

**Media Contact:**  
Cary Conway  
[cary@conwaycommunication.com](mailto:cary@conwaycommunication.com)  
972-731-9242

## **The Vitality Group Joins Efforts to Improve Health of U.S. Workforce**

*Wellness and prevention is critical to effective health reform*

**CHICAGO – September 17, 2009** – Today The Vitality Group, developer of an incentive-based health enhancement program, announced it has joined the U.S. Workplace Wellness Alliance to support efforts to make wellness and prevention part of the national discussion on health care reform. Both organizations support legislation designed to promote wellness and prevention, such as the Healthy Workforce Act of 2009, which would provide a tax credit to companies that offer effective and comprehensive wellness programs.

"As the health reform discussion continues, it's important that we enact policies and put tools in place to engage and incentivize individuals to focus on health, wellness, prevention and early intervention, as well as encourage people to take personal responsibility for their health," said Dr. William Frist, former U.S. Senate Majority Leader and advisor to The Vitality Group's board of directors. "Maintaining a healthy and productive workforce is a key part of the solution to mitigate the trend of rising health care costs."

According to the U.S. Workplace Wellness Alliance, research indicates that incorporating wellness, prevention and chronic disease management programs into traditional health plans can increase worker productivity, reduce absenteeism, and lower health insurance costs. Workplace wellness programs have achieved a rate of return on investment ranging from \$3 to \$15 for each dollar invested with savings realized within 12 to 18 months.

"Employer wellness programs with properly aligned incentives have been found to be particularly effective in controlling health care costs and improving employee health," said Arthur C. Carlos, CEO of The Vitality Group. "The increased focus on wellness programs as part of the health reform agenda makes good business sense and comes at a critical time for U.S. companies struggling to remain competitive in a global economy."

The U.S. Workplace Wellness Alliance ([www.uswwa.org](http://www.uswwa.org)), co-founded by the U.S. Chamber of Commerce and the Partnership for Prevention, is a broad-based, national organization of businesses, health care advocates, and nonprofit organizations dedicated to the vision that a healthier U.S. workforce produces a stronger and fiscally healthier economy.

### **About The Vitality Group**

The Vitality Group is a member of Discovery Holdings Limited, a leading international financial services institution founded on the principles of consumer engagement and wellness and the originator of the Vitality health promotion program. Vitality wellness programs serve more than 1.5 million members in companies in a wide range of sizes and industry categories, improving individuals' health and well-being as well as employers' and health plans' bottom lines. Early adopters in the United States include some of America's most forward-thinking companies. They join global organizations in the United Kingdom and South Africa who together are proving the effectiveness of the Vitality health enhancement solution in reducing healthcare costs.

# # #