

Healthy Savings

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Project Goals

To improve access to healthy foods for Minnesota health plan members

Project Description

UCare and PreferredOne recognize that healthy foods are often too expensive for their members. In addition, many local public health entities have identified preventing obesity and improving nutrition as public health priorities in their communities. In response, health plans launched a healthy foods discount program in 2019 called Healthy Savings. Members can access savings of up to \$50 a week on selected healthy foods at participating stores. Healthy Savings membership cards are sent to members living within 30 miles of a participating location. Members then sign up online to receive weekly discounts via email, or they can download a smartphone app to access the discounts.

Entities Involved

UCare, PreferredOne and Healthy Savings.

How Health Plans Support the Project

Plans partner with Healthy Savings to offer our members discounts on healthy foods at participating locations.

Additional Information

Healthy Savings store finder (find a participating store by zip code).

Questions?

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