



NEWS RELEASE

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For Immediate Release: April 29, 2026

New Data Shows Blue Cross NC's Feed Your Health Program Reduces Health Care Costs, Improves Chronic Disease Management

Innovative program reduces inpatient costs by \$153 per member per month, participants' A1c by 1.5 points

DURHAM, NC — New data from Blue Cross and Blue Shield of North Carolina's (Blue Cross NC) Feed Your Health program shows that connecting people with nutritious food and personalized support from registered dietitians can meaningfully reduce health care costs and improve health outcomes for people managing Type 2 diabetes. More than 1 million North Carolinians are living with diabetes, making it one of the most pressing chronic health challenges facing the state.

[Feed Your Health](#) provides eligible members with 6 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. Much of the food for the program is supplied through [partnerships with North Carolina businesses](#).

The new 12-month research demonstrates results across clinical and financial measures:

- **Lower Health Care Costs**

- For individual under-65 participants, **inpatient costs decreased \$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.

- **Improved Health Outcomes**

- Participants 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 6 months and continued to decline through 12 months.

“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,” said **Dr. Marcus Wallace, Blue Cross NC Chief Medical Officer**. “Chronic conditions continue to drive a significant share of health care costs, and these results show affordability in action. 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.”

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 is powered by [NourishedRx](#) – a technology-enabled Food is Health platform – and in partnership with food hubs around the state. It is a flagship program within Blue Cross NC’s [Health Through Food initiative](#), a multi-year effort [announced](#) in September 2025 to reduce chronic conditions, improve health outcomes, and fight the rising cost of care across North Carolina by expanding access to nutritious food.

Health Through Food is one of several innovative approaches Blue Cross NC is advancing to make health care more affordable by addressing the root causes of chronic disease. These programs reflect Blue Cross NC’s commitment to reducing costs, not by shifting them to members, but by preventing high-cost care before it’s needed.

For more information, visit our [Health Through Food](#) page.

About Blue Cross and Blue Shield of North Carolina

Blue Cross and Blue Shield of North Carolina (Blue Cross NC), the leading not-for-profit health plan in North Carolina, is committed to improving the health and well-being of its customers and communities. Since 1933, the company has developed programs and initiatives that give North Carolinians the opportunity to live healthier lives. Blue Cross NC serves more than 4.1 million members, including approximately 1.2 million on behalf of other Blue Plans. Blue Cross NC is an independent licensee of the Blue Cross and Blue Shield Association. Visit Blue Cross NC online at www.bluecrossnc.com.

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