

FOR IMMEDIATE RELEASE

BLUE CROSS BLUE SHIELD OF MASSACHUSETTS ADDS LEARN TO LIVE'S DIGITAL BEHAVIORAL HEALTH SOLUTION TO ITS EMERGING SOLUTIONS PORTFOLIO

BOSTON, Mass., November 19, 2019 – [Blue Cross Blue Shield of Massachusetts](#) (BCBSMA) announced this week that they have added Minneapolis-based [Learn to Live](#) – a national leader in the digital delivery of evidence-based cognitive behavioral therapy (CBT) tools – to their emerging solutions portfolio, to provide online support for BCBSMA members struggling with concerns such as depression, insomnia, stress and anxiety.

BCBSMA employer clients with 500 or more members will now have the option to engage Learn to Live's interactive programs that help with emotional health issues in an effective and confidential digital experience. These programs provide much-needed access and affordable concepts and tools which are based on the proven fundamentals of CBT.

"We're proud to be working with BCBSMA and to be joining their innovative Emerging Solutions portfolio. Together, we will bring a new level of access, convenience and effectiveness to support emotional health and well-being," says Learn to Live CEO and co-founder Dale Cook. "Learn to Live's programs bring effective, intuitive and confidential solutions to those who may lack access or are hesitant to pursue support for their emotional health. BCBSMA's role as a trusted advisor to employers plus their innovative Emerging Solutions portfolio will bring digital health innovation and improvement for those experiencing stress, anxiety, depression and insomnia."

"We believe an individual's emotional health is as important as their physical health, and we are committed to helping members get the support they need," said BCBSMA Behavioral Health Medical Director Dr. Ken Duckworth. "We know many of our members struggle to manage daily stresses and challenges in their lives and that our employer customers are looking for new solutions to help their employees. The Learn to Live programs offer members another path to improve their emotional well-being in a way that's convenient and accessible for them."

Behavioral health disorders are the most expensive illness per US data on health spending, higher than heart disease and cancer, notes Cook. The large untreated population of people suffering from these issues face barriers to treatment – including stigma, lack of access to behavioral health professionals, financial constraints and lack of geographic access – all of which are addressed by Learn to Live's online platform.

BCBSMA now joins other leading health insurers, large employers such as General Mills, Land O'Lakes, and The Toro Company, and higher education institutions that offer Learn to Live's emotional health programs to their members, employees and students. Learn to Live's services are now available to more than 3.5 million members across the United States.

About Learn to Live

Learn to Live is the leader in tackling behavioral health challenges through customizable and scalable consumer-centered technology via both web and mobile delivery. Their programs are self-directed, providing self-help information and skill-building lessons based on the fundamentals of cognitive behavioral therapy. Their programs are designed to help individuals with stress, depression, social anxiety, and insomnia. The company designs solutions that reduce stigma, alleviate access barriers and limit financial concerns for those seeking help. Learn to Live has helped tens of thousands of individual consumers, and also partners with organizational clients in the health plan, employment, and higher education sectors. Through these partnerships, Learn to Live now covers over 3.5 million members. This year, the *Observer* chose Learn to Live as one of its 20 Hottest Health Startups. For more information, visit: <https://www.learntolive.com>.

About Blue Cross Blue Shield of Massachusetts

Blue Cross Blue Shield of Massachusetts (bluecrossma.com) is a community-focused, tax-paying, not-for-profit health plan headquartered in Boston. We are committed to the relentless pursuit of quality, affordable health care with an unparalleled consumer experience. Consistent with our promise to always put our members first, we are rated among the nation's best health plans for member satisfaction and quality. Connect with us on [Facebook](#), [Twitter](#), [YouTube](#), and [LinkedIn](#).

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