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Fit4D extends Humana deal to South Florida

Fit4D, a Manhattan-based diabetes-management company, said Tuesday that its partnership with Humana has expanded to cover high-risk individuals in Broward County, Fla.

Fit4D combines an online platform with in-person support from certified diabetes educators to help people control their illness. Humana [said in 2016](#) it had 250,000 members in the Broward County area.

The startup first joined with Humana in April to work with its members in northern and central Florida. It also has worked with Healthfirst and Blue Cross Blue Shield of Nebraska. The company initially marketed itself to pharmaceutical companies and device makers, but it has found a niche in the insurance market.

"We've been spending the last few years working on the health plan side of the business, and it really seems to be taking off," said David Weingard, chief executive of Fit4D. He declined to say how the company will be reimbursed by Humana.

Weingard said it has become easier to add insurance clients now that it has done business with other major health plans that can serve as a reference and report out-comes. The program generates an annual savings of \$380 per patient, according to the company's website.

Humana added Fit4D in Broward County as part of its Bold Goal initiative to improve by 20% members' self-assessment of their physical and mental health by 2020. —J.L.

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