

Nurtur® Receives Full URAC Accreditation for Disease Management Programs

Awarded Full Accreditation for Asthma and COPD, and Renewed Accreditation for Coronary Artery Disease (CAD), Heart Failure and Diabetes Programs

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. (May 27, 2009) – Nurtur, the life, health and wellness company serving multi-market segments, today announced that it has received full, three-year Disease Management Accreditation from URAC, a Washington, DC-based healthcare accrediting organization that establishes quality standards for the healthcare industry. Nurtur received full accreditation for its asthma and COPD programs, and renewed accreditation for its coronary artery disease, heart failure and diabetes programs.

URAC's Disease Management Accreditation Program standards support evidence-based practice, collaborative relationships with providers, consumer education and shared-decision making.

“Our underlying philosophy at Nurtur is to provide the highest level of health coaching and support to each and every individual we assist,” said Daniel Cave, President and CEO of Nurtur. “We are proud to have received full and renewed URAC accreditation for our disease management programs. This recognition, coupled with the NCQA accreditation awarded to Nurtur earlier this year, validates our commitment and gives confidence to our members, clients, providers and health coaches.”

“By choosing to seek URAC Disease Management Accreditation, Nurtur has displayed leadership through a commitment to quality and accountability,” said Alan P. Spielman, URAC president and CEO. “Quality healthcare is crucial to our nation's welfare and it is important to have organizations that are willing to measure themselves against national standards.”

URAC, an independent, nonprofit organization, is a leader in promoting healthcare quality through accreditation and certification programs. URAC's standards keep pace with the rapid changes in the healthcare system, and provide a mark of distinction for healthcare organizations to demonstrate their commitment to quality and accountability. Through its broad-based governance structure and an inclusive standards development process, URAC ensures that all stakeholders are represented in setting meaningful standards for the healthcare industry. For more information, visit www.uran.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 programs 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.

###