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**Collegiate Association REsource of the Southwest Selects  
The Prevention Plan™ Health Management Program**

*Innovative Program from U.S. Preventive Medicine Will Provide Preventive  
Health Care Services to CARES Member Organizations*

FORT WORTH, TX (January 27, 2010) — Collegiate Association REsource of the Southwest (CARES), will offer The Prevention Plan™, a clinically based preventive health care program provided by U.S. Preventive Medicine Inc. ([www.USPreventiveMedicine.com](http://www.USPreventiveMedicine.com)), to help employees of its member organizations take control of their health.

A self-funded, non-profit health care consortium, CARES represents 2,400 employees of several member institutions of Independent Colleges and Universities of Texas, Inc. (ICUT) to help stem the rising cost of health insurance. CARES selected The Prevention Plan ([www.MoreGoodYears.com](http://www.MoreGoodYears.com)) in an effort to reduce health care costs by empowering employees to avert health risks through positive lifestyle changes and timely health screenings. The groundbreaking program uses today's technology to connect members with one-on-one health coaching, personalized action plans and timely, relevant health information.

Participating CARES member institutions are Austin College, Texas Christian University and University of Dallas. Kick-off for the program on each campus begins January 12, 2010.

Mary Jo Hatch, CARES Executive Director, said, "Research continues to demonstrate that preventive health care can reduce health care costs and save lives. We are pleased to offer our members this valuable service and help them take full advantage of the personalized services and information available to them through The Prevention Plan."

The Prevention Plan will help CARES members:

- Identify their top health risks through a simple online questionnaire and biometric health screening
- Follow personalized action plans to reduce health risks, including one-one-one health coaching by registered nurse advocates.
- Manage chronic conditions more successfully.
- Access a personalized web site to store medical information, complete educational health programs, receive reminders about needed screenings and track personal progress.
- Understand and take advantage of their prevention-related benefits and incentives.

Benefit advisor Marc Bilodeau, Senior Vice President, Willis of Georgia, introduced CARES to the Prevention Plan and implemented an incentive program where employees earn a modest incentive for participating.

“The decision by CARES to offer The Prevention Plan underscores the rising trend toward proactive health care,” said Christopher Fey, CEO and Chairman of U.S. Preventive Medicine. “We are thrilled this forward-thinking organization has embraced the critical role employers can play in empowering people to take control of their health and we are proud they selected U.S. Preventive Medicine to provide this important service.”

**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](http://www.ThePreventionPlan.com). For more information go to [www.USPreventiveMedicine.com](http://www.USPreventiveMedicine.com).

**About CARES**

CARES was begun by members of Independent Colleges and Universities of Texas, Inc. (ICUT) to help stem the rising cost of health insurance for its 40 member institutions. Estimates are that 65% of the operating costs at an ICUT institution relate to salary and benefits. After two years of thorough evaluation and planning, CARES was launched in September 2004. CARES membership includes approximately 2,400 faculty and staff and 4,800 total lives.