



Interactive Health Unveils Comprehensive Wellness Program in Response to Health Care Reform Mandates

Healthy Triumph program focuses on wellness and preventive care

CHICAGO (Jan. 8, 2013) – Interactive Health, a leader in outcomes-based health management programs, today announced a new comprehensive wellness solution, Healthy Triumph. Healthy Triumph supports employers as they respond to health care reform mandates specific to wellness and preventive care. The new program focuses on early detection of health risks, while enabling employers to reward their employees for proactive health management. Healthy Triumph uses clinical measurements coupled with healthy activities to create a personalized health action plan designed to meet the unique needs of each individual.

“Health care reform mandates will effectively allow employers to provide for health care premium differentials up to 30 percent for employees who do not meet specified health goals and up to 50 percent where health goals include elimination of tobacco use,” said Joseph O’Brien, President and CEO of Interactive Health. “It is to everyone’s advantage – the employee and the employer – to pursue healthy behaviors and achieve health improvement goals.”

Personalized Program Features

The new offering expands preventive screenings so employee’s risks are detected at the earliest possible stage. Interactive Health’s *Smart Testing* is customized based on the results of the participant’s biometric screening and health questionnaire. For example, employees with test results indicating a high glucose level will automatically (using the same vial of blood) have a Hemoglobin A1c test to provide evidence as to whether the individual is pre-diabetic or diabetic.

Connecting individuals to appropriate care is integral to the program. Within 48 hours of the health evaluation, Interactive Health’s physicians and health coaches contact all participants with critical health issues and assist them with contacting a physician for appropriate follow up care. In addition, masters-degreed health coaches begin immediate outreach to individuals with newly discovered health issues and those with the following conditions: metabolic syndrome, pre-diabetes, diabetes, elevated cholesterol and hypertension. Interactive Health also helps bring together employee support networks, including primary care physicians, along with employer and community resources to help individuals manage their health.

Healthy Triumph’s motivational components keep participants engaged in a variety of ways. Participants earn points for completing healthy actions such as meeting a personal health goal that is measured by the following risk factors: blood pressure, LDL cholesterol, glucose, triglycerides and tobacco use. The program uses online tools and mobile applications that enable participants to monitor their progress, maintain food and exercise logs, create social networks and compete in team challenges.



Creating an Exciting New Culture of Health

Healthy Triumph creates an exciting new culture of health while delivering important financial benefits to an employer. Benefits of the program include lower medical costs, higher productivity, fewer workers' compensation and disability claims and reduced absenteeism. For more information on Interactive Health's proven cost savings, visit: www.interactivehealthinc.com/provenresults

"Healthy Triumph deepens personal engagement by integrating all aspects of delivering and measuring wellness initiatives," O'Brien said. "Our Wellness Consultants work with employers to ensure their wellness solution is aligned with their health benefits and to design an incentive strategy that drives maximum participation in the Healthy Triumph program."

For additional information on the new wellness program from Interactive Health, visit:
www.interactivehealthinc.com/our-solution.asp

About Interactive Health

Interactive Health (www.interactivehealthinc.com) is the leading provider of outcomes-based health management solutions designed to engage employees in the management of their health through early detection and identification of risk factors. Through *Smart Testing* and a personalized health risk assessment, a proven, scientific methodology is applied to detect health risk at the earliest possible stage. If health issues are detected, Interactive Health immediately intervenes to engage individuals with a personalized course of action. A unique achievable goal is assigned to each participant based on individual results and outcomes are measured using Interactive Health's proprietary Health Index. Interactive Health has a 20-year track record of creating the Healthiest Companies in America.

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