



FOR IMMEDIATE RELEASE

FROM: AdvantageHealth Corporation
7900 International Drive, Suite 200
Bloomington, MN 55425

CONTACT: Stephanie Mark
Marketing and Development
612-823-4470
smark@advantagehealth.com
www.advantagehealth.com

ADVANTAGEHEALTH CORPORATION MANAGES EMPLOYEE WELLNESS PROGRAM FOR LARGEST SCHOOL DISTRICT IN COLORADO

Bloomington, MN – April 2009. Since July 2008, Jefferson County Public School employees have been inspiring and supporting each other on a journey towards wellness. Their wellness benefit program, *Wellness Connections*, is the brainchild of Lisa Eacker, Jeffco Schools Employee Benefits Director, and AdvantageHealth Corporation, their wellness program manager. The program is designed as a way to encourage employees to reduce stress, move more, eat healthier and lead a better quality of life. The key to the program's success is the focus on small steps, which help employees achieve their overall health and fitness goals in just a few minutes a day. Within this short timeframe, AdvantageHealth has assisted Jeffco with developing a strategy for their wellness direction, provided ongoing expertise/support and implemented several turn-key programs aimed to improve the overall health and quality of life of Jeffco employees and create a culture of wellness.

A number of support systems are built into the program design to help ensure program success:

- an online Health Activity Tracker™ where employees keep track of their efforts, receive tips and have access to educational resources
- a central web page dedicated to daily wellness tips, program news and online fitness programming
- volunteer "Wellness Champions" at select worksites to rally participation

AdvantageHealth assisted Jeffco Schools with the development and implementation of their wellness initiatives through the provision of ongoing consultation, program design and implementation. A challenging task on a limited program budget meant to serve a diverse employee population of 150 schools and approximately 12,000 employees, dispersed over a geographic area of 880 square miles!

Lisa Eacker, Jeffco Schools Employee Benefits Director says "we selected AdvantageHealth because they creatively tailored their response to our request for proposal to our stated needs. One of our goals was to be able to fully leverage the existing programs offered by our medical plan vendors. We found that the responses from other vendors couldn't deliver anything personalized for the amount we had budgeted. AdvantageHealth came up with a solution that we didn't think we'd be able to touch within our limited budget – a part-time wellness coordinator. We've had expert help to design and promote programs, create communication materials



and work cooperatively with our medical plan vendors. The feedback from employees has been very positive. We are continually using what we learn to try to tailor more programs and yet keep the overall program costs down. They have been a valued partner in trying to make the most of our limited resources! “

AdvantageHealth's Just Step! Walking Program was rolled out to all Jeffco employees this past fall with over 1,300 employees participating. This program was a huge success, with almost 90 percent of post-program survey respondents indicating that they will continue to walk more and/or be more physically active due to the Just Step! program and 97 percent indicating that they would participate in the program again. Program participants indicated experiencing weight loss, lowered blood pressure, lowered cholesterol, lowered stress level, more energy, improved outlook on life, increased job satisfaction and even reduced tobacco use as a result of the program.

On the tail of the Just Step! Pedometer program AdvantageHealth rolled out the SHAPE-UP JEFFCO Campaign, consisting of online and onsite support for healthy eating and exercise in January 2009. An important component of the campaign is the S.H.A.P.E. Weight Management Program currently being offered at six Jeffco locations, with 166 employees participating. Early evaluation of this program shows that the majority of participants are losing a healthy 1-2 pounds per week, learning to make healthier food choices and squeezing exercise into the nooks and crannies of their day.

Future plans for the Wellness Connections program include onsite group exercise classes this Spring and a district-wide health fair in the Fall which will include a variety of activities from cholesterol screenings to fitness assessments, educational activities, interactive displays and of course, healthy snacks.

About Jefferson County Public School District

Jeffco Public Schools is the largest school district in Colorado. Approximately 11 percent of all the K-12 students in Colorado attend a Jeffco School. Their mission is to provide a quality education that prepares all children for a successful future. For more information about Jeffco, visit www.jeffcopublicschools.org .

About AdvantageHealth Corporation

AdvantageHealth Corporation provides award-winning programs and services ranging from onsite yoga classes and wellness seminars to staffed fitness centers and lifestyle coaching. AdvantageHealth aims to provide organizations ways to contain healthcare costs, reduce absenteeism and improve employee productivity and morale. For more information about AdvantageHealth Corporation, visit www.advantagehealth.com.