

**UCare leaders honored for contributions to their fields**  
*Daniel Santos selected by Minnesota Lawyer to receive  
In-House Counsel Award and elected as a  
Fellow of the American Bar Foundation;  
Margie Lindberg named Notable Executive in Marketing*

MINNEAPOLIS, April 19, 2021 – This April, two [UCare](#) leaders have received awards for their contributions to UCare’s mission, members and professions.

[Daniel Santos, UCare’s Senior Vice President and Chief Legal Officer](#), has been selected by Minnesota Lawyer to receive its [In-House Counsel Award](#). He is one of 17 honorees from around the state, and the sole recipient in the Healthcare Organization category, recognized for their contributions to the legal profession and the communities they serve. Since joining UCare in 2018, Santos has served as UCare’s chief attorney and Corporate Secretary to the Board of Directors. As the leader of UCare’s Legal department, he also oversees the Compliance and Internal Audit departments. Under his leadership, he ensures that UCare and its members are protected and helps to manage risks as the organization grows. Santos and fellow honorees will be recognized at a [special event on April 29, 2021, 5 – 6:15 pm](#).



Santos was also recently elected by the Board of Directors of the [American Bar Foundation \(ABF\)](#) to become a Fellow of the ABF. The Fellows comprise a global honorary society of legal professionals and scholars whose careers have demonstrated outstanding leadership and dedication to the highest principals of the profession and welfare of society. Membership is limited to 1% of lawyers licensed to practice in each jurisdiction.



[Margie Lindberg, UCare’s Vice President of Marketing, Sales and Product Management](#), has been named a [Notable Executive in Marketing by Twin Cities Business](#) – featured in the April 12<sup>th</sup> issue of the magazine. She joins 31 other local notable executives selected for their ability to create significant, positive and measureable results in their field. At UCare, Lindberg is responsible for creating and selling health plans that meet the

needs of UCare's diverse membership in Minnesota and Wisconsin. In 2018, she led work to redesign and revitalize UCare's brand. Recently, she transformed UCare's digital platforms and member experience program, and oversaw an omni-channel marketing campaign and sales reorganization that enabled UCare to surpass Medicare sales goals by more than 100 percent.

"I am humbled and honored to work with these highly recognized leaders at UCare," said UCare's President and Chief Executive Officer, Mark Traynor. "Dan and his team navigate complex transactional matters and provide practical legal guidance to help our teams comply with applicable laws and achieve our company's objectives. Margie and her marketing, sales and product management leaders develop dynamic products and marketing campaigns driving significant growth for UCare."

### **About UCare**

[UCare](#) is an independent, nonprofit health plan providing health care and administrative services to more than 550,000 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. All UCare health plans have earned accreditation from the National Committee for Quality Assurance (NCQA).

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 11 consecutive years since the rankings began in 2010.

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