



NEWS RELEASE

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Prevea and Western Announce Wellness Partnership

FOR IMMEDIATE RELEASE

GREEN BAY, Wis. —*February 19, 2010*—Prevea Health and Western Racquet & Fitness Club are pleased to announce a new partnership focused on wellness. The partnership brings Prevea’s medical care expertise and Western Racquet’s fitness expertise together in one facility. This combination allows the partners to offer local companies a program that will best help their employees reach their health and wellness goals. This is just the first step in a partnership that both organizations hope will take health and wellness to a new level in northeast Wisconsin.

“We were looking for a local healthcare partner who could provide health risk assessments and medical expertise,” said Mark Thomas, vice president and co-owner at Western Racquet, when asked how the relationship between the organizations first began. “We found in Prevea a partner that complements our approach to wellness and could help us fulfill our wellness goals in the community” he said.

“Prevea cares about this community, and this is just another example of that philosophy,” said Dr. Rai, president and CEO of Prevea Health. “For Prevea, partnering with WRFC made sense. It takes a fitness membership to the next level by offering onsite education and medical programming from one of the largest providers of health care in the community, creating a comprehensive wellness program.”

The case for wellness has been well documented: For every dollar spent on a company wellness program, the estimated cost savings is between \$2.30 and \$10.10 through decreased absenteeism, fewer sick days, lowered health and insurance costs, and improvements to employee performance and productivity.

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Further evidence of wellness benefits can be seen in the recent push by health plan providers in the Wisconsin legislature to be able to extend wellness incentives to those in individual and fully insured plans as well, which currently do not have this option.

In the case of group plans where wellness incentives are offered, however, employers often want to maximize wellness programming benefits for their employees. “Employers are constantly looking for the entire wellness package,” says Jennifer Younk, Corporate Wellness Director, Western Racquet and Fitness Club/Prevea. “That means specialized programming for their employees, medical services, fitness and nutrition. The Western/Prevea partnership is that total package.”

Western Racquet currently supports more than 50 companies and their corporate wellness programs, and Prevea Health will soon join the ranks. As part of the partnership, a portion of Western Racquet’s membership dues for Prevea employees will be subsidized through the wellness incentives at Prevea. The physicians, staff and family members of Prevea Health will have access to Western Racquet’s new state-of-the-art fitness club and fitness experts, in addition to Prevea Health’s wellness programming.

For more information on the corporate wellness services through Prevea/Western, please contact, Jennifer Younk by emailing jennifer.youнк@westernracquet.com, or by calling her at (920) 497-1161.

Western Racquet and Fitness Club has been in the Green Bay area since 1974, and with the recent remodeling of the facility completed, it is the premier multi-sport and fitness facility in the area. Western’s philosophy combines fun with fitness in the hopes of building a lasting commitment to a fit and healthy lifestyle. Visit www.westernracquet.com for more information.

Prevea Health’s mission is to care for people with passion, pride, and respect. Founded in 1996, Prevea Health partners with St. Mary’s and St. Vincent Hospitals in Green Bay, and St. Nicholas Hospital in Sheboygan to provide access to more than 200 providers in over 50 specialty areas. Prevea’s 20 locations are throughout metropolitan Green Bay and in Kewaunee, Marinette, Oconto, Plymouth, Pulaski, Seymour, Sheboygan and Sturgeon Bay. Visit www.prevea.com for more information.

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