



HEALTHWAYS

MEDIA ALERT

Contact:

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HEALTHWAYS PRESENTS AHIP INSTITUTE SESSION ON INNOVATIONS IN WORKSITE WELLNESS

Americans are less healthy than previous generations, and health care costs continue to grow exponentially. The threat to the nation posed by those costs, anticipated to be \$4.3 trillion annually by 2017 - or 20 percent of GDP¹ - cuts to the heart of the real gap in health care, the gap in well-being. How do we move beyond a narrow focus on treatment and management of the sick to a broader focus that encompasses keeping healthy people healthy, mitigating or eliminating lifestyle risks and assuring evidence-based care for individuals after they are ill?

Join representatives from Rocky Mountain Health Plans as they describe their innovations in worksite well-being. Attendees will gain a greater understanding of the business and social benefits realized through integration of health and well-being into the corporate culture. Attendees will also learn more about Rocky Mountain's experience as one of the first employers in the nation to conduct the Gallup-Healthways Well-Being Index™, benchmarking the well-being of their employees against state and national scores.

WHO & WHEN:

Lisa Fenton Free, Executive Director, Rocky Mountain Health Plans Foundation

Theresa Kupecz-Louden, Director of Claims and Project Management, Rocky Mountain Health Plans

WHEN:

Thursday, June 4, 7:15 – 8:15 a.m.

WHERE:

San Diego Convention Center

Room 8

¹ Keehan, S. et al. "Health Spending Projections Through 2017, Health Affairs Web Exclusive W146: 21 February 2008.