

UCare and Violet Join Forces to Advance Health Equity in Minnesota with a Culturally Responsive Network.

[New York, NY - April 1, 2024] - [UCare](#), a leading Medicaid plan in Minnesota, announces the state's first innovative payer partnership with [Violet](#), the pioneering cultural competence insights and training platform, aimed at fostering inclusive health care delivery and improving health outcomes across the state. Through this partnership, UCare and Violet will leverage their respective strengths to provide health care providers and a subset of UCare staff with the knowledge and tools necessary to deliver culturally competent care and communication. UCare will also utilize Violet's proprietary skilling data, Violet Benchmarks, to ensure culturally diverse patients can easily access inclusive in-network providers.

Both UCare and Violet recognize that achieving inclusive care delivery is not just an aspiration, but a tangible goal. UCare's collaboration with Violet underscores a shared commitment to address health disparities and promote equitable access to quality care for all Minnesotans. This partnership marks a significant step forward in advancing health equity initiatives within the health care industry.

Key tenets of this collaboration include:

- **Inclusive care delivery as a learnable skill:** By recognizing the nuances of diverse communities and identities, health care providers and participating UCare staff will be able to better address the unique needs of every single patient.
- **Educating providers on health disparities and clinical quality best practices:** Educational resources and training modules focused on health disparities and best practices for inclusive care delivery will equip providers with the knowledge and tools to foster a more inclusive and responsive health care environment.
- **Improving health outcomes through identity-centered care matching:** By connecting patients with culturally competent providers, this initiative seeks to reduce disparities in health care access and improve overall health outcomes for underserved communities.

"We are thrilled to partner with Violet to promote our shared mission of advancing health equity in Minnesota," said Pleasant Radford, Jr., Health Equity Officer at UCare. "Violet's equity-centered, community-specific courses offer tools for our clinicians and non-clinical staff to learn, ask questions about *what works or doesn't work, for whom and why* and identify new ways to provide inclusive care for our members. This allows us to improve member health outcomes and create a health care system that is truly inclusive and equitable for all."

"We are excited to collaborate with UCare to empower providers with the knowledge and skills needed to deliver inclusive health care," said Gaurang Choksi, Founder & CEO at Violet. "Together, we can make a profound impact on health outcomes and ensure that every individual receives the care they deserve, regardless of their background or circumstances. And, as someone that grew up on Medicaid, partnering with UCare is extra personal and special to me – especially knowing that we'll enable thousands of families on Medicaid to access inclusive, in-network care."

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About UCare:

[UCare](#) is an independent, nonprofit health plan providing health care and administrative services to nearly 600,000 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.

About Violet:

[Violet](#) is a pioneering cultural competence insights and training platform dedicated to advancing inclusive health care delivery. Through innovative technology and education, Violet empowers providers with the knowledge and tools to deliver culturally competent care and address health disparities effectively.