



Gretchen Fri  
Public Relations Coordinator  
(330) 670-5079  
[Gretchen.fri@infocision.com](mailto:Gretchen.fri@infocision.com)

Matthew Feltrup  
Public Relations Specialist  
(330) 670-5089  
[Matthew.feltrup@infocision.com](mailto:Matthew.feltrup@infocision.com)

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## **Promoting Healthier Living Lowers Health Costs** ***InfoCision Finds Innovative Ways to Battle Rising Insurance Premiums***

**Akron, Ohio, January 29, 2008** - At a time when health insurance costs are spiraling out of control, many employers are having trouble coping with the financial burden incurred through these rising expenses. However, one Huntington company has taken proactive steps to decrease medical costs by making a commitment to improve the health of its employees.

Akron, Ohio-based teleservices firm InfoCision Management Corporation has instituted a company-wide health and wellness initiative that focuses on improving the total wellness of employees by providing them with [tools to achieve a healthy work-life balance](#). These tools include giving employees convenient and easy access to innovative on-site amenities. As part of its latest building expansion, which was just completed in December 2007, InfoCision has brought these amenities to its Huntington location.

One such amenity is the on-site fitness center; a program the company calls InfoFitness. This facility is equipped with high quality fitness equipment such as treadmills, elliptical machines and free weights. The fitness center includes locker rooms and showers, so employees can use them before or after work, or even during breaks. An InfoFitness membership is available to all employees for just \$3.50 per week, and employees are taking full advantage.

“The response to the new on-site fitness center in Huntington has been tremendous – by far the largest membership percentage throughout the company. It’s great to see that so many InfoCision employees in Huntington care about improving their health,” said InfoCision Health and Wellness Coordinator Laura Korzeniewski. “We’ve actually had to service some of the equipment already because it is getting so much use.”

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In addition, as part of a program called InfoWellness, InfoCision has recently hired local physician, Dr. Larry Caserta to hold office hours in the company's new, state-of-the-art, on-site wellness center. Dr. Caserta is available to treat employees during specified hours each week and is even available to provide after-hours medical care, including minor-urgent care, when necessary. He can perform all the functions of a traditional off-site primary care physician, such as prescribe medicines, perform physicals and take blood work – and the cost is only half of employees' regular co-pay.

The greatest benefit of these on-site amenities is the convenience it provides employees. For instance, when an employee has a medical concern, he or she can simply stop in and see Dr. Caserta for fifteen minutes first thing in the morning instead of having to schedule an off-site doctor's visit and miss an entire morning of work. Since most InfoCision employees in Huntington are paid hourly, this option saves them a great deal of time and money.

While these programs require an initial investment, InfoCision and its employees have begun to reap the benefits in terms of cost savings and productivity.

"We were experiencing health insurance cost increases of 12 to 14 percent every year, and we knew we had to do something about it," said InfoCision Senior Vice President of Corporate Affairs Steve Brubaker. "Since we instituted our health and wellness programs three years ago our insurance premiums have flat-lined; both for InfoCision and for our employees. Our workforce is healthier and more productive, as they have missed less work due to less off-site doctor's visits and illnesses."

While InfoFitness and InfoWellness are the staples of InfoCision's corporate health and wellness initiative, the company is doing much more to promote health and wellness to employees. The company's monthly newsletter provides information such as how to avoid and treat common ailments, answers to frequently-asked medical questions, and general tips for living healthier. In addition, InfoCision sponsors contests to promote healthier lifestyles, and annual health fairs at each location where employees can get free blood pressure and cholesterol screenings.

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To further assist employees achieve their desired work-life balance, InfoCision also offers such amenities as:

- Tuition reimbursement
- Lactation rooms
- Day-care reimbursement
- 401k matching program
- Company-sponsored accidental death and life insurance policy

### **About InfoCision**

Founded in 1982, InfoCision Management Corporation is the second largest privately held teleservice company and is a leader in customer care services, commercial sales and marketing for a variety of Fortune 100 companies and smaller businesses. InfoCision is also a leading provider of inbound and outbound marketing for nonprofit, religious and political organizations. InfoCision operates 32 call centers at 13 locations in Ohio, Pennsylvania and West Virginia. For the second consecutive year, InfoCision has been named one of the top [ten best employers](#) in Ohio by the state chamber of commerce.

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