



FOR IMMEDIATE RELEASE

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Local Businesses Participate in Event to Kick Off First Prevention Plan Challenge

Decatur/Macon County is the first in the nation to participate in program to create the a healthier community

Decatur, IL - April 29, 2010 – Nearly a dozen local businesses have accepted the challenge to help make Decatur/Macon County the healthiest community in Illinois. This is the first community in the U.S. to participate in The Prevention Plan Challenge, a new national wellness initiative that focuses on preventive care to help people live healthier and lower healthcare costs.

The year-long challenge, sponsored by Decatur Memorial Hospital and benefits consultant, Consociate Dansig, kicked off at the Decatur Indoor Sports Complex to engage participants and get them started on the right track.

“This is an amazing program that will change lives in our community,” says Kenneth L. Smithmier, DMH President and CEO. “It challenges people to make continuous improvements to their personal health and wellness while motivating them through positive competition. We have implemented The Prevention Plan for our own employees and know the program works. I look forward to seeing the impact it will make on Decatur and Macon County over the next year.”

In preparation of the kickoff event, participants completed an in-depth Health Risk Appraisal questionnaire, biometric screenings and blood work. Based on their responses to lifestyle question and their physical health status, they were provided a Prevention ScoreSM. Employees can access a personalized website to complete Action Programs, receive reminders about needed screenings, track personal progress, store medical information and learn about work-related preventive benefits and rewards. Employer-directed incentives and personal health coaching by Registered Nurse Advocates help motivate employees to achieve their health goals. All

information remains completely confidential and is not shared with the employer or the employee's insurer.

Companies participating in The Prevention Plan Challenge will be objectively scored based on an Index that rates:

- The company's wellness culture
- Percentage of company employees participating in The Prevention Plan
- Percentage of employees that participate in specific community events
- Measurable health improvements made by the overall employee population

At the end of one year, the company with the highest Index score will receive the coveted Prevention Cup, a traveling community award recognizing the healthiest local company.

"Through this program, Macon County is positioned to become a leader in preventive healthcare. We are happy to be able to launch this program and appreciate the support and enthusiasm from local businesses who taking an active role in the health and wellbeing of their employees and helping to create a healthier community," Darren Reynolds, Senior Vice President of Consociate Dansig.

A variety of prizes will be awarded to companies and individuals. Challenge activities and events are planned throughout the year to bring competing companies together for fun and inspiration.

"U.S. Preventive Medicine is proud to work with Decatur Memorial Hospital, Consociate Dansig and all Macon County businesses in developing The Prevention Plan Challenge. We couldn't ask for better partners in launching this inaugural program, which is a model for communities across the country as a way to improve the health, vitality and productivity of our citizens," said Christopher Fey, Chairman and CEO of U.S. Preventive Medicine.

About DMH

Decatur Memorial Hospital (DMH) has been providing medical care since 1916, for the residents of Central Illinois. DMH encompasses twelve state-of-the-art Centers of Excellence which focus on the cutting edge of medicine today. By combining a highly trained staff of professionals with the latest advancements in technology, DMH furthers its mission of improving the health of the people of Central Illinois.

About Consociate Dansig

Consociate • Dansig is a provider of insurance, benefits and consulting services for individuals and employers in 48 states. Consociate • Dansig partners with clients to provide cost-effective, proven solutions to meet their individual needs.

About U.S. Preventive Medicine, Inc.

U.S. Preventive Medicine® (www.USPreventiveMedicine.com) is leading a global preventive health movement focused on saving lives and money by keeping people healthy and better managing chronic conditions before they progress. The company provides an integrated

continuum of prevention programs -- primary, secondary and tertiary – that are based on the clinical science of preventive medicine. The world's first preventive health benefit, The Prevention Plan™, moves beyond traditional wellness to identify each individual's top health risks and design a customized plan of action supported 24x7 by nurse coaches. The company is accredited in wellness and health promotion by NCQA and disease management by URAC.

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