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

MILWAUKEE, WISCONSIN October 1, 2020 - My Choice Wisconsin, one of the largest managed care organizations in the state, released its new name, brand, and website today. My Choice Wisconsin is the new entity resulting in merged operations between the former My Choice Family Care and Care Wisconsin managed care organizations.

My Choice Wisconsin (MCW) offers an array of services to support Medicaid-eligible adults with physical and or intellectual/developmental disabilities as well as older adults. Offerings include: Family Care, Family Care Partnership, SSI Managed Care, Medicare Dual Advantage, and BadgerCare Plus.

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 nonprofit has developed a refreshed mission statement designed to encompass its core values and commitment to those served. "We are committed to the improved health of our members and the betterment of our communities. As trusted stewards of public funds, we care for the whole person and well-being of all by offering services that promote independence, value diversity, and inspire self-advocacy," the statement reads.

To learn more about My Choice Wisconsin, visit www.mychoicewi.org.
