

## **Wellness Coaches USA Announces “Partnership” with Hummingbird**

***Wellness Coaches USA to launch innovative, new breakthrough wellness coaching platform...for the first time integrating the power of onsite wellness coaching with the reach and scalability of telephonic/web based coaching technology...***

**Blue Bell, PA - December 17, 2009 - Wellness Coaches USA (WCUSA)** is excited to announce our new partnership with Hummingbird Coaching Services to further enhance and expand the reach of our pioneering onsite wellness coaching services. We will do so by integrating our face-to-face onsite delivery methodology with Hummingbird's highly regarded online and telephonic coaching technology platform. As a result, our onsite wellness coaches, with their highly visible workplace presence and personal access to employees, will be trained and equipped to provide both onsite (face-to-face) and technology based (web and telephonic) wellness coaching services for the employer populations to which they are dedicated and assigned.

According to Gene McGuire, a Managing Partner of Wellness Coaches USA, “we believe this innovative, new coaching platform represents the beginning of a paradigm shift in workplace wellness...providing the best of both the onsite and technology coaching worlds...with each methodology enhancing, reinforcing, strengthening, and improving the capability of the other to affordably produce large-scale improvement in employee population health.”

Now, for the first time, the power of onsite wellness coaching, and its proven capability to motivate and drive over 80% sustained employee engagement in wellness efforts, will be combined with a premier web-based/telephonic wellness coaching technology to create a best-in-class wellness coaching deliverable. In addition to enhancing its core onsite coaching service, this new coaching platform will enable WCUSA to better reach and engage population segments for which onsite coaching is either impractical, not available (i.e. spouses, retirees, and remotely located employees), or otherwise not within budgetary constraints. The integrated product will produce more engagement than ever before possible; with each engaged person having access, through one seamless workplace wellness coaching strategy, to the coaching resource most suitable to their needs, and therefore most likely to successfully support their efforts to improve their behaviors, and their lives.

### **About Wellness Coaches USA**

Wellness Coaches USA, recognized for its innovation and leadership in adapting coaching science to the realities of workplace delivery, is the leading national provider of onsite wellness coaching services. Since our inception in 2001, WCUSA has grown rapidly and now provides onsite coaching services to employers of all sizes, throughout the country, and in virtually all business and industrial classifications. Employers served include regional employers; large national multi-state/multi-location employers; municipalities and cities; universities; and regional health care systems.

### **About Hummingbird Services**

Hummingbird's technology, successfully implemented since 1997, is one of the most highly regarded online and telephonic coaching technologies available in the wellness marketplace. It combines intuitive and user-friendly software with the reliability of a system constructed on the powerful Microsoft.Net technology platform that has been used for years by thousands of users. The system conforms to HIPAA regulations and employs the latest security technology to protect confidential, health-related information.