

BCBS North Dakota to offer free online mental health program to its members

Learn to Live's online mental health services will empower North Dakotans to improve their well-being

FARGO, N.D. – Blue Cross Blue Shield of North Dakota (BCBSND) is now offering free access to Learn to Live – a national leader in the digital delivery of evidence-based cognitive behavioral therapy (CBT) tools – to help North Dakotan BCBSND members manage the emotional stress of the coronavirus (COVID-19). Learn to Live provides online, self-directed digital health programs and real-time coaching services for depression, insomnia, social anxiety, stress, anxiety and worry, and substance use.

"We've seen tremendous demand for mental health resources since the onset of COVID-19. We've been following our data and see what's working," said Learn to Live co-founder and CEO Dale Cook. "Our tools are designed to address what we're all struggling with: prolonged isolation, high rates of change, and fears of the unknown. We consider it a privilege to collaborate with BCBSND to help even more people find relief."

Learn to Live's programs are confidential, accessible anywhere, and based on 20 years of research demonstrating the efficacy of online cognitive behavioral therapy. New research also shows that our online CBT services are highly effective, comparable to face-to-face therapy. The online activities teach members the tools to change the thoughts and behavior patterns that may be keeping them anxious or depressed. Highly trained coaches provide expert support and personalized encouragement via email, text or phone.

"We know the uncertainty surrounding the outbreak of coronavirus disease is stressful, causing fear and anxiety," said Dan Conrad, BCBSND President and CEO. "If individuals were already experiencing mental health issues, symptoms may be heightened as North Dakota cases increase. We are making Learn to Live available to empower our members to cope with mental health problems and improve their health."

BCBSND now joins other leading health insurers, large employers, 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.

Access to Learn to Live is available at no charge to members on most BCBSND plans throughout 2020. Learn to Live services are available to adults and adolescents ages 13 or older. To access the BCBSND code for the free service, contact your employer or call BCBSND Member Services at 844-363-8457.

About Learn to Live

Learn to Live is the leader in tackling mental, emotional, behavioral health challenges through consumer-centered technology via web and mobile delivery. Our programs are designed to help individuals with stress, depression, social anxiety, insomnia, and substance use. Each program is self-directed and based on the proven fundamentals of cognitive behavioral therapy. The company designs solutions to reduce stigma, address 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. For more information, visit learntolive.com.

About Blue Cross Blue Shield of North Dakota

BCBSND (www.BCBSND.com) was founded in 1940 with the mission to provide members with affordable access to health care across the state. As a member-owned, not-for-profit independent licensee of the Blue Cross and Blue Shield Association (BCBSA), BCBSND is committed to transforming care and health across the state to improve outcomes, lower cost trends and make it easier to shop, buy and use health care coverage. Members have access to unmatched local service and to a comprehensive network of health care providers across the state, the nation and in 200 countries.