

Balance from Nurtur™ Transforms Traditional Disease Management with Work-Life Focus

New hybrid product delivers a single solution uniting work-life and health

Media Contact

Mary Ann Dostaler

madostaler@madcomm.com

20 Batterson Park Road
Farmington, CT 06032

p 860 267 0816

f 860 267 0314

www.nurturhealth.com

Farmington, Conn. (November 11, 2008) – Nurtur today announced *Balance*, a new benefits program for employers that integrates traditional work-life resource and referral with telephonic health coaching. *Balance* provides employers with an immediate solution to offer a meaningful benefit for employees to reduce stress, stay focused and productive, and take better care of their health. It is a lower-cost, population-based approach that blends the best aspects of health management and work-life into one affordable solution.

In a time of great economic uncertainty, individuals are under more stress from skyrocketing costs for everything from food and gas to healthcare premiums and co-pays. At the same time, employers are under pressure to provide meaningful, yet affordable benefit programs in order to retain and attract the best workers. *Balance* is a solution that addresses both challenges.

“The concept behind *Balance* is simple: you can’t separate work from life or life from health,” said Mike Maluccio Senior Vice President of Sales, Marketing and Client Services of Nurtur. “Everyone working today is under tremendous stress to manage the demands of work and life. Too often, the consequence is poor health and reduced productivity. *Balance* provides the support people need to manage life’s daily challenges, reduce stress and encourage good health.”

Research has shown that healthcare expenditures are nearly 50 percent greater for workers who report high levels of stress.ⁱ *Balance* is designed to help employers improve productivity and decrease future healthcare costs by reducing day-to-day stress and helping individuals with diagnosed conditions and unhealthy lifestyle behaviors improve their health. Work-life resource and referral services are available to all members of a population to provide online and telephonic support for issues such as childcare and eldercare, personal finances, housing needs, education, travel planning and more. Telephonic health coaching is available to individuals with diagnosed conditions and at-risk behaviors including, back pain, heart disease, diabetes and tobacco cessation as well as many others.

About Nurtur: Nurtur is the life, health and wellness company dedicated to helping people transform their lives with support, encouragement and motivation. The company offers an inclusive people-centered approach designed to help people at all life stages address the life issues that get in the way of health as well as the health issues that complicate living. Nurtur provides life and health management programs, concierge, EAP, training and consulting services to multi-market segments including employers, plan sponsors, Third Party Administrators, commercial health plans and government agencies to encourage healthy behaviors, promote healthier workplaces, improve productivity and reduce healthcare costs. For more information, visit the interim Nurtur website at: www.nurturhealth.com.

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ⁱ *Journal of Occupational and Environmental Medicine*