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FOR IMMEDIATE RELEASE

Ben Milstien Joins HealthFitness as Vice President of Business Development

Health care industry veteran will partner with consultants and large market employers to develop and implement wellness solutions

MINNEAPOLIS January 23, 2018 HealthFitness is pleased to announce the addition of Ben Milstien as vice president of business development. In his new role, Milstien will partner with large market employers and consultants to develop and implement wellness solutions for companies with more than 5,000 employees.

Milstien possesses more than 20 years of health care sales and consulting experience, fostering relationships, forming key strategic alliances and achieving significant revenue growth. Prior to joining HealthFitness, Milstien held a series of senior sales and consulting leadership positions at Maven Clinic, RedBrick, Castlight Health, Truven Health Analytics and HighRoads.

“Today’s market demands a new type of health and wellness solution and HealthFitness is the only company that delivers a complete and integrated personalized wellness solution that includes the best of fitness, wellness, occupational health and a powerful engagement platform,” Milstien says. “Demonstrating the value of our high-touch, employee-centric wellness programs to large market employers and consultants is a tremendous opportunity.”

“The addition of Ben is a key step in the evolution of our sales team and we’re very excited to have him play a crucial role in partnering with consultants to bring our powerful wellness solutions to large market employers,” says Brian Harrigan, HealthFitness senior vice president, sales and development. “Ben is incredibly experienced in wellness and digital health, is results-driven and brings a thoughtful, consultative approach that aligns well with our focus on accelerated growth. We’re excited to have Ben 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 wellbeing through better health and greater financial security. For more information on HealthFitness, visit <http://healthfitness.com/>

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