

## Does Your Health and Wellness Initiative Have Life?

### **Nurtur Launches Campaign to Introduce Value-based Integrated Life and Health Management Capabilities**

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Farmington, Conn. (May 27, 2010) – Since first announcing its strategic direction to transform traditional disease management, Nurtur®, the health, wellness, and work-life company serving employers, plan sponsors and health plans, has dedicated itself to realizing its vision. The company has completed many milestones including the acquisition of three companies to add work-life, wellness and online health management capabilities, and becoming the first company to achieve accreditation through the Healthcare Transparency Accreditation Program (H-TAP). These accomplishments have allowed Nurtur to refine its integrated life and health model ensuring that it's value-based, transparent and scalable.

Today Nurtur announced a new campaign to introduce its integrated life and health management capabilities to the marketplace. “Got *Life?*” presents the simple concept that “the way to health is through life,” based on the premise that what’s been missing from healthcare and disease management is life management.

“When individuals are struggling to overcome life barriers such as stress, family care issues or financial concerns, they often don’t have the capacity or energy to focus on their health,” said Mike Maluccio, Senior Vice President of Sales and Client Services for Nurtur. “Our strategy and point of difference combines our experience in health management and wellness with life to help people clear away the barriers.”

The Nurtur approach offers significant value over health management and wellness programs that don’t provide support for individuals to manage life issues. The company has developed a transparent methodology to demonstrate program impact in three key metrics: productivity, utilization and risk reduction. It is a value-based approach that allows plan sponsors to define the most important measures for their organization to evaluate savings.

Nurtur will unveil a perspective white paper on the company’s integrated life and health philosophy and strategic approach at the Society for Human Resource Management (SHRM) 2010 annual conference next month, June 27-30, in San Diego. To request a copy of the Nurtur “Got *Life?*” brochure, email [marketing@nurturhealth.com](mailto:marketing@nurturhealth.com).

**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. For more information, visit [www.nurturhealth.com](http://www.nurturhealth.com).