

## Nurtur Selected by the State of Louisiana Office of Group Benefits to Provide Integrated Disease Management Services

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*Programs include Diabetes, Coronary Artery Disease (CAD), Heart Failure, Asthma and Chronic Obstructive Pulmonary Disease (COPD)*

Farmington, Conn. (December 1, 2011) – Nurtur®, the wellness behavior change company serving employers, plan sponsors, health plans and government programs, announced today that it has been selected by the State of Louisiana Office of Group Benefits (OGB) to provide integrated disease management services to state employees. OGB is an agency of the state of Louisiana authorized to provide health and other benefits to both active and retired state employees and their dependents.

Approximately 180,000 beneficiaries are eligible under the contract, which includes employees, pre-65 retirees, spouses and dependents. Services for these members are expected to begin January 1, 2012. “Nurtur is honored to be selected by the State of Louisiana Office of Group Benefits,” said Dan Cave, Nurtur President and CEO. “Our purpose at Nurtur is to improve the health and productivity of our members through proven and innovative Nurtur PeopleCare™ coaching services that educate, enable and motivate them to achieve their maximum human potential.”

Nurtur has been a leading innovator in health management services since pioneering the disease management industry in the mid-1990s. In the ensuing years, Nurtur’s programs have been offered to millions of Americans, ranging from employees of some of the nation’s largest and most well-known corporations to Medicaid and special needs governmental programs throughout the country. Nurtur’s clients include health plans, unions, third-party claims administrators (TPAs) and nationally known employers covering over 2.5 million eligible lives.

**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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