare Partners, March 2018



iCare CONNECT

A newsletter to share iCare's News and Information with our Partners



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The New iCare Connect

We're pleased to announce and deliver to you the new "iCare Connect." Because you care about iCare members, we wanted to continue the tradition of sending you quarterly updates, but with a new look and feel, and revamped content. Our goal is to give readers inside access to what iCare has been researching, designing, building and thinking for our members.

We want the newsletter to be as relevant as possible to your needs. What would you like to see from future newsletters? Please email us your thoughts and ideas at info@icare-wi.org.

We hope this will be a welcome addition to your inbox. And if you know of a co-worker or colleague that would benefit from or would like to receive this newsletter, please forward to him/her and encourage them to subscribe by [clicking here](#).

Thank you — and enjoy!



Tom Lutzow, Ph.D.

Tom Lutzow to chair Mental Health Board

The Milwaukee County Mental Health Board has named **Tom Lutzow, Ph.D.**, president and CEO of *iCare*, as its mental health board chairman.

The Milwaukee County Mental Health Board (MHB) was established in 2014 through Wisconsin Act 203. The board is made up of 13 members and includes mental health professionals, consumers and advocates. The Mental Health Board is responsible for setting policy for the Behavioral Health Division (BHD). BHD empowers safe, healthy and meaningful lives through connections that support recovery.

For more information about MHB, go to

<http://county.milwaukee.gov/BehavioralHealthDivi7762/Mental-Health-Board.htm>

Tom Lutzow has been the CEO of *iCare* since 2008. Tom has served on *iCare*'s Board of Directors since its inception in 1994.

Lakeland Care +Health Plan

Introducing Lakeland Care +Health plan! A collaboration between Lakeland Care, Inc. and *iCare*, the new [Lakeland Care +Health Plan](#) leverages the strengths of two established leaders at caring for people with complex medical and behavioral health needs.

The plan will offer managed care and cover all Medicare services for dual eligible beneficiaries. *iCare* is now enrolling members in Winnebago and Outagamie counties, with an expansion to more counties coming soon. [Read our announcement >>](#)

Better Care for You

iCare recently launched an exclusive, invitation-only program for *iCare* BadgerCare Plus members. The "Better Care for You" program identifies members with high ER utilization, then works with them to enroll in the program. The program will guide these members to make appropriate health care decisions, and helps them access health care at the right place and time. [Learn more >>](#)

Enhanced Benefits

iCare offers many enhanced benefits for all our Medicare HMO SNP plans, which include: *iCare* Medicare, Aurora Special Needs Plan, *iCare* Family Care Partnership, and Lakeland Care +Health. For a complete listing of our enhanced benefits, the benefit allowance to the member, what's covered and any additional details, [click here >>](#)

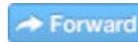
Connect with Us

Have you visited the *iCare* Facebook page lately? If not, please go to <https://www.facebook.com/IndependentCareHealthPlan> and LIKE us to get information on *iCare* services, community resources, current and future events, and more!

Follow the *iCare* conversation on Twitter by visiting <https://twitter.com/iCareHealthPlan> and click on "Follow" or "Like".

And, check out our new [iCare Event Calendar](#) on our website - www.iCareHealthPlan.org. We participate in many events, such as walks/runs, fundraisers, sponsorships, health fairs, and more. We also host our own events like mini health fairs! Take a look at our *iCare* Information Event Calendar now, and check this page often to see what we have coming up for the *iCare* member community!

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