



For Immediate Release

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**U.S. Preventive Medicine Appoints Ron Loeppke, MD, MPH,
as Vice Chairman of the Board**

*Preventive Medicine Pioneer will Spearhead
Growth Strategies and Global Initiatives*

DALLAS, TX and JACKSONVILLE, FL (January 12, 2010) — Christopher T. Fey, chairman and CEO of U.S. Preventive Medicine, today announced the appointment of Ron Loeppke, MD, MPH, as vice chairman of the board. Dr. Loeppke will work with the organization's senior management team to implement key growth strategies and global initiatives. He will also continue in his role as co-chairman of the National Advisory Board.

Loeppke has over 20 years of clinical and executive experience in the preventive medicine, corporate health and personal health management fields. He is board certified in preventive medicine; fellowship trained in occupational medicine; and is a fellow of both the American College of Occupational and Environmental Medicine (ACOEM) and the American College of Preventive Medicine, (ACPM).

Fey said, "Dr. Loeppke is a respected pioneer in the discipline of preventive medicine. His groundbreaking research helped the industry demonstrate the health benefits and cost savings prevention can offer individuals and employers. Our organization will greatly benefit from his insight and direction as we enhance our service offerings and expand our global reach."

Dr. Loeppke is a member of the Board of Directors for ACOEM and the co-chairman of the ACOEM Section on Health and Productivity, which establishes measurement criteria for health and productivity research. He has authored numerous articles and contributed to several books about health and productivity, occupational health, managed care, quality care improvement, adoption of evidence based medicine, employer health initiatives, consumer driven health care, preventive medicine and innovative models for the business of health care.

Loeppke said, “Even a legion of horses cannot hold back an idea whose time has come, and Prevention is an idea whose time has finally come. The converging trends of economic and scientific drivers in our industry have brought forth an unparalleled opportunity for U.S. Preventive Medicine to leverage the power of prevention in improving the health and productivity of those we serve. We are on the threshold of transformation of our healthcare ecosystem—moving beyond the illness-oriented, reactive ‘sick care’ system to a wellness-oriented, proactive true ‘health care’ system. I look forward to working with my colleagues at U.S. Preventive Medicine to build this global health movement on the pillars of prevention.”

Prior to joining U.S. Preventive Medicine, Loeppke worked with Alere as EVP of health and productivity strategy. He also served as founder, president and CEO of the Health and Productivity Corporation of America (HPCA), which provided health and productivity services to employers. Additionally, he served as chief medical officer of PhyCor, Inc., a publicly traded health care company with over 25,000 affiliated physicians and \$1.3 billion in annual revenue at its peak. Loeppke was also founder and president of Corporate Health and Medical Programs, Inc., which provided onsite occupational health and preventive health care services. In addition, Loeppke served as chairman of the Department of Occupational Health and Preventive Medicine, providing clinical and consultative services at the Greeley Medical Clinic, a large multispecialty physician group practice. Loeppke was also on the medical staff of the Occupational Medicine section of the National Jewish Hospital and Center for Immunology and Respiratory Medicine in Denver, Colorado.

About U.S. Preventive Medicine:

U.S. Preventive Medicine® (www.USPreventiveMedicine.com) is leading a global preventive health care movement focused on saving lives and money by keeping people healthy and better managing chronic conditions before they progress. The company provides a suite of innovative wellness, chronic condition management, concierge, care advocacy, and executive health services—all based on the clinical science of preventive medicine. The world’s first preventive health benefit, The Prevention Plan™ (www.MoreGoodYears.com) moves beyond traditional wellness to identify each individual’s top health risks and design a customized action plan supported 24x7 by nurse coaches. The company is one of the few accredited in wellness and health promotion by NCQA as well as disease management by URAC.

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