

## Nurtur Member Web Portal is Honored in the Winter/Spring 2011 Web Health Awards<sup>SM</sup> Competition

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### MyNurturLife.com Recognized for Content, Design, Creativity and User Experience

Farmington, Conn. (May 25, 2011) – Nurtur, the health, wellness and life company serving employers, plan sponsors, health plans and government programs, received national recognition from the 13<sup>th</sup> Annual Web Health Awards<sup>SM</sup> program for its MyNurturLife.com member portal. Nurtur received a Silver Web Health Award within the Category Portal/Gateway site.

Web Health Awards recognizes high-quality electronic health information. A panel of 39 experts in digital health media served as judges and selected gold, silver, bronze, and merit winners from among more than 500 entries in 17 separate categories.



MyNurturLife.com is a cornerstone to Nurtur PeopleCare™, the company's exclusive approach to behavior change. The portal site provides in-depth information that meets each individual member at any stage of life and health. It is an online platform that supports the whole person with resources from finding an estimate for a car repair to getting trusted health information on cancer treatment. The rich content of the portal, ease of navigation and visual design allows for an intuitive user experience.

"Nurtur is honored to be recognized by Web Health Awards," says Dan Cave, President and CEO of Nurtur. "Nurtur PeopleCare is our exclusive approach to behavior change. It guides us in educating, enabling and motivating our members through our integrated assessment, engagement and coaching processes. MyNurturLife.com is our member portal that connects individuals with online information, resources and tools to help them change lifestyle behaviors and improve their health status."

The annual Web Health Awards is a part of the National Health Information Awards program organized by the Health Information Resource Center (HIRC), a national clearinghouse for professionals who work in consumer health fields.

**About Nurtur:** Nurtur is the behavior change company dedicated to improving the lives of the individuals we serve. The company offers wellness programs and health coaching to educate, enable and motivate people to improve their health and productivity. 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.

**About Web Health Awards<sup>SM</sup>:** The Web Health Awards<sup>SM</sup> program is organized by the Health Information Resource Center<sup>SM</sup> (HIRC), a national clearinghouse for professionals who work in consumer health fields. Other well-known HIRC programs included the 18<sup>th</sup> annual National Health Information Awards<sup>SM</sup> ([www.healthawards.com](http://www.healthawards.com)), which annually recognizes the nation's best consumer health programs and materials (for non-digital resources), and two national "Fitness Day" events: The 10<sup>th</sup> annual National Women's Health & Fitness Day<sup>®</sup> and the 15<sup>th</sup> annual Family Health & Fitness Day USA<sup>®</sup>.

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