



Our Feed Your Health program lowers health care costs

Data shows that connecting people with nutritious food and personalized support can reduce inpatient costs by \$153 per member per month, and reduce participants' A1c by 1.5 points

The **Feed Your Health** program provides eligible Blue Cross and Blue Shield of North Carolina (Blue Cross NC) members with six months of progressive food support at no cost – from prepared meals and meal kits to groceries and guided shopping – paired with coaching from registered dietitians, health coaches and wellness associates, followed by a full year of access to online self-service resources. New 12-month research demonstrates positive results.

Lower health care costs

- For individual under-65 participants, inpatient costs decreased by \$153 per member per month through 12 months post-enrollment.
- Individual under-65 participants also experienced fewer emergency room visits over the 12-month period.
- Medicare Advantage participant medical costs were \$227 per member per month lower than non-participants in the 12 months following enrollment.
- While Medicare Advantage participants had an increase in diabetes-related prescription costs, those costs were offset by a 2x reduction in non-diabetes prescription costs – suggesting improved disease management and reduced need for other medications.

Better health outcomes

- Participants with diabetes achieved a clinically significant 1.5-point reduction in HbA1c (blood sugar) within six months.
- 86% of Medicare Advantage participants lowered their A1c below 9.0.
- 77% of individual under-65 participants lowered their A1c below 8.0.
- The share of participants reporting 10 or more unhealthy mental or physical health days decreased at six months and continued to decline through 12 months.

Better health, lower costs

About 11% of adults statewide are living with diabetes, the vast majority with type 2 diabetes. The impact extends well beyond individual health, driving significant strain on families, employers, and the health care system. Diagnosed diabetes costs North Carolina an estimated \$11.8 billion each year, including more than \$11.2 billion in direct medical expenses and hundreds of millions more in lost productivity, according to the American Diabetes Association.

“Feed Your Health was built on a simple but powerful insight: To improve the health of North Carolinians and address rising health care costs, we must look beyond what happens in the exam room. When we address food access, nutrition skills, and ongoing support alongside clinical care, we can help prevent complications before they become costly – and improve long term health in the process.”

*– Dr. Marcus Wallace, Blue Cross NC
Chief Medical Officer*

We're sharing findings from our research and pilot programs to help the health care system improve health outcomes and drive affordability for all.

Improving Health Through Food

Feed Your Health is a flagship program within Blue Cross NC's Health Through Food initiative, a multi-year effort to reduce chronic conditions, improve health outcomes, and fight the rising cost of care across North Carolina. You can learn more about our work to help people eat healthier, expand access to nutritious food, and more by visiting [Health Through Food](#) or your nearest Blue Cross NC location.

Feed Your Health was delivered to BCBSNC members by NourishedRx. Evaluation results are based on analysis of internal program and BCBSNC claims data.

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