NEWS RELEASE

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FOR IMMEDIATE RELEASE

StayWell Health Management Earns Accreditation from the National Committee for Quality Assurance (NCQA)

Long-time industry leader joins 10 Early Adopters to receive Wellness and Health Promotion Accreditation

ST. PAUL, Minn. (November 20, 2009) - StayWell Health Management announced today that it has achieved Wellness and Health Promotion Accreditation as an “Early Adopter” from the NCQA. The “Accredited” status is granted to those wellness and health promotion organizations that demonstrate excellence in the delivery and improvement of wellness and health promotion programs, and that meet or exceed NCQA's rigorous standards.

As one of the first health management companies to enter the market, StayWell has been an innovator and leader in health promotion research, program development and participant engagement since 1978. The company is also responsible for groundbreaking industry research that identified the link between health behaviors or risk factors and future health care cost trends and, more recently, between health risk factors and worker productivity.

The NCQA’s Wellness & Health Promotion Accreditation assesses companies that provide wellness services using an evidence-based set of requirements to distinguish quality services. According to Paul Terry, Ph.D., president and CEO of StayWell Health Management, this standardized approach will enable employers to choose a wellness partner with the capabilities to meet their workplace health needs, and a proven track record of achieving real results.

“Approximately 77 percent of leading American companies offer formal health and wellness programs to their employees, and they do so because there is proof that these programs work,” said Terry. “Through both formal research and client case studies, the health management industry has shown that companies can improve employee health and achieve a positive ROI for their investment with a comprehensive, best practice wellness program. That's something StayWell has advocated for years, and the NCQA accreditation further validates our approach.”

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Terry added that findings from StayWell’s 2008 research on health management best practices align closely with the NCQA accreditation standards and with industry benchmarks like the HERO Best Practice Scorecard.

StayWell’s NCQA accreditation is effective for two years and applies to all of the company’s programs and services including health assessments; NextSteps® health coaching; a full spectrum of onsite health promotion programs to address lifestyle choices; StayWell Online® programs and tools; incentive design; onsite staff; and consultative services.

“NCQA’s Wellness & Health Promotion Accreditation requires organizations to demonstrate their compliance with well-defined standards and quality measures,” said Margaret E. O’Kane, president of NCQA. “The NCQA seal will provide employers and consumers with the information they need to choose the best program in their markets.”

To learn more about the new accreditation process and standards, visit www.ncqa.org. For more information about StayWell Health Management, visit www.staywellhealthmanagement.com.

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*About StayWell Health Management* StayWell Health Management is a recognized leader in delivering comprehensive population health management programs and services that help organizations maximize business results by improving employee health and productivity. Founded in 1978, StayWell Health Management is a MediMedia USA Company headquartered in St. Paul. The company has 350 employees. StayWell’s programs and publications help improve the lives of more than 50 million people each year.