

Nurtur Wins Three Awards in 2011 National Health Information Awards Program

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Living Color Health and Wellness communications campaign and Nurtur's disease management participant newsletter recognized for logo design, consumer focus, and quality health content

Farmington, Conn. (November 15, 2011) – Nurtur®, the wellness behavior change company serving employers, plan sponsors, health plans and government programs, was selected as a winner in three categories in the 18th annual *National Health Information Awards™*. This program recognizes the nation's best consumer health information programs and materials.



Nurtur was recognized with a bronze award for the *Living Color Health and Wellness* communications campaign developed for a national media production technology company. In addition, Nurtur received a merit award for the *Living Color* logo design and a bronze award for its *TransFormations* newsletter, which is sent to Nurtur's disease management program participants.



Living Color is based on the Nurtur Good Health communications campaign. It is a unique brand identity and promotional campaign that applies the principles of consumer marketing to inspire engagement and motivate behavior change by connecting people with positive emotional destinations. The *Living Color* logo and brand is distinctive to reflect the unique company culture. It is designed to engage and motivate employees to actively participate in the company's new Health & Wellness program and encourage healthy behaviors and overall wellness. The campaign components included program identity, promotional posters and email messages, a welcome kit, e-health website portal, printed materials and premium items, and health coaching materials to introduce employees to lifestyle and disease management programs.

"Strong, effective communications are essential to the success of any workplace wellness program," said Jennifer Funaro, Director of Marketing and Communications. "We love working with our customers to capture the spirit and culture of their organizations in our communication design work, and are proud to support their efforts to build cultures of health. It is an honor for Nurtur – and by extension, our customers – to be recognized by the National Health Information Awards with these awards."

The awards program is coordinated by the Health Information Resource Center, a national clearinghouse for consumer health information programs and materials. It is the most competitive award program of its kind. According to Patricia Henze, Executive Director of the Health Information

Resource Center, "These awards set an industry standard of quality for consumer health materials, and this 'seal of quality' helps health professionals find the best consumer health information resources for their programs."

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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