



HEALTHWAYS

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HEALTHWAYS AND PARTNERSHIP FOR PREVENTION JOIN FORCES TO ADVANCE U.S. PREVENTION AND WELL-BEING IMPROVEMENT POLICIES

NASHVILLE, Tenn. & Washington, DC -- (Nov. 2, 2011) -- Healthways, Inc., the leading provider of well-being improvement solutions, and Partnership for Prevention, a nonpartisan organization of business, nonprofit and government leaders seeking to create a “prevention culture” in America, are partnering to advance nationwide efforts in disease prevention and cost-effective well-being initiatives.

Through this relationship, Partnership and Healthways will work to understand and support policies and programs that increase well-being where people live, learn, work and play. The focus of the organizations’ work will be on evidence-based policies and programs.

“For two decades, Partnership for Prevention has been dedicated to documenting the relative value of preventive measures and engaging national corporate leaders, payers, health care delivery organizations, advocacy organizations, public health officials and government policy makers in dialog that results in large scale action. With Partnership for Prevention as our strategic partner, we will have access to critical insight into the most cost-effective prevention measures capable of having the most health impact so that we can bring even more value to our customers and the communities we serve,” said Ben R. Leedle, Jr., President and CEO of Healthways.

In addition to conducting rigorous research on which interventions and policies are most effective, Partnership for Prevention facilitates several national work groups staffed with leading practitioners, public health advocates and scientists. These include the National Commission on Prevention Priorities, the Health Professionals Roundtable on Preventive Services, the ActionToQuit Tobacco Cessation Network and the National Chlamydia Coalition among others.

“In Healthways, we have found a unique organization that is genuinely committed to improving well-being of individuals, communities and countries and doing so in ways that make large-scale impact and economic sense,” said Jud Richland, CEO of Partnership for

Prevention. We are especially interested in collaborating to unlock the value of the Gallup-Healthways Well-Being Index by applying its findings to inform health policy for years to come.”

The Gallup-Healthways Well-Being Index[®] is the first-ever daily assessment of U.S. residents' health and well-being. By interviewing at least 1,000 U.S. adults every day, the Well-Being Index provides real-time measurement and insights needed to improve health, increase productivity and lower healthcare costs. Public and private sector leaders and researchers use its unprecedented resource of health statistics and behavioral economic data to develop and prioritize strategies to help their communities thrive and grow.

Incoming Partnership for Prevention Board Chair, Eduardo J. Sanchez, MD, MPH said, “Partnership for Prevention has made significant inroads in establishing the value and shaping policy related to our country’s investment in prevention. We are excited to collaborate with Healthways, which is nationally recognized for delivering cost-effective prevention and well-being improvement solutions for payers, employers, communities and governments. Now more than ever, our country needs to combine the best thinking, hard work and resources of the public and private sectors. Partnership for Prevention and Healthways have both been leaders in this regard and now we’ll join forces and work together.”

About Healthways

Healthways is the leading provider of specialized, comprehensive solutions to help millions of people maintain or improve their health and well-being and, as a result, reduce overall costs. Healthways’ solutions are designed to help healthy individuals stay healthy, mitigate or eliminate lifestyle risk factors that can lead to disease and optimize care for those with chronic illness. Our proven, evidence-based programs provide highly specific and personalized interventions for each individual in a population, irrespective of age or health status, and are delivered to consumers by phone, mail, internet and face-to-face interactions, both domestically and internationally. Healthways also provides a national, fully accredited complementary and alternative Health Provider Network and a national Fitness Center Network, offering convenient access to individuals who seek health services outside of, and in conjunction with, the traditional healthcare system. For more information, please visit www.healthways.com.

About Partnership for Prevention

Partnership for Prevention is a nonpartisan organization of business, nonprofit and government leaders working to make evidence based disease prevention and health promotion a national priority.

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