



iCARE CONNECT

Sharing news and information with our
Partners and Stakeholders.

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Tom Lutzow, PhD, MBA

A Debt of Gratitude to Tom Lutzow

After 27 years as *iCare's* founder, President and CEO, Tom Lutzow has decided to retire from the organization.

Tom founded *iCare* in 1994 as an SSI managed care research and development program, eventually growing it into an organization with \$350 million in revenues that serves members in four lines of business. He was the driving force behind a grant that became *iCare*: a joint venture between Wisconsin Health Organization (acquired soon after by Humana), and the non-profit Milwaukee Center for Independence.

Tom also served on *iCare's* Board of Directors since its inception until becoming CEO in 2008.

His many accomplishments are unparalleled.

Tony Mollica, *iCare's* current CEO/President, wrote a few words in celebration of Tom's work. [Read more.](#)

All of us at *iCare* congratulate Tom as he embarks on this exciting new chapter! His rock-solid guidance, steady hand and deep healthcare expertise will be missed greatly.

If you would like to personally send well wishes to him, please [email](#).



Robert Hooks

Hooks Gives Back with High-quality Housing to *iCare* Members

Access to safe, quality, affordable housing constitutes one of the most basic and powerful social determinants of health. For people who are homeless or at risk of becoming homeless, that may seem almost unattainable. People like entrepreneur Robert Hooks and *iCare*'s Housing Navigator, Lisa Brooks, would disagree.

Robert Hooks leases 10 apartments in Milwaukee. He finds properties with potential, renovates them, interviews potential tenants, and manages the properties. 100% of his tenants are *iCare* members. Referrals come directly from Lisa Brooks.

[Read more](#) about this unique partnership, including comments from a few *iCare* members Robert and Lisa have helped.

If you have properties you would like to be considered for *iCare* members, please send us a message from our [Contact Us page](#) and mention you'd like to connect with Lisa Brooks about housing options.



**Left to right:
Sister Liza and Maggie**

iCare Associates Go Above and Beyond for Members

At *iCare*, one of our Core Values is to Inspire Wellbeing — to look for opportunities to make an even greater difference in the lives of our members, to listen for what is important to them, and build partnerships to achieve healthy outcomes.

Watch a [short video](#) on how Sister Liza took it upon herself to help members in need. Sister Liza, Maggie and the whole *iCare* Wisconsin Interdisciplinary Care Team are focused on helping members at the highest risk.

Partnering with iCare to Address Social Determinants of Health

iCare knows the benefits of partnering with organizations like yours to gauge how Social Determinants of Health (SDoH) impacts those in our care, and how collaborating with one another is key to providing the best care possible. With that in mind, Marlena Anderson, iCare Director of Specialty Services, wrote an [article](#) detailing a few of the many services and programs available to our members and how they address SDoH.

Once you read the article, [let us know your thoughts](#) on how we can support you in your efforts with iCare members. And if you are interested in learning more about how we can partner to launch a new program, [contact us](#). Supporting each other as we assist our mutual clients/members struggling with SDoH is one way we can continue to serve our community well.

Save the Date for the iCare Fall Forum: Health Equity in Birth Outcomes

Wednesday, September 15, 2021

8:00 – 11:30 a.m., CDT

We want to make sure this Forum works for you. We will be offering this as a hybrid event, both in person and virtually (in person location is to be determined).

Please join us!

[Click here](#) to add the Forum to your calendar and read more details.

Hosted by iCare, a wholly-owned subsidiary of Humana, in partnership with Urban League and United Way.

How do you stay on top of iCare News?

iCare's web site — www.iCareHealthPlan.org — is a stakeholder's resource for education, news releases, upcoming events, the iCare Blog and a lot more. We encourage you to book mark the site in your favorite browser and visit often. If you have questions about anything you read on our site, please [contact us](#).

iCare's social media pages — [Facebook](#) (member-centric information), [LinkedIn](#) and [Twitter](#) (news geared toward stakeholders and providers) — share iCare's latest news on COVID-19, health education articles, iCare events and sponsorships, Department of Health Services (DHS) and Centers for Medicare and Medicaid Services (CMS) news, and much more. Like and follow-us and we'll like and follow you back (if we aren't already!).