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FOR IMMEDIATE RELEASE

Paul Prather Joins HealthFitness as Vice President of Business Development

Industry veteran to develop and implement specialty fitness and recreation programs for colleges and universities and community centers

MINNEAPOLIS November 7, 2017 HealthFitness is pleased to announce the addition of Paul Prather as vice president of business development. In his new role, Prather will partner with colleges and universities and community organizations to develop programs and services designed to improve well-being.

Paul possesses 20 years of health care consulting and corporate wellness and fitness experience and has spent his career forming key strategic alliances, growing and strengthening relationships and achieving significant revenue growth. Prior to joining HealthFitness he served in a series of health care consulting and educational leadership positions, focusing on business development and sales strategy and managing client and vendor partner relationships.

“Well-being is a journey that demands the high-touch, high-impact approach HealthFitness offers,” says Prather. “I was drawn by the opportunity to bring fitness and recreation solutions to community residents, and faculty, staff and students at colleges and universities. I look forward to providing hands-on help and personal connections to guide them toward the right health and well-being choices.”

“Paul is incredibly experienced, results-driven and brings a thoughtful, consultative approach that aligns well with our focus on accelerated growth defined by entering new markets, cultivating new relationships and executing growth strategies within communities and colleges and universities,” says Brian Harrigan, HealthFitness senior vice president, sales and development. “We’re very excited to have Paul as part of the team.”

About HealthFitness

HealthFitness, a Trustmark company, is an award-winning, URAC- and NCQA-accredited provider of health management, fitness and recreation and condition management solutions. With more than 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 <http://healthfitness.com/>

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