

MEDIA RELEASE



KHA and BCBSKS to Host Walk with a Doc Events for Spring

(Dec. 15, 2020) - Focusing on healthy practices and creating a dialogue with your health professional is the focus of Walk with a Doc, a global effort facilitating opportunities for outdoor exercise. The Kansas Hospital Association is partnering with Blue Cross and Blue Shield of Kansas, through their Blue Health Initiatives, to sponsor Walk with a Doc programs at Kansas hospitals in spring 2021. Last week, KHA and BCBSKS hosted a webinar for interested hospitals.

“We are looking forward to future opportunities to re-engage individuals on a path towards a healthy lifestyle. Walk with a Doc is one of the first outreach events where we hope hospitals can encourage members of their community to interact, be active and safely distance,” said Chad Austin, president and CEO, KHA.



The pandemic has limited opportunities for everyone when it comes to robust physical activity and connection. Walk with a Doc is free to the public and requires no registration. A medical professional will spend a few minutes discussing a current health topic and then the remaining hour will be spent walking at your own pace, making social connections and enjoying the outdoors.

“We want all Kansans to live long, healthy lives but talking about getting healthy and actually doing it are two very different things,” said Matt All, president and CEO, BCBSKS. “Walk with a Doc brings people together outside of a clinical setting and offers a person-to-person moment to advocate for regular exercise and better healthy practices. It’s literally walking the walk.”

Started in 2005, the first WWAD grew from a physician inviting patients to join him for a walk in the park on Saturday. Since then, WWAD has grown into an international effort with 8,000 events per year and nearly 130,000 walkers.

About Kansas Hospital Association

The Kansas Hospital Association is a voluntary, non-profit organization existing to be the leading advocate and resource for members. KHA membership includes 219 member facilities, of which 122 are full-service, community hospitals. Founded in 1910, KHA's vision is: "Optimal Health for Kansans." For more information, visit kha-net.org.

About Blue Cross and Blue Shield of Kansas

For more than 75 years, Blue Cross and Blue Shield of Kansas has built a reputation of trust with its members and contracting providers by providing outstanding customer service while quickly and accurately processing claims; fairly administering benefit plans and contracts; offering programs, services and tools to help members improve or maintain their health; and operating under the highest ethical standards while being good stewards of premium dollars. Blue Cross and Blue Shield of Kansas is an independent licensee of the Blue Cross Blue Shield Association and is the state's largest insurer, serving all Kansas counties except Johnson and Wyandotte. For more information, visit bcbsks.com.

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