

Nurtur Announces Enhanced Healthy Pregnancy Program

Health Management Program for Employers Provides Health Coaching through Nurtur PeopleCare™ to Promote Healthy Pregnancy, Positive Birth Outcomes and Financial Savings

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Farmington, Conn. (August 31, 2010) – Nurtur®, the health, wellness and work-life company serving employers, plan sponsors and health plans, today announced enhancements to its Healthy Pregnancy program. Healthy Pregnancy for expectant mothers has been expanded to incorporate Nurtur PeopleCare™ integrated life and health management capabilities.

Program highlights include:

- health and work-life assessments by experienced Registered Nurses;
- referral for high-risk pregnancies to the Nurtur High Risk Maternity Management Program;
- telephonic health coaching supported with printed and online educational materials and resources throughout pregnancy;
- post-delivery follow-up and referrals; and
- specialty consults with work-life Consultants to address issues such as choosing and locating licensed child care providers, return-to-work planning and financial concerns.

According to the U.S. Centers for Disease Control and Prevention, 13 percent of babies are born preterm and eight percent are low birth-weight. This represents a significant financial burden for employers, which typically cover 94 percent of the cost of pregnancy. Direct healthcare costs related to a preterm delivery average \$41,610 versus \$2,830 for a healthy full-term deliveryⁱ. The Nurtur Healthy Pregnancy and High Risk Maternity Management programs are designed to support soon-to-be-mothers and identify at-risk pregnancies as early as possible to reduce the rate of low birth-weight infants and NICU admissions.

“With Nurtur PeopleCare, our Healthy Pregnancy program goes beyond the typical health management approach to integrate life,” said Pat Henriksen, Senior Director, Product Development and Marketing at Nurtur. “All Nurtur Health Coaches are trained and employ engagement techniques and motivational interviewing skills enabling them to connect with expectant mothers and guide them through life-changing event of pregnancy and child birth. Together with our High Risk Maternity Management, our programs deliver both positive birth outcomes and financial savings.”

For more information about Nurtur health management programs including Healthy Pregnancy and High Risk Maternity Management program, visit www.nurturhealth.com or call 800.293.0056.

About Nurtur: Nurtur is the work-life, health and wellness company dedicated to helping people transform their lives with support, encouragement and motivation. The company offers life and health coaching 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 life and health management programs include wellness, disease management (including Back Pain, Depression, Diabetes, Heart Disease and Respiratory Disease), episodic/catastrophic care management, work-life resource and referral, employee assistance and professional training. The company provides services to multi-market segments including employers, plan sponsors, Third-Party Administrators, commercial health plans and government agencies.

ⁱ Source: March of Dimes