



Everyone is talking about wellness. But what makes wellness work? In its most simple terms, wellness is a focus on proactive, preventive behaviors and doing the right things to stay healthy. It's also an essential element of the Nurtur strategic vision of integrated life and health management.



Introducing **ActivHealth** and **Wellness by Choice**

Nurtur is pleased to welcome [ActivHealth](#) and [Wellness by Choice](#) to our family. With these two strategic acquisitions, we have expanded our capabilities with new and exciting wellness tools and programs including The Personal Health Development (PHD) Network.

ActivHealth created The PHD Network in an exclusive partnership with the [Duke University Center for Living](#). Much more than just an online HRA, it is a complete health management system powered by content from a global leader in health and wellness research.

Typical HRA questionnaires have become a commodity. The real value is in what you do with the information once it's collected. Based on algorithms developed by Duke, The PHD Network evaluates HRA data based on individually-modifiable risk factors and presents the results visually in easy-to-understand reports, charts and graphs that indicate areas for improvement. This presentation of information helps people progress their behavioral readiness-to-change, reinforce healthy living habits and improve long-term health status.

The PHD Network then applies the data from the HRA in a series of cross-references using each individual's results to create a personalized wellness program from Duke's exclusive library of online interactive educational lessons. More than decision support, the lessons enable learning and behavior change. Areas of focus encompass five key areas:

- Health education
- Nutrition
- Exercise and fitness
- Stress management
- Personal development

This personalized approach to wellness enables relevant content to be channeled to individuals based on their unique health needs. The PHD Network has been further developed in partnership with Wellness by Choice to incorporate robust tools to administer incentives, develop and track progress in achieving personal health action plans and provide supportive health coaching.

We invite you to learn more about ActivHealth, Wellness by Choice and our expanded wellness capabilities with The PHD Network. Please read our Q&A with leaders Bart Sheeler and Kyle Blumin. For more information please give us a call at 800.293.0056 or send us an [email](#).

"The focus on health today is about prevention through wellness."



Bart Sheeler, President, ActivHealth

"Prevention is the key to empowering individuals and reducing healthcare costs."



Kyle Blumin, President, Wellness by Choice

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<p>Q&A with Bart and Kyle [pdf]</p> <p>Read our press release [pdf]</p> <p>Executive profiles [pdf]</p>	<ul style="list-style-type: none"> • 50% of an individual's health status is affected by personal behavior • Eliminating three risk factors— poor diet, inactivity, and smoking – would prevent 80% of heart disease and stroke; 80% of type 2 diabetes; and, 40% of cancer 	<p>Register Today! Date: Thursday, March 25th Time: 2:00 EST Topic: Mental Health Parity: Strategies to Reduce Risk</p>