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My Choice Family Care and Care Wisconsin Announce New Entity Name and Logo

MILWAUKEE, WISCONSIN June 15, 2020 - My Choice Family Care and Care Wisconsin are pleased to announce the name of their new combined entity; My Choice Wisconsin. My Choice and Care Wisconsin merged operations effective 1/1/2020. Since that time, the organization has been working diligently on combining operational structures, creating a brand look and feel that honors the collective histories of both organizations, encompassing four decades of service excellence and connections in the communities throughout Wisconsin.

My Choice Wisconsin offers an array of Wisconsin Medicaid programs which support Medicaid-eligible older adults and adults with physical and or intellectual/developmental disabilities. These programs include Family Care, Family Care Partnership, SSI Managed Care, and a Medicare Dual Advantage plan. The new name and brand will also carry over to the organization's BadgerCare Plus plan (Trilogy Health Insurance) in later 2021.

My Choice and Care Wisconsin have strong individual histories of care and service to their members and communities served. My Choice began providing services as one of the original Family Care pilot counties in 2000. Care Wisconsin began as the first adult day care center in Madison, Wisconsin, in 1976 and in 1995 became the first Wisconsin agency to enroll people in the Partnership program.

The merger builds upon the established strengths of both organizations to enhance the ability to effectively coordinate acute, primary, community-based and long-term care services for members with a focus on quality outcomes, member satisfaction, and a robust provider network.

The brand roll-out process will be conducted over the next several months with different phases, culminating with the opening of our new website and social media channels in early Fall.

My Choice Wisconsin will continue to focus on its first priority; continuity of care and service excellence for its members.

