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HealthFitness CEO supports move toward cultural shift and science-based health management programming

MINNEAPOLIS, MN Sept. 6 2007— Two new issue briefs from HealthFitness (OTC BB: HFIT) underscore how health management programs are evolving into employer partners to create a culture of health.

"Corporate America Embraces New Culture of Health" features HealthFitness CEO Gregg O. Lehman's discussion of this emerging phenomenon: a proactive vision for corporations to address the high cost of health care in a global marketplace. Lehman is a well-known 20-year veteran of the health management industry, and previously served as CEO of the National Business Coalition of Health.

Health care cost increases have become a significant part of the "structural cost" of doing business in the United States, and a major barrier to global competitiveness. Organizations that cut benefits or increase the employee burden for health care costs will dull their own competitive edge by losing or alienating employees. Employers who wish to increase productivity and bring new products or services to market must attract and retain valuable employees. A culture of health can address cost concerns in the here and now and is the first step toward lowering both direct and indirect health care costs.

"A corporate culture of health positively addresses the underlying factors fueling health care costs: high health risks and chronic disease," Lehman said. In practice, it includes elements of corporate identity and is included in corporate mission and goals. It begins with senior management actively supporting, representing, and participating in healthy workforce initiatives. A culture of health integrates health management programs into the overall employee benefit suite, including workers compensation, disability and health benefits. It manifests itself among employees with annual health risk assessments and biometric screenings, daily work breaks and stretch breaks, healthy food choices in vending machines and cafeterias, and worksite fitness centers and education programs. It is the foundation for a successful health management program.

"*A Healthy Dose of Science for a Pound of Cure: A science-based path to client-centered results*" is the second issue brief, featuring interviews with leaders of the HealthFitness Research, Development and Outcomes (RDO) team. The brief explores how the company built its RDO division, led by Chief Science Officer Peter Egan, Ph.D., into a vibrant collaboration of some of the top minds in the business, connecting research with practice to meet practical client needs.

"The RDO division is about bringing a rigorous scientific process to everything HealthFitness does," Lehman said. "This is a science and methods group, but it includes program development so the different pieces are not isolated.

(More)

“Our clients are looking for a trusted partner to help them design a 21st century health plan that addresses bottom-line needs,” he said. “Our investment in the science side of health management gives our clients services rooted in meaningful measures of program success.”

Both issue briefs are available at http://www.hfit.com/briefs.cfm.

About HealthFitness
HealthFitness is a leading provider of employee health improvement services to Fortune 500 companies, the health care industry and individual consumers. Serving clients for more than 30 years, HealthFitness partners with employers to effectively manage their health care and productivity costs by improving individual health and well-being. HealthFitness serves more than 300 clients globally via on-site management and remotely via Web and telephonic services. HealthFitness provides a complete portfolio of health and fitness management solutions including a proprietary health risk assessment platform, screenings, EMPOWERED™ Health Coaching and delivery of health improvement programs. HealthFitness employs more than 3,000 health and fitness professionals in national and international locations who are committed to the company’s mission of “*improving the health and well-being of the people we serve.*” For more information on HealthFitness, visit www.hfit.com.

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