



**FOR IMMEDIATE RELEASE**

**Media Contacts:**

Bob Ochsner or Sung Choi  
XPR, LLC  
(949) 748-7000

## **Nuvita Next-generation Corporate Wellness Program Has Its Eyes Set on Orange County Employers**

***Albuquerque Health & Fitness Experts Select Orange County  
for National Launch of Technology-based Program  
Designed to Change Long-term At-work Fitness Behavior***

***Pre-launch Partnerships with Blue Cross, PainePR and Others  
Already Have 100+ Local Employees Living Younger***

ALBUQUERQUE, N.M. (July 21, 2008) – To most people, the fact that the average U.S. adult gets no physical activity and spends an increasing amount of his or her life at a sedentary job – 164 more hours annually than 20 years ago – would be seen as discouraging news.

But to Ron McPhee, president of the next-generation corporate wellness program Nuvita, it represented a wake-up call and the opportunity to alter deep-seeded public health and fitness trends. McPhee, formerly president of the HealthFirst division of Polar, took his 18 years of experience with the assessment technology and heart rate monitor leader to create a first-of-its-kind, at-work program that blends the best of science, technology and personalized assessment and coaching to help non-exercising employees achieve new levels of health and wellness.

“U.S. medical trends paint a rather grim picture of the health of the average American – and the at-work picture is even less encouraging,” McPhee explained. “Most corporate wellness programs fail because they don’t successfully motivate employees or keep them accountable. Nuvita is unique in that it addresses long-term employee fitness behavior and lifestyle – and it directly benefits employers through increased staff performance, morale and well-being, leading to a healthier and happier workforce.”

Nuvita launches in Orange County, Calif., in July 2008, in anticipation of a national rollout later this year. The company intentionally selected the county as one of two initial launch markets for reasons of demographics, lifestyle trends, residents’ interest in physical fitness and the level of commitment to corporate wellness by local employers.

(more)

“More than other parts of the United States, Orange County embraces the culture of corporate wellness,” explained McPhee. “There exists here an overriding sense of health and fitness, and many of the largest companies have already bought into the notion that keeping employees physically fit is fundamental to increasing productivity and keeping health care costs down. Launching Nuvita here in advance of the rest of the country was a natural.”

Pre-launch partnerships with **PainePR**, the largest county-based PR agency; and **Anthem Blue Cross**, one of Orange County’s leading providers of medical, dental, vision and life insurance, helped Nuvita fine-tune its benefit offering for area employers. Currently more than 100 local employees are participating in the Nuvita program.

### **About Nuvita**

Developed in direct response to alarming U.S. public health trends, Nuvita is the first team-oriented corporate wellness program of its kind to integrate the latest technological advances with personalized assessment, coaching and other corporate wellness best practices. Participants are given at-work access to interactive assessment, cardio-monitor and Web-based management tools; personalized exercise activity and nutrition programs; and the coaching of a Certified Health & Fitness professional.

The team-oriented system was created by a team of physicians, exercise physiologists, nutritionists and psychologists as a dramatic departure from other corporate wellness programs that fail to motivate employees or keep them accountable for long-term participation and results.

Instead of a one-size-fits-all philosophy, Nuvita gives each participant a personal in-office health and fitness assessment to create a personal profile of their overall health and fitness condition. Coaches assigned to each company then use this information as the baseline for development of employee-specific *Nuvita Age* health goals and individualized *Nuvita Cardio*, *Nuvita Mobility* and *Nuvita Nutritional* programs.

A self-selected team environment; weekly, face-to-face team coaching sessions; and online nutrition and program tracking via the personalized Web site myNuvita.com keep participants engaged, encouraged and geared toward their personal objectives. Users also have access to the Nuvita online library of menus and menu-planning tips, shopping lists, nutritional facts and easy-to-read lesson plans on a myriad of health and fitness topics.

“We set out to create not only the most individualized, interactive and technically advanced corporate wellness program, but also one that was convenient and easy for employees to use,” said McPhee. “The entire program takes just a couple of hours per week, not including exercise time. Most of the elements are administered in a team setting in the office, while education, nutrition and program tracking can be handled easily at home on myNuvita.com.”

(more)

McPhee says that one of the revelations that lead to the creation of Nuvita was the simple fact that much of the current U.S. health crisis can be traced to a staggering rise in preventable diseases. One in three American adults has some form of heart diseases, two in three are overweight or obese, and 40 percent of those between 40 and 70 have pre-diabetes.

“Of the more than \$850 billion spent in 2006 to treat these three diseases, most was passed on to employees and employers in the form of higher insurance costs,” he says. “Disease and illness also impact corporate America in the form of higher job absenteeism, turnover and job-related stress; and decreased work quality, morale and productivity.”

## **Early Success**

Of the 20 **PainePR** employees who began the 12-week Nuvita program as a test in early May, a number have already seen significant results. In addition to Orange County-based employees, the program encompasses staff members from PainePR offices in Los Angeles and New York who participate each week by video conference.

“As an employer of choice, PainePR is always looking for innovative ways to improve the total health and well-being of our employees,” explained PainePR Managing Partner Cynthia Rude, who worked with Nuvita to customize the program for the agency’s three offices. “We already had a culture that embraced a holistic approach to corporate wellness – but Nuvita’s team-oriented strategy took the concept of at-work fitness to a whole new level. The program offers in-office coaching, a Web-based tracking system and the opportunity to let employees customize their experience.”

According to Lauren Yacker, a PainePR client service manager, the customized “My Nuvita” Web site has helped her to stick to the plan. “I love the fact that the heart monitor and interactive watch synch with my personalized Web site so I can track results and get one-on-one coaching on a daily basis. This continual motivation by my in-office coach and the co-workers on my team keeps me accountable.”

For PainePR Vice President Justin McCarthy, the results have been increased energy, better sleeping habits and a greater awareness of the importance of exercise, nutrition and education to total fitness. “Nuvita showed me that I don’t necessarily have to commit to hours in the gym everyday – but instead can create a cumulative program that works with my schedule. The Web-based system means I can track my progress and receive coaching anywhere – in the office, at home or on the road.”

**Anthem Blue Cross** used the Nuvita program as a way to reward associates. “Traditionally, we recognized distinguished Anthem Blue Cross associates with a department store or coffee house gift card – a reward that typically lasts no longer than a few days,” explained Lou Riggione, Anthem’s managing director of large group sales. “This time around, we opted instead to give the entire Anthem team the chance for better long-term health. The result was amazing: not only did 90 percent of Anthem associates enroll in the voluntary Nuvita

program, participants created an in-office championship in which teams compete against each other for the top health and fitness scores. It has become the buzz of the office.”

“Anthem Blue Cross loves this type of thing because it encourages office camaraderie; helps keep our staff energized, happy and healthy; and ultimately keeps our own insurance claims down. We’re in the health insurance industry, so it is important for us to set an example and practice the very thing we preach to our clients. Since we’ve seen firsthand that Nuvita works, we now recommend it to our clients who are also looking to motivate their employees and keep claim costs down.”

# # #