

Nurtur Expands Exclusive Relationship with Leading Academic Medical Center to Offer Select Health and Wellness Programs

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Nationally Recognized Onsite Programs for Diet & Fitness, Executive Health, Integrative Medicine and Weight Loss Surgery are a Natural Extension of the Nurtur PeopleCare™ Approach to Behavior Change

Farmington, Conn. (August 16, 2011) – With a shared focus to promote and support prevention and lifestyle behavior change, [Nurtur®](#) and [Duke Medicine](#) have expanded their longstanding exclusive relationship. Duke Medicine, a world-class research, education and patient care institution, provides the proprietary educational health content delivered through Nurtur's online health management system. Nurtur, the behavior change company serving employers, plan sponsors, health plans and government programs, will now offer access to signature health and wellness programs available through Duke Medicine.

The new marketing collaboration will allow Nurtur to refer members interested in onsite health and wellness to participate in the most appropriate programs at Duke. The onsite programs align with the Nurtur PeopleCare™ approach to support behavior change with individualized assessment, engagement and coaching.

World-class health and wellness programs from Duke Medicine are a marquee benefit for employers to use in supporting a culture of health, enhancing employee satisfaction and recruiting top talent.

John McCall, Operations Director, Duke Diet and Fitness Center and Duke Integrative Medicine, says, "We are very pleased with this extension of our relationship with Nurtur as it provides opportunities for Nurtur clients to access a variety of excellent and recognized health and wellness programs and clinicians."

A dedicated Nurtur team will provide information to members that express an interest in onsite programs, will provide assistance with identifying the most appropriate options and will direct members to Duke personnel for program enrollment and registration.

Patricia Simmons, Senior Director of Client Services Health Operations Integration at Nurtur, says, "Nurtur is proud to offer access to onsite personal health and wellness programs through our partnership with Duke Medicine. This is an excellent opportunity for our clients and their employees who desire additional care and support to receive world-class treatment delivered by clinical experts at Duke."

Offered at or near the 26 acre state-of-the-art healing environment at the Duke University Center for Living campus in Durham, North Carolina, onsite health and wellness programs include:

- **Duke Diet & Fitness Center** includes comprehensive programs lasting one to four weeks or more to empower individuals to achieve a healthier weight and improved fitness for life.
- **Duke Executive Health** is a one-day program to address the preventive healthcare needs of people who lead high-stress lives with concierge-level, expert and streamlined diagnostic and care planning services with an optional focus on cardiovascular health.
- **Duke Integrative Medicine** is a team approach to healthcare in a state-of-the-art environment that combines the best of Western medicine with proven complementary therapies.
- **Duke Weight Loss Surgery** is a comprehensive program designed to support the patient from initial consultation through achievement of long-term healthy lifestyle goals.

For more information about these programs, visit www.nurturhealth.com.

About Nurtur: Nurtur is the behavior change company dedicated to helping individuals improve their health and wellbeing. The company offers wellness programs and health coaching to educate, enable and motivate 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.

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