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The Prevention Plan™ Showcased at Leading Health Care Innovation Conferences

*U.S. Preventive Medicine President Fred Goldstein will Address
the Power of Preventive Health Care at Health 2.0 and Yale Healthcare 2010*

DALLAS, TX (April 6, 2010) Health care innovators on both sides of the Atlantic will see a real-world application of the power of prevention this week as Fred Goldstein, president of U.S. Preventive Medicine, will address both the Health 2.0 and the Yale Healthcare 2010 conferences.

Health 2.0 Europe, a leading showcase of online and mobile technologies in healthcare, will take place on April 6 and 7 at the Cité Internationale Universitaire in Paris. The event will feature the three integral components of Health 2.0 in a rapid-fire live demo format where leading examples of Health 2.0 in North America will be compared and put in context with the latest in European innovation. Goldstein will speak during the April 7 session on Health 2.0 Tools. He will provide a demonstration of The Prevention Plan™ being offered in the United Kingdom by UK Preventive Medicine and how it can empower consumers and employers to improve health outcomes by identifying each individual's top health risks and recommending the necessary steps to reduce those risks.

The Yale Healthcare Conference, a joint effort between the Yale School of Management and the Health Professional Schools at Yale University, brings together professionals, academics, and students to engage in an instructive conversation concerning current health care issues. It will take place on April 9 at the Omni New Haven in New Haven, Connecticut. This year, the conference will focus on excelling in a transforming health care system. The recent passage of health care reform legislation will significantly impact how health care is delivered, financed and regulated. The conference will illuminate the changes that key stakeholders will face with reform and discuss fostering excellence in a modified system. Goldstein's presentation will focus on how primary prevention and primary care can work together to improve outcomes and decrease health care costs.

Preventive health care was propelled to the forefront of international discourse with the recent passage of the health reform bill, which included \$15 billion over 10 years for preventive health care programs. U.S. Preventive Medicine® 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 company's flagship product, The Prevention Plan™, moves beyond traditional wellness to identify each individual's top health risks and design a customized action plan to reduce those risks. Members receive an assessment of their health status through comprehensive blood work, biometrics, health history and physician review. Interventions to reduce future health risks begin

with a customized web site where the member receives an individual prevention program, alerts about needed screenings, personal health records and other tools. Registered nurse advocates work closely with the member to establish, track and achieve practical health goals.

Goldstein said, “At U.S. Preventive Medicine, we are energized by the opportunities presented by the recent health care reform bill. This historic investment in preventive health care provides a tremendous opportunity for transforming our health care system from a reactive, treatment-centric model to a proactive, wellness-oriented approach. U.S. Preventive Medicine has the programs and personnel to support employers, individuals and communities as they adopt healthy behaviors, screen appropriately for illness and better manage chronic conditions.”