



If you are in perfect health, stop here. This message is not for you. However, if you are like most Americans, you could be in better health. *Journey* from Nurtur is an invitation to learn about and achieve your optimal level of health. Pure and simple, it's about education, life balance and motivation.



Let's get personal

When Nurtur was formed, we posed a simple question to our members, our clients, our industry and ourselves: *Why aren't we in better health?* Our journey over the past two years is leading us to find the answers and develop innovative, affordable and effective solutions.

We all have personal choices, personal priorities, and personal responsibility when it comes to our health. We have choices about the foods we eat, how much we exercise, if we take our medications as prescribed, and other lifestyle behaviors. We make decisions based on the level of priority we assign to any given choice. And at the end of the day, we each need to assume responsibility for the choices we make.

No more excuses or passing the buck. It's time to get *personal*.

At Nurtur, we believe that every single individual we serve can achieve an optimal level of health as they progress through life. The path is different for each person and turns with every change in circumstance. Genetics, underlying medical conditions and life events shape the direction we each take, but our ultimate course is set by the personal choices we make.

Three obstacles get in the way of achieving optimal health:

1. **Lack of knowledge** about how our choices impact health, the resources available to maintain a healthy lifestyle, and how best to manage an existing health condition,
2. **Everyday demands** that take priority over choosing healthy lifestyle behaviors, and
3. **Insufficient motivation** to commit to a healthy lifestyle or change old behaviors.

"The debate to reform healthcare has been too focused on healthcare and not focused enough on *health*. Instead, let's transform our perspective and *get personal*."



Dan Cave, Nurtur President and CEO

Nurtur integrated health with life to help people achieve optimal health wherever they are on their journey. We have invested considerable time and resources to not only provide traditional health and wellness education, but also go beyond to consider life balance and psychosocial motivation.

- We developed integrated coaching models that combine health coaching with work-life consulting.
- We introduced a new member portal, MyNurturLife.com, that integrates health and work-life content to provide our members with support and resources to live healthier lives.
- We have and will continue to invest time and energy in understanding the psychology of human, health-related behaviors. By providing training and resources to our Health Coaches and work-life Consultants, we are more effectively reaching and motivating members.

As we begin a new year and a new decade, we know why we're not in better health. We're more committed than ever to doing something about it. Many new and exciting initiatives are underway and will be introduced to the market in the coming months. We invite you to join us on our journey. To learn more about our integrated life and health management capabilities and our vision for the future, give us a call at 800 293 0056, or send us an [email](#).

quick links	fast facts	web ex
<p>PeopleCare™: The Nurtur Personal Approach to Member Management [request to download]</p> <p>Nurtur Wellbeing Health & Wellness programs [request to download]</p>	<ul style="list-style-type: none"> • Depression and stress are the most common causes of absenteeism with an average 25.6 days absent per person affected with depression, sadness or mental illness per year • 60% of the adults caring for an adult over 50 are working • Employers can lose as much as \$33 billion each year due to employees' need to care for loved ones 50 years of age and older 	<p>Nurtur is pleased to announce that we will sponsor free quarterly WebEx presentations on timely work-life and health topics. Look for information on our first quarter WebEx in the next issue of <i>Journey!</i></p>