



## PAUL LOTHARIUS

President and CEO

How do you take two things that appear to be very different and use the best of both to create something greater than the sum of the parts? Winemakers and olive oil producers call it infusion. And it's what HealthFitness associates do every day to help our clients achieve their goals.

We know how to make populations healthier. Infusion takes our strength in health management and applies it to each client, contributing to a culture of health. We take the best of *what we do*, but we make it work within the context of *who they are*. Then we create a program that is more powerful than if we stood outside and didn't understand their goals.

I think about infusion in two layers: The first is putting people at a client's location to understand that environment and to design a program that becomes part of that culture. The second layer is the interface between us and individual employees, and how we can most effectively meet their unique needs. Oftentimes participants will interact with one key HealthFitness associate, a coach or nurse. We are empowering our associates with the ability to know about all the programs, services and touch points an individual may have with their health management program to create a rich experience.

Infusion is an important concept to understand in an environment where technology is gaining a high profile. You can't achieve infusion if all you're selling is a software platform, because you'll never understand what makes each client unique in their own right.

My career started out in IT, but it took a different turn when my boss told me I wasn't ready to become the CIO until I understood the rest of the business. When I followed his advice, I realized I loved being closer to the delivery of the service that made us successful. That's where my passion lies—as a leader providing a clear vision of our goals and making sure we have the right people in place, that we've created the right environment, to achieve those goals. My focus is on creating and implementing the most effective programs to sustain behavior change. We're investing in technology to help make that happen, but not just for technology's sake.

Our success is driven by people. Some think that using technology to replace people may lower costs, but it may also lower quality of the program. I have my eye on delivering on the client's expectation for better health.

Our people are amazing—they are passionate and represent us well. They deal with senior executives in Fortune 500 companies and health plans every day. They are our face and voice. Our program managers are relationship managers. They stay with us a long time because they believe in what they do.

I like applying my creative energy to look at a problem and develop a solution for solving it, then building a team to deliver on that solution. We are a company that prides itself in putting possibilities in motion, and we can be proud of what we do every day.

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## Biography

Paul Lotharius brings more than 20 years' experience in operations and technology management in the health care and insurance industries. Prior to HealthFitness, he was president and chief executive officer of CoreSource, a provider of benefit administration and health management services. He received his master's degree in business administration from Butler University and his bachelor's degree in computer science from Purdue University.

## Subject Matter Expertise

- Best practices in addressing operational issues related to employee health
- Engaging C-suite leadership for health management program success
- Infusing a culture of health to enhance engagement

## About HealthFitness

HealthFitness, a Trustmark company, is an award-winning, URAC- and NCQA-accredited provider of health management, corporate fitness and condition management solutions. With nearly 40 years of experience, HealthFitness is a proven leader and partner for infusing a culture of health. We maximize client results through personalized interaction and a science-based approach to on-site program management, engagement and prevention. Parent company Trustmark provides a full spectrum of employee benefits to improve well-being through better health and greater financial security. For more information on HealthFitness, visit [www.healthfitness.com](http://www.healthfitness.com).

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