



Premera Blue Cross Launches Premera Health Hub to Expand Digital Health, Enhance Member Experience

New digital health network available January 1, 2026, for self-funded employers in Washington and Alaska

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Mountlake Terrace, Wash., – Premera Blue Cross, one of the largest not-for-profit health plans in the Pacific Northwest, today announced the launch of Premera Health Hub, a new digital network that connects members to more than 25 wellness and condition management solutions. This streamlined platform offers digital resources that span the health spectrum, from diabetes management to smoking cessation, all in one place.

Beginning January 1, 2026, Premera Health Hub will be a standard network offering for all self-funded employer groups in both Washington and Alaska.

“Our customers have told us they need help navigating a complex landscape of digital health solutions, and we’re listening,” said Nathan Johnson, Vice President – Product & Market Solutions, Premera Blue Cross. “Premera Health Hub brings virtual condition management into a connected network, helping members easily find what they need and enabling employers to offer a more seamless experience.”

Redefining Digital Health Solutions

Premera Health Hub is designed to help members meet their health goals while reducing the total cost of care. It guides members to programs tailored to their specific needs, from quitting smoking to managing diabetes, navigating pregnancy, or lowering blood pressure.

Members are matched to clinically appropriate programs based on preference and need, increasing the likelihood of successful outcomes. Members can access Premera Health Hub through Premera’s mobile app and secure portal, where programs are available at little to no cost. Members also benefit from a personalized experience, clinically proven tools, and on-demand digital support.

Premera Health Hub also includes access to virtual specialty clinics that deliver advanced care for chronic conditions, anytime and anywhere, through partnerships with virtual specialty care providers.

"Premera is leading the way in rethinking how benefits are delivered — making them more relevant, easier to use, and more impactful on the overall cost of care," said John Santelli, CEO of Solera Health, the technology partner powering Premera Health Hub. "Solera's platform helps bring that vision to life by connecting members to the right programs and keeping them engaged. This is what it looks like when a health plan truly designs for the future."

Designed to Solve a Growing Problem: Point Solution Fatigue

Premera Health Hub isn't just about improving access to care; it's also about simplifying benefits for employers. In response to the rising demand for digital health solutions, many employers have adopted a wide range of individual programs. However, this proliferation has created challenges for both benefits teams and members. According to a survey from [Willis Towers Watson](#), 84 percent of benefits advisors report digital solution fatigue among their clients, and 41 percent of employers say they now have too many vendor partners to manage effectively.

Premera Health Hub solves these problems through a simplified administrative model. Employers receive consolidated reporting and benefit from streamlined management of all vendors, including contracting, clinical vetting, and member engagement strategies.

The platform also introduces a value-based payment model, which means employers pay when members are actively engaged and/or show measurable improvement in health. This model ensures employers and members see value while aligning incentives across the board.

"We're moving past the patchwork of point solutions that left employers juggling vendors and members navigating chaos," Johnson said. "Premera Health Hub is the fix for digital fatigue and the new standard for what employers and members should expect from their health plan."

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About Premera Blue Cross

Premera Blue Cross, a not-for-profit, independent licensee of the Blue Cross Blue Shield Association based in Mountlake Terrace, Wash., is a leading health plan in the Pacific Northwest, providing comprehensive health benefits and tailored services to more than 2.5 million people, from individuals to Fortune 100 companies.