

FOR IMMEDIATE RELEASE
April 1, 2008

Media Contact:
Greg Bury, Medica
952-992-8437

Walker Area Community Center Joins Fit ChoicesSM by Medica Network

Health Club Offers Workout Credits for Medica Members

MINNETONKA, Minn. —Medica members in the Walker area now have a new opportunity to improve their health and save money. Walker Area Community Center has joined Medica's Fit Choices by Medica network.

The program is designed to help members improve their health and save membership and health care dollars. Fit Choices by Medica members get a \$20 monthly membership credit just for exercising at a participating health club eight or more days per month.

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](#).

“We are delighted to partner with Walker Area Community Center,” said Dr. Ted Loftness, M.D., Medica's vice president of regional health services. “This is an important addition to the Fit Choices by Medica program because it provides easy access to our members in the Walker area. Walker Area Community Center is very supportive of our mission to engage our members in greater amounts of physical activity and fitness programs.”

“We're thrilled with the partnership and the opportunity this program provides our members to increase their level of fitness and improve their health. The program has proven to be a great motivator to get people started on a fitness routine and keep them active,” said Erin Hansen, associate director at Walker Area Community Center.

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.

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.

###