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**CONTACTS**

**Company Contact:**  
Wes Winnekins, CFO  
Health Fitness Corporation  
(952) 897-5275

**Investor Relations Contact:**  
Joe Dorame, Robert Blum, Joe Diaz  
Lytham Partners, LLC  
(602) 889-9700  
E: [fit@lythampartners.com](mailto:fit@lythampartners.com)

**MEDIA CONTACT:**

Deb Marshall  
VP of Marketing  
952.897.5235  
[deb.marshall@hfit.com](mailto:deb.marshall@hfit.com)

**HealthFitness Makes Compelling Case for Employee Health Management**

*New issue brief highlights components of strategy to improve employee health and performance*

**MINNEAPOLIS (July 15, 2009)** — Employee health and productivity translate into direct and indirect costs for U.S. employers, and with the cost of health care continuing to spike, most companies are searching for ways to stem the tide. One such measure is through employee health management (EHM), also known as worksite health promotion.

“Employee health management is a strategy companies need to embrace in order to improve employee health and bolster performance and productivity,” said Jim Reynolds, M.D., chief medical officer for HealthFitness (NYSE Amex: FIT), and author of a new issue brief released by the company this month. In his issue brief, “**The Business Case for Employee Health Management**,” Reynolds points out that EHM has moved beyond employee health awareness to being more of an evidence-based, data-driven model as companies strive to show the link between worker productivity and business success.

Reynolds cites a Watson Wyatt 2007/2008 productivity study that shows organizations with highly effective health and productivity practices achieve 20 percent more revenue per employee, have a 16.1 percent higher market value and deliver a 57 percent higher shareholder return compared with their less-effective counterparts. “During these challenging economic times in which every dollar of health care cost coupled with lost productivity translates to a reduced bottom line, the business imperative for managing workforce health is more compelling than ever.”

Companies that initiate an EHM can show a return on value to the company, Reynolds states. He points to another survey released earlier this year by Club Business International that found employers who offer comprehensive wellness programs realize a 25 to 30 percent reduction in medical and absenteeism costs over three years, and earn an ROI of \$3.14 for every dollar spent

on employee wellness. “An organization-wide culture of health, created with the building blocks of best practice EHM and leading-edge program design can help businesses achieve maximum impact and return on investment.”

Reynold’s issue brief provides additional detail about EHM and its effective ROI measurements. To access this issue brief, visit the HealthFitness Website: [www.hfit.com/briefs.cfm](http://www.hfit.com/briefs.cfm).

**About HealthFitness**

HealthFitness is an award-winning provider of integrated health promotion and fitness management solutions to Fortune 500 companies, the health care industry and individual consumers. With 30-plus years of experience, HealthFitness partners with employers to effectively manage health care and productivity costs by improving individual health and well-being. HealthFitness provides a portfolio of solutions, including best-in-class integration, INSIGHT® Health Risk Assessments, screenings, EMPOWERED™ Health Coaching, and fitness facility design and management. For more information on HealthFitness, visit [www.hfit.com](http://www.hfit.com).

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