

New leaders join UCare's Executive Leadership Team

New Executive Vice Presidents drive the community-based health plan's growth and strategic direction

MINNEAPOLIS, May 2, 2023 – As [UCare](#) maps out plans for continued growth and success, the independent, nonprofit health plan has added strategic strength and vision to its Executive Leadership Team. UCare welcomes [Marie Zimmerman](#), Executive Vice



President of Public Affairs and Chief Strategy Officer, and [Jay Sivasailam](#), Executive Vice President and Chief Growth Officer, to its top leadership team. The new executives assume responsibility for the departments previously led by Ghita Worcester, who retired at the end of March, capping an illustrious 39-year career at UCare.

Marie Zimmerman, UCare's former Vice President of Strategic Partnerships, was promoted to Executive Vice President of Public Affairs and Chief Strategy Officer on April 1, 2023. In her new role, she leads UCare's Business Development, Government Relations, Provider Relations and Contracting, and Public Affairs teams. A former State Medicaid director, Zimmerman is nationally recognized for her 17 years of leadership in Medicaid and health care, and is well-known and respected by legislators; leaders of community, health plan, provider and health care policy organizations; and local, state and federal government leaders. Most recently she was Vice President at Aurrera Health Group following positions as Minnesota Department of Human Services Assistant Commissioner, Medicaid Director and Health Care Policy Director, and Vice President at Hennepin Healthcare.

Jay Sivasailam became UCare's Executive Vice President and Chief Growth Officer on May 1, 2023. In his role, he leads the



organization's Customer Experience, Marketing, Digital, Product and Sales departments. His expertise lies in bringing together data-driven strategies, modern technology and outside-in thinking to deliver sophisticated approaches to people we serve and is a sought-after speaker on digital transformation and omnichannel personalization in health care.

Sivasailam has more than 20 years of experience working with local and national health plans and most recently he was Vice President of Omnichannel Marketing for Elevance Health. Prior to that he was also an Enterprise Strategy Consultant for Elevance Health and Vice President of Marketing for UnitedHealth Group. Sivasailam founded and was Principal Consultant for JMS Digital Collaborative, a strategic consultancy specializing in helping Minnesota nonprofit organizations meet their business objectives. He began his health plan career at Blue Cross Blue Shield of Minnesota (BCBSM).

More details about Zimmerman's and Sivasailam's Board service, community involvement, recognition and education are available on [UCare's website](#).

"We are delighted to mine Marie and Jay's significant expertise to support UCare's ongoing commitment to our members and the community. They are admired leaders in their respective fields and have earned outstanding reputations in the industry for their vision and forward-looking strategies," said UCare President and CEO Hilary Marden-Resnik. "They join the other Executive Leaders in striving to build on our strengths and to innovate to provide our members a path to the best health for their lives."

About UCare

[UCare](#) is an independent, nonprofit health plan providing health care and administrative services to more than 660,000 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.

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 13 consecutive years since the rankings began in 2010.

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