

BCBSNC Agency Blog Offers Healthy Life Reporting for 'Real' People

BCBSNC agency IBD Insurance launches a light-hearted health blog to reach out to people in today's busy society. The online magazine-style blog showcases interesting new trends and products that promote healthful living.

April 25, 2007 (FPRC) -- North Carolina's own IBD Insurance Services, a BCBSNC agency, announces the launch of its new blog created to provide healthy living tools and information for people in today's busy society.

The blog offers light-spirited articles that showcase current trends, products, and publications designed for healthy, stress-free living in a fast-paced world. Current topics include 'A Tried and True Method for De-Stressing' and 'Dieting with Fridge Magnets,' featuring a color-coded, magnetic, build-a-menu diet plan from the UK.

The IBD team says that one way to personally combat the rising cost of health care in the United States is to consciously choose a healthy, stress-free lifestyle. With its colorful approach to health issues, the IBD health blog attempts to connect with those that may not necessarily associate themselves with a healthy lifestyle and explore the benefits of this lifestyle choice.

The goal of the blog is two-fold; to improve individual lives by introducing fun and easy ways to incorporate health and wellness, and also to help tackle part of the problem at the root of the skyrocketing cost of medical care. Health insurance costs in the US are increasing at the fastest rate in history, increasing nearly twice the rate of inflation in 2005.

According to the National Coalition on Health Care, inefficiencies, excessive administrative expenses, inflated prices, poor management, are other factors have led to the inflated cost of health insurance. To address this side of the problem, IBD is committed to providing low cost, high quality health insurance policies through reputable health care providers.

Those interested in exploring IBD's new health blog can do so by visiting <http://www.ibdhealthblog.com/>. The IBD team encourages readers to subscribe to the blog's RSS feed to for the most current access to new health news and information.

About IBD Insurance Services: IBD Insurance Services, Inc. is an independent authorized producer and agency located in Raleigh, North Carolina. IBD's agents are licensed to sell and promote products from Blue Cross and Blue Shield of North Carolina (BCBSNC). IBD's mission is to serve each NC health insurance customer with integrity by tailoring health care plan packages to every client's unique needs.

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