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## **FOR IMMEDIATE RELEASE**

### **IncentOne adds 14 new clients year to date to health and productivity division in 2007**

*Use of incentives to encourage health behavior change increasing*

**LYNDHURST, NJ — October 31, 2007** — IncentOne added 14 new clients through the 3<sup>rd</sup> quarter of 2007, with agreements to offer new services for approximately one million covered lives at initial rollout, six million when programs are fully implemented. The strong showing is led by the company's Health and Productivity division, which combines the use of incentives to drive participation in client-sponsored population health management programs.

IncentOne is the leading provider of integrated incentive administration solutions. The company's technology platform and health solutions are used by health plans, payors, health partners, brokers and employers charged with reducing health care costs and increasing productivity through positive health behavior change.

Among IncentOne's new clients are Kellogg Company, Providence Health System, American Standard Companies Inc. (working in partnership with HealthDialog in an innovative patient activation pilot program) and five major national health plans. Another new client, San Diego-based Sharp Health Plan, is using IncentOne's Healthy Choice Award™ program, which can be used to reward participation in single events, such as completion of a health risk assessment or participation in a lifestyle management program.

Washington Mutual, Inc. (WaMu), an existing IncentOne client, is expanding its services to include IncentOne's Health Power™ solution, a fully integrated, comprehensive "points" system that tracks and rewards multiple health activities.

"Employers know that incentives are the key to motivate employees and drive participation in the health and disease management programs that reduce health care costs and increase productivity," said IncentOne President Michael Dermer. "IncentOne health and productivity solutions combine data integration and management from multiple partners and administration of broad rewards options with expert guidance and real-time tracking systems."

Among large employers, incentives are understood to boost participation in health management programs. A recent survey of major U.S. employers conducted by IncentOne in conjunction with The ERISA Industry Committee and the National Association of Manufacturers found that two-thirds of major employers who offer health management programs to their employees use incentives to motivate employees to participate. The survey even found that the majority of employers who do not use incentives believe that incentives are a good idea, leading to higher return on investment, better health, and higher productivity. (That report, *Employee Health and Productivity Programs: The Use of Incentives*, can be found online at [www.incentone.com/surveyresults](http://www.incentone.com/surveyresults).)

"Employers, and now health plans, see the need to improve engagement in their health and productivity programs--this is the only way they can move the needle on population health risks and associated costs," said Sue Lewis, IncentOne's senior vice president of health and productivity solutions. "They are seeking qualified partners like IncentOne to design and administer incentive programs that help to achieve their business goals. They need partners who offer scalability, so they can ramp up programs to reach more employees."

### **About IncentOne**

IncentOne provides integrated incentive solutions to employers, from small businesses to the FORTUNE® 500, including half of the FORTUNE® 50. IncentOne's technology solutions provide the tools to drive health care cost reduction and productivity improvement. Read its recent issue brief, *The Art and Science of Health Incentives*, at [www.IncentOne.com/IssueBrief](http://www.IncentOne.com/IssueBrief). For more information, please visit [www.IncentOne.com](http://www.IncentOne.com).