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IncentOne builds more client flexibility, employee choices into its health incentive solutions

Leader in integrated incentive solutions enhances health and productivity options

LYNDHURST, NJ — Feb 11, 2008 Today IncentOne announced significant enhancements to its Healthy Choice Award™ and Health Power™ technology-enabled incentive programs. The company also introduced a new Partner Administrative Site and self-service Express Set-Up Tool designed for use by health plans and vendors who want to deliver points and awards incentive solutions to smaller employers.

IncentOne is the leading provider of integrated incentive administration solutions. The company's Health and Productivity division combines the use of incentives with integrated technology solutions to drive engagement within population health management programs. IncentOne's technology platform and health incentive solutions are used by health plans, health partners and employers charged with reducing health care costs and increasing productivity through positive health behavior change.

"IncentOne does not just provide best-in-class incentive solutions," said IncentOne President Michael Dermer. "Our mission is to define the incentive solutions that set the standard for driving health behavior change. With the release of the latest versions of our incentive platforms, IncentOne will be providing its health and productivity customers with true innovation and integration."

The Health Power Solution is a fully integrated incentive program that allows participants to earn and accumulate "points" for completing multiple health activities. Points can then be redeemed from an extensive, customized reward portfolio. The Healthy Choice Award is an award-based incentive program that allows participants to earn awards for completing single health activities, such as health risk assessments. Awards can then be redeemed for their choice of rewards. New enhancements to these health solution platforms include:

- **Site Personalization** – Client logos, color schemes, awards and program information may be personalized so the solution site has the same look and feel as the client's health benefit program or company web site. Additionally, employee participants may personalize their accounts to include interests, activities and award preferences.
- **Self-Reporting** - There is enhanced capability for self-reporting of health interactions with the medical community through downloadable forms and electronic reporting mechanisms.
- **Enhanced Reporting Suite** — Comprehensive management reports offering employers and partners detailed incentive program metrics, searchable by

dates and report categories and available on demand through an administrative portal.

- **Expanded Reward Options** — IncentOne has expanded its reward portfolio to include Healthy Reward options and charitable donations. The Healthy Rewards options include choices from health-specific retailers, as well as personal health services such as nutrition counseling, personal training and massages. The charitable donations rewards give recipients the option to contribute their incentive amounts to more than 75 charities, including some of the most highly regarded charitable organizations in the United States.

“Both our Healthy Choice Award and Health Power solutions combine data tracking capabilities with incentive management to boost participation and engagement in population health management programs,” said Sue Lewis, IncentOne’s senior vice president of health and productivity solutions. “Having completed more than 35 health and productivity incentive program implementations in the past year alone, we know that employers want a way to integrate data from multiple vendors, require flexibility in reward options, and want to offer a personalized experience for end users. IncentOne offers the sophistication and expertise the market is seeking.”

IncentOne is also introducing new capabilities that include a Partner Administrative Site and Express Set-Up Tools. The Partner Administrative Site allows partners or health plans to manage a number of program administrative tasks including tracking and reporting on their employee groups. The Express Set-Up tool allows them to set up Healthy Choice Award and Health Power solution sites for clients in just 24 hours that include customized branding, programs, incentive values and rewards. The Express Set-Up capability is ideal for serving small-to-mid-sized employers with innovative incentive solutions.

“As more employers realize the value of incentives to drive participation in programs that reduce employee health risks and improve productivity, the demand for scalability and flexibility in these solutions will continue to grow,” Dermer said. “IncentOne health and productivity solutions combine powerful IT solutions with expert guidance to help clients achieve their business goals.”

About IncentOne

IncentOne provides integrated incentive solutions to employers, health plans and partners, from small businesses to the FORTUNE® 500, including half of the FORTUNE® 50. IncentOne’s incentive technology solutions provide the tools to drive health care cost reduction and productivity improvement. Read its recent issue brief, *The Missing Link: Consumers and 'P4P'* at www.IncentOne.com/p4p. For more information, please visit www.IncentOne.com.