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FOR IMMEDIATE RELEASE
HealthFitness Science and Analytics Team Members to Present Research at Leading Health Management Conferences
Research demonstrates how HealthFitness improves population health by focusing on the individual

MINNEAPOLIS March 13, 2017 Tatiana Shnaiden, MD, MS, HealthFitness chief science & analytics officer and her colleagues Earl Thompson, senior director, research; and Jack Baker, senior research analyst, will share new HealthFitness research in sessions at two leading health management conferences. The research demonstrates how HealthFitness improves the health of a population by focusing on the individual. The health management conferences include:

2017 Art & Science of Health Promotion Conference, March 27-31, Colorado Springs, CO.
- Poster presentations include:
  - "Integrated Modeling Approaches to Optimizing Workplace Health Promotion Program Offerings," by Jack Baker
  - "How On-Site Health Screenings Produce Significant Cost Offsets," by Earl Thompson and Jack Baker

Population Association of America Annual Meeting, April 27-29, Chicago
- Paper presentation includes:
  - "Demographic Microsimulation in Wellness and Health Promotion: Machine Learning Meets Applied Demography," by Jack Baker, Tatiana Shnaiden and Earl Thompson

"I am excited to share research which demonstrates how we improve the health of a population by focusing on the individual," says Shnaiden. "Our research shows that we provide a consistent, structured, scientifically-based approach for helping our clients create a healthy work environment that supports their employees' individual goals and activities—and helps our clients' progress toward a culture of health."

Shnaiden brings 20 years of experience in health care analytics. In her current role she defines company strategic directions and initiatives in data analytics, research and scientific evidence; and leads a cross-functional science and analytics team.

Thompson has more than 30 years' experience in corporate and marketing research, and management over actuarial and information systems. He holds a master's degree and has completed studies towards a doctorate in educational research and measurement from the University of Toledo.

As senior research analyst, Baker provides analytical support to projects related to population health, program effectiveness and process improvement.
His previous research spans the fields of applied demography and statistics, anthropology, public health, and probabilistic risk/decision analysis.

About HealthFitness
HealthFitness, a Trustmark company, is an award-winning provider of health management, corporate fitness and condition management solutions. With nearly 40 years of experience, it is URAC- and NCQA-accredited and a proven leader and partner for infusing a culture of health. HealthFitness maximizes 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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