



SEAN McMANAMY



Senior Vice President, Corporate Development

In a parallel universe, I'd be a professional writer. I didn't pursue that path, but my passion for clarity of communication informs everything I do at HealthFitness, be it marketing, corporate strategy or information technology. My skills, talents and desires are all linked to answering the question: *How do people and organizations communicate with each other more effectively?* Today, you can't answer that question without discussing technology. But more about that later.

I suppose it goes back to my journalism studies. After graduation, I helped run political campaigns and worked with candidates to distill their messages, identifying what it was about each candidate people would connect with. Then I moved into the insurance industry, where I translated complex issues into actionable ideas.

I do that today, just in a different way. Our business—the entire industry, really—is growing more complex. The need for clarity has an immediate bearing on how we move forward with our technology solutions.

I want to find the best ways to demonstrate that technology can be leveraged to improve health management programs. Through those programs, we connect with people in different ways. When we pull that data together, we are able to use everything we know about participants to effectively engage them.

Our associates do an excellent job of creating engagement, and our technology is a tool that *supports* engagement. Having a single, current view of everything that's happening allows us to coordinate our efforts across our programs. Without it, a participant could ask a question and receive three different answers, undermining our efforts.

This “unified view” enhances clarity, allowing for intelligent, data-driven conversations with participants during every encounter. For instance, if a participant calls in to reset a password, the HealthFitness associate will see if there are outstanding issues, such as completing a health risk assessment, and can talk about those opportunities during the call.

In addition, our customers want us to use technology to make management reporting more efficient. They want that “unified view”—insight into the impact of programs and interventions across their entire population and across all of our service delivery areas. Soon, they will be able to do just that.

This unified approach makes it possible for us to personalize support for each participant. We can make real-time changes and implement real-time solutions. Our people, programs and technology—including a research team committed to evaluating the art and science of health management—ensure we have the right participant in the right program at the right time.

For me, it comes back to clarity and consistency. We build and invest in technology that distills massive amounts of data into clear, digestible and actionable information that is used to transform lives. That message certainly resonates with me, but more importantly, it resonates with our clients.

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Biography

Sean McManamy is responsible for coordinating and creating alignment around HealthFitness' long-term growth strategy. He is responsible for overall sales and marketing functions for this \$125 million health management organization. McManamy serves as a member of the executive leadership team, providing input into overall strategic direction of HealthFitness. Prior to HealthFitness, he was vice president of product development and marketing for fellow Trustmark subsidiary, CoreSource, where he was responsible for ongoing development of the company's data analytics and population health management programs. McManamy built and managed ongoing delivery of a wellness and disease management product that became the fastest-growing product in the company's history. McManamy holds a bachelor's degree in journalism from Marquette University.

Subject Matter Expertise

- Population health management process and products
- Technology to support health management
- Use of data to enhance program efficiency and measurement

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.

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