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U.S. Preventive Medicine Introduces The Prevention Score™
Score Helps Employers Measure and Reward Employee Preventive Health Care Efforts

DALLAS, TX and JACKSONVILLE, FL (November 19, 2009) — U.S. Preventive Medicine, Inc. (www.USPreventiveMedicine.com) Chairman and CEO Christopher T. Fey today announced the national launch of the Prevention ScoreSM, the country's first score for measuring individual and group preventive health care efforts.

A key component of The Prevention Plan[™], (www.ThePreventionPlan.com) a health management program based on the science of clinical preventive medicine, the Prevention Score is a private, easy-to-use tool that helps members track and employers reward prevention efforts. The score is completely confidential and exclusively designed to help members stay focused on health improvement. It does not measure an individual's health status, but rather, rates how proactive the individual is in prevention efforts, such as healthy eating, exercise, timely health screenings, and adherence to recommended programs.

“Helping employees adopt healthy behaviors, screen for early diagnosis and better manage chronic conditions can reduce a company's health care costs by one to three dollars for every dollar invested. However, wellness programs can't work unless employees participate. The Prevention Score is a terrific tool for engaging individuals in their own health, while also giving businesses the ability to structure incentives around this engagement. Early adopters of The Prevention Score have provided very positive feedback and we are looking forward to offering this powerful product to clients and prospects nationwide,” Fey said.

Incentives, such as gift cards and insurance premium reductions, are an important component of wellness programs because low motivation and busy schedules are the reasons most cited by employees who decline to participate. By providing an objective measure for rewarding participants, the Prevention Score helps organizations support employees in their prevention efforts.

An individual's personal Prevention Plan and Prevention Score information is not shared with the employer. Employers see only the 250-point range in which the particular score falls. This allows companies to structure innovative rewards and incentives based on the level while ensuring privacy and confidentiality.

Debi Koelkebeck, Vice President of Retail / Clinical Operations for Freeman Health System, said, “As a health system and an employer, our organization has a strong understanding of the value of prevention. However, we were seeking a better way to both motivate participation in a wellness program and evaluate results. The Prevention Score provides an objective basis for rewarding employees who follow their action plans and adopt healthier behaviors. It will also help us measure return on investment and continually improve our program.”

Fey said, “If employers want to achieve meaningful results from their preventive health care program, they need to engage and motivate employees. The Prevention Score is key to that effort. Each time we remove a barrier to preventive health care, we improve more people’s lives and reduce a major drain on our economy.”

About U.S. Preventive Medicine®

U.S. Preventive Medicine®, a privately-owned global prevention services company with clients nationwide and in the United Kingdom, provides primary, secondary and tertiary clinical prevention services to government, employers and consumers that are data-driven and outcomes-oriented. Company products include the world’s first preventive health benefit, The Prevention Plan™, available to buy or test drive at www.ThePreventionPlan.com. For more information go to www.USPreventiveMedicine.com.