

FOR IMMEDIATE RELEASE
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Fit ChoicesSM by Medica Program Expands Nationally

More than 8,000 Clubs Become Part of the Network

MINNETONKA, Minn. — Medica today announced the national expansion of its Fit Choices by Medica program by providing access to more than 8,000 health clubs throughout the United States. The expansion, effective September 1, 2008, includes all locations of Medica health club partners Life Time Fitness, Anytime Fitness, Curves and Snap Fitness.

By expanding the Fit Choices program nationally, Medica is making available to its customers one of the largest national health club network offered through a Minnesota health plan. The national expansion will increase the number of participating health clubs from approximately 700 to more than 8,000.

“We are expanding our Fit Choices program in response to the increasing number of requests to provide health club access outside of the Medica geographic service area,” said Tom Henke, Medica senior vice president of commercial markets. “Employers based in Minnesota are very pleased with Fit Choices and many of them with locations throughout the country have told us they want to make this effective program available to all of their employees. We are pleased to be able to do that without making changes to the simple way the program is administered.”

Medica members who participate in Fit Choices get a \$20 monthly membership credit just for exercising at a participating health club location eight or more days per month. Medica members present their Medica ID card at a participating Fit Choices by Medica health club. The health club helps the member enroll in the program and tracks their attendance. Qualifying members then receive a \$20 credit toward their health club monthly dues.

Medica members with questions about the Fit Choices program should contact Medica customer service at the phone number on the back of their Medica ID cards. More information also is available [online](#).

Fit Choices by Medica, the first program of its kind in Minnesota, can help members improve their health and save membership and health care dollars. For example, data from a study of the impact of the program show that Medica members who began a new, regular program of exercise have seen a decrease in claim costs after just two years in the program with an average claim cost decrease of more than 33 percent on a per member per month basis during the period.

Other studies show that helping people stay healthy not only saves lives, it controls health care costs. An estimated 70 percent of all illnesses are due to lifestyle-related causes such as obesity and physical inactivity, and one-half of all medical costs are attributable to illnesses that could be prevented. Fit Choices by Medica is now a standard component of Medica’s offerings to fully insured employers and is being offered as an option for self-insured groups.

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About Medica

Medica is a health insurance company headquartered in Minneapolis and active in the Upper Midwest. With nearly 1.4 million members, the non-profit company provides health care coverage in the employer, individual, Medicaid, Medicare and Medicare Part D markets in Minnesota and a growing number of counties in North Dakota, South Dakota and Wisconsin. Medica also offers national network coverage to employers who also have employees outside the Medica regional network.

Medica has the highest accreditation status, Excellent, from the National Committee for Quality Assurance (NCQA®) for its Minnesota Medicaid HMO plans and commercial health plans in Minnesota and North Dakota. Medica's vision is to become the community's health plan of choice, trusted for its integrity, respected for its service, and admired for its commitment to innovation and efficiency.

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