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University of Louisville Realizes Nearly 3:1 ROI with Employee Health Management
New issue brief highlights critical components of university's successful program

MINNEAPOLIS (May 14, 2009) — Designed and implemented properly, a health management program will deliver a positive return on investment (ROI) and effectively contain health care costs. The University of Louisville knows this to be true and a new issue brief from HealthFitness (NYSE Amex: FIT) shows how this Louisville, Ky.-based university achieved a ROI of 2.67 with its health management program.

The university launched its program, *Get Healthy Now*, in 2005 as a strategy to contain rising health care costs for its more than 4,500 employees. Two years later, HealthFitness began partnering with the university to manage the program, which today includes health risk assessments, dedicated health coaches, an eHealth platform, health advising, an on-site fitness facility, and incentives.

“Demonstrating ROI is of the upmost importance with our health management program,” said Patricia Benson, director of *Get Healthy Now*, University of Louisville. “Through the ROI analysis, we are able to show senior executives that the program has helped the university save millions of dollars in health care spending.”

A recent ROI study conducted by HealthFitness demonstrated the program's success as a cost-containment measure. HealthFitness measured the university's ROI using medical claims data from July 2006–October 2008 and a proprietary methodology based on DMAA standards.

“The University of Louisville has set a solid foundation for improving employee health—and demonstrating the financial impact of its program,” said Jim Reynolds, M.D., chief medical officer, HealthFitness. “The positive ROI achieved with its health management program will help provide critical traction as we look to identify ways that further engage the university population in healthy behaviors and reduce health risks among their employees.”

The issue brief, “**University of Louisville: Delivering Positive ROI Through Health Management**,” provides additional detail about the university's program and ROI measurements. To access this issue brief, visit 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.

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