FOR IMMEDIATE RELEASE: July 9, 2014
CONTACT: Brian Namey 202.942.4220

NACo, UnitedHealthcare collaborate to promote Healthy Counties

Washington, D.C. – The National Association of Counties (NACo) today announced that UnitedHealthcare (NYSE: UNH), one of the nation's leading health insurance companies, has joined NACo as a new Premier Member and a Healthy Counties Initiative Sponsor.

“UnitedHealthcare is joining the Healthy Counties Initiative, a vehicle for counties and the private sector to work together collaboratively to strengthen the health and wellness of individuals and communities,” said Ramsey County, Minn. Commissioner Jim McDonough, chair of NACo’s Healthy Counties Advisory Board. “We look forward to UnitedHealthcare sharing its best practices with counties across the nation.”

As a Premier Member, UnitedHealthcare will support NACo in its goals to:

• Promote community public health prevention and wellness programs, including increased physical activity and healthy eating; and
• Share information, ideas and solutions for county government employee and retiree health benefits and programs.

“The long-term health of counties is vital to the overall growth and wellness of our state and local communities,” said Paul Campbell, Vice President, State Solutions, UnitedHealthcare. “To that end, UnitedHealthcare and Optum are proud to be NACo Premier Sponsors and support those in the counties who serve us. Our unified solutions have helped counties achieve significant cost savings, while offering resources and services that help our members and their families live healthier lives.”

NACo launched the Healthy Counties Initiative in 2011 to enhance public-private partnerships in local health care delivery, improve individual and community health, and assist counties to effectively implement federal health care reform.

The Healthy Counties Advisory Board consists of 11 innovative corporate partners and 37 county leaders in health who assist NACo in identifying the priorities and activities of the Initiative. For more information about NACo’s Healthy Counties Initiative, visit the NACo website at www.naco.org or contact Emmanuelle St. Jean at 202.942.4267.

###

The National Association of Counties (NACo) is the only national organization that represents county governments in the United States. Founded in 1935, NACo assists America’s 3,069 counties in pursuing excellence in public service to produce healthy, vibrant, safe and resilient counties. NACo promotes sound public policies, fosters county solutions and innovation, promotes intergovernmental and public-private collaboration and provides value-added services to save counties and taxpayers money. More information at: www.naco.org.