

Nurtur™ Receives Highest NCQA Accreditation Honors for Disease Management Programs

Awarded full Disease Management Accreditation for its coronary artery disease, diabetes and heart failure programs and renewal accreditation for asthma and COPD

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Farmington, Conn. (December 11, 2008) – Nurtur, the life, health and wellness company serving multi-market segments, today announced that it has received full, three-year Disease Management Accreditation by the National Committee for Quality Assurance (NCQA) for its coronary artery disease, diabetes and heart failure programs and renewal accreditation for its asthma and chronic obstructive pulmonary disease (COPD) programs. Full accreditation status is awarded to organizations that meet or exceed NCQA's standards for disease management accreditation.

"As an organization committed to continuous quality improvement, our accreditation by NCQA validates our purpose," said Daniel Cave, President and CEO of Nurtur. "The accreditation process is extremely rigorous, and each of our employees, providers and management contributed in some way. We are proud of this achievement."

NCQA's disease management accreditation requires effective performance in six major areas: program content, patient services, practitioner services, clinical systems, measurement and quality improvement and program operations. "Nurtur is to be commended for coming forward to be reviewed, as the NCQA Disease Management Accreditation program is designed to highlight only those programs that truly improve chronic care," said NCQA President Margaret E. O'Kane.

NCQA accreditation standards are developed based on input from researchers in the field, the Disease Management Advisory Council, and standing committees made up of employers, plan sponsors, state and federal regulators, and other experts. The standards are purposely set high to encourage organizations to continuously enhance the quality of their programs.

NCQA is a private, nonprofit organization dedicated to improving healthcare quality. NCQA accredits and certifies a wide range of healthcare organizations and recognizes physicians in key clinical areas. NCQA's Healthcare Effectiveness Data and Information Set (HEDIS®) is the most widely used performance measurement tool in healthcare. NCQA is committed to providing healthcare quality information through the web, media, and data licensing agreements, in order to help consumers, employers, and others make more informed healthcare choices. For more information, visit www.ncqa.org.

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, Employee Assistance Programs (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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