



**News Release
For Immediate Release
August 15, 2008**

City of Las Vegas Credits Wellness Coaches USA

Blue Bell, PA – August 15, 2008 – Wellness Coaches USA, the pioneer and leading national provider of workplace wellness and wellness coaching, is very pleased to distribute the following comment regarding its services to the City of Las Vegas. The information has been provided by *Victoria J. Robinson, MBA, SPHR Manager, Insurance Services, City of Las Vegas*

In 2004 the city of Las Vegas became the first municipality in the United States to offer a consumer driven health plan. One of the elements of successful consumerism is providing members with the tools and resources to make good decisions and to be good stewards of their own wellness. We realized in late 2005 that, although our costs were almost totally flat, our employees were not taking full advantage of the resources we provided via the website and the health plan (24 hour nurse line, telephonic coaching, etc.) and that there was more we could do to assist our employees towards a healthier lifestyle (and, of course, assist us in keeping our costs low.) We decided that what was missing was that human touch. We felt our employees needed someone to personally assist them in areas of nutrition, weight management, exercise, smoking cessation, etc. We went out for RFP. Nine organizations responded, but Wellness Coaches' response stood out from the rest. They just seemed to genuinely understand what we were trying to accomplish.

We hired them as of 7/06, and they have been with us ever since. We have 4 full time coaches for our 3,000 employees. They have truly become part of the fabric of our organization. On a daily basis they visit individual employees for one-on-one conversations about health and wellness, as well as delivering printed materials on the health topic of the month, or results from the latest weight loss or walking contest. They provide biometric testing such as blood pressure, weight and body fat percentages. They captain our teams for events like Race for the Cure, or the Susan Komen run. Every first Tuesday of the month is Tooty Fruity Tuesday. On that day they literally deliver a piece of fruit to every city employee. It's a wonderful opportunity to talk with an employee who may ordinarily be reluctant to discuss a health issue, and a great reminder that snacks don't have to be full of fat and calories.

I can honestly say they have made inroads in our corporate culture. Two years ago a meeting wasn't a meeting without donuts and/or muffins the size of your head. While the donuts and muffins still surface more often than we want, they are almost always accompanied by fruit and granola bars. Our City Manager and Mayor talk at city meetings about the positive influences the coaches have had. I receive e-mails on a regular basis saying "I just walked up six flights and didn't die. Thanks for the Wellness Coaches." or "I've lost 60 pounds and I'm going to see my son grow up. Thank you for the Coaches."

We are seeing the difference numerically, as well. It's extremely hard and costly to do an ROI on these types of services. However, we've had over 80 people quit smoking. Over 600 people have reduced their blood pressure. We've collectively lost over 6,000 pounds, and walked over 61,000 miles. Our ER visits are down by more than 50%, as are our hospitalizations, while our office visits and preventive care visits are up dramatically. Wellness Coaches have become an integral part of our health program. They have always been wonderful to work with and have quickly and professionally performed any task we asked of them. As you can tell, we are big fans of Wellness Coaches USA here at the city.