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Should Health Insurance Pay for Meal Planning?

Blue Cross Blue Shield and several large employers now cover the monthly cost of meal planning for people who qualify for diabetes prevention. The service called PlateJoy maps out meals and customizes recipes to dietary preferences, lifestyle goals and available cooking time and appliances.

The customers can buy the groceries themselves or pay extra to get them sent. The cost goes from $14 a month to $99 for a year. It includes a Fitbit, a wireless scale and weekly video lessons with wellness experts. PlateJoy is paid when users hit health-related milestones. This may work well, but is this what health insurance should pay for?

“This Meal Plan is Paid for by Medical Insurance,” Alison Griswold, Quartz, April 6, 2018: https://qz.com/1225685/platejoy-got-medical-insurance-to-cover-the-cost-of-the-meal-plans-it-sells/

Presented daily by Twila Brase, President, Citizens’ Council for Health Freedom.

The Health Freedom Minute is now heard in 47 states:
Mornings M-Th at AM1280 (The Patriot) in MN and 91.5 AM WHKC (FreedomFM) in OH, afternoons on American Family Radio, and daily on the CSN network and Bott Radio Network.