

## **Alliance for Wellness ROI, Inc. Selects VitalSpring as Exclusive Technology Partner**

*BMW NA, Henry Ford Health System, Kraft Foods Global Inc., Mastercard Worldwide and Schlumberger Will Leverage the VitalSpring Award-Winning Health Benefits Solution to Drive Industry Standards For Wellness Programs*

*A Complimentary Webcast for HR and Benefits Executives is Scheduled for April 22<sup>nd</sup>*

### **FOR IMMEDIATE RELEASE**

#### **Contact:**

Liz Sara. Best Marketing, LLC. 202.255.0134 [Lsara@BestMarketing.net](mailto:Lsara@BestMarketing.net)

**McLean, VA...April 14, 2008...** The Alliance for Wellness ROI, Inc. announced today that it has selected VitalSpring Technologies, the innovator in health benefits performance software, as its exclusive technology partner. The Alliance represents a cross-section of Fortune 500 companies established to standardize the financial measurement of wellness program initiatives across corporate America.

The founding members of the Alliance include executive leaders from BMW NA, Henry Ford Health System, Kraft Foods Global Inc., Mastercard Worldwide and Schlumberger.

The Alliance will use the **VitalSpring for Benefits** solution to automate the collection and aggregation of wellness data, medical and pharmacy claims information, wellness program costs and program participation data. With such disparate information cleansed and harmonized into a single consistent platform, the Alliance team consultants will be able to perform ongoing analyses needed to calculate a company's return on investment (ROI) for their integrated wellness programs. Additionally, using the Alliance's data repository and annual survey, a company can evaluate the impact of its wellness programs against a total population health strategy.

The Alliance invites all companies – not just its member firms – to access and utilize this technology approach to measuring wellness programs. To learn more about how to participate, interested HR and Benefits executives can attend a complimentary webinar scheduled for **April 22<sup>nd</sup> at 12:00 noon EST**. To register, send an email to [inquiries@vitalspring.com](mailto:inquiries@vitalspring.com).

“The VitalSpring technology solution will enable us to prove that the wellness expenditure is an investment, the return on which can be measured objectively,” said Lillian Petty, founder and president of the Alliance for Wellness ROI. “Through VitalSpring, we will normalize different wellness designs and medical plan designs with both demographic and geographic factors, and seek consensus on both standards and financial results among Human Resource and Finance executives.”

“We are honored to be chosen by this prestigious organization as the exclusive technology foundation to support their mission,” said Sreedhar Potarazu, President and CEO, VitalSpring. “Our years of experience in supporting the strategic healthcare goals of both Finance and Benefits executives at dozens of Fortune 500 companies was a key factor in our selection. We enthusiastically support the goals of this national organization in their quest to create an industry-recognized, standardized measurement of investment return on wellness expenditures.”

Advisors that work with the Alliance include epidemiologists from Columbia University as well as actuaries, consultants, wellness experts and IT consultants from Touchstone Consulting Group, Executive Health Exams and UHY Advisors.

For more information about the Alliance for Wellness ROI, visit [www.roiwellness.org](http://www.roiwellness.org)

**About VitalSpring Technologies, Inc.**

VitalSpring Technologies is the first enterprise software company to deliver business intelligence solutions that enable large, self-insured corporations and government agencies to better manage and control health benefits costs. VitalSpring is the only enterprise software company focused exclusively on leveraging employers' purchasing power within their health benefits supply chain. Among Company recognitions are a coveted *DM Review* "World Class Solutions Award" and two consecutive product of the year awards by *Human Resource Executive Magazine*. For more information, visit <http://www.vitalspring.com>.