

The Vitality Group media contact:
Cary Conway
cary@conwaycommunication.com
972-731-9242

Optimizing Corporate Culture is Critical to the Success of Wellness Programs

The Vitality Group white paper reveals why and how employers need to create a next-generation health and wellness program

CHICAGO – December 15, 2009 – Research shows a direct correlation between effective workplace health programs and return on investment as building a culture of health improvement can result in lower costs and improved performance¹. According to a new white paper from The Vitality Group, a provider of incentive-based wellness solutions, the workplace represents an ideal setting for the delivery of health and wellness programs, and building and sustaining a corporate culture of health is a critical component in implementing an effective program.

The publicly available white paper, "[Creating a Next-Generation Health and Wellness Program](#)," was developed to assist employers in developing companywide programs to help employees take responsibility for their health and become more effective consumers of healthcare.

"While there are many attempts at wellness programs, those that are successful in improving the health of employees are built on a strong corporate culture, and are measurable and sustainable," said Arthur C. Carlos, CEO of The Vitality Group. "Properly designed incentives are critical to engaging employees to improve their health, and programs such as Vitality™ can play a valuable role in supporting employers' efforts toward a healthier workforce."

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. www.thevitalitygroup.com

Source: 1 Towers Perrin. (2009). 2009 Health Care Cost Survey, The Health Dividend: Capturing the Value of Employee Health.