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FOR IMMEDIATE RELEASE

HealthFitness Announces New Partnership with Rice University

Comprehensive wellness and health management program to launch with "Week of Wellness" in October

MINNEAPOLIS October 13, 2015 HealthFitness is pleased to announce its new partnership with Houston-based Rice University to deliver a comprehensive wellness and health management program for all university employees. A HealthFitness on-site program manager will oversee the university's suite of health management services, which will include a technology platform with wearable device integration, health assessments, Mind Your Health educational seminars, flu shots and more. The new program will launch via a series of "Week of Wellness" activities in October.

"We were ready to go to the next level in our wellness and health management program and build out a robust strategy based on a behavior change approach," said Janel Edson, Rice University benefits manager. "HealthFitness offered the strategic leadership and program support we sought; we are excited to have them as a partner."

HealthFitness' Rosie Gonzalez, R.D., will serve as the university's on-site program manager. Gonzalez has been with HealthFitness since 2005, having worked in the behavioral health science group. She brings more than 20 years of experience as a registered and licensed dietitian in the health industry.

"This partnership is a great opportunity for us to work with Rice University and jointly create a sustainable health management program that leverages our people, tools and processes," said Jennifer Smith, HealthFitness vice president, account management. "We work with several other large educational institutions and look forward to leveraging book-of-business best practices to make ongoing healthy actions possible for more of Rice University's employee population."

The new technology platform was introduced in early October, with health assessments and flu shot clinics. Beginning Oct.19, the “Week of Wellness” will mark the start of on-site programming, including an employee assistance program seminar on stress management, financial fair and wellness walk. All 3,300 Rice University benefits eligible employees are invited to participate in the campus-wide wellness program.

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.

About Rice University

As a leading research university with a distinctive commitment to undergraduate education, Rice University (Rice) aspires to pathbreaking research, unsurpassed teaching, and contribution to the betterment of our world. It seeks to fulfill this mission by cultivating a diverse community of learning and discovery that produces leaders across the spectrum of human endeavor. A member of the American Association of Universities (AAU) Rice’s influence is international as well as national, and the university is dedicated to expanding relationships with the diverse communities of Houston, Texas, the fourth-largest city in the United States. Currently, Rice’s community includes approximately 850 faculty, 2,125 staff, 2,610 graduate students, and 3,888 undergraduates.

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