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InfoCision initiative focuses on education and prevention to aid employees' long-term health

Company aims to reduce chronic illnesses and healthcare costs through wellness program

Huntington, W.Va., September 8, 2008 – Increasing work and life responsibilities in today's fast-paced society make it hard to find the time to lead a healthy lifestyle for many workers. In the state of West Virginia, rates of chronic disease incidence are among the highest in the country for many deadly diseases that can be prevented. So how does the average worker find the time or resources to make health a priority and prevent disease?

One company is taking it upon itself to help make it convenient for employees to live healthier, happier and longer lives. InfoCision Management Corporation, located in Huntington, has found itself on the leading edge of a trend to be more strategic in its approach to employee wellness by providing tools and motivation that make it easier for employees to make healthy choices and manage their health, while also lowering health insurance premiums for the company and employees.

"We saw our insurance costs rise by more than 12 percent every year and we knew we had to do something about it. But besides the cost, we are concerned with the total well being of our employees. The bottom line for us is keeping our employees healthy," said [Carl Albright](#), President and CEO, InfoCision Management Corporation.

In December of 2007, InfoCision opened on-site fitness and wellness centers within its Huntington location as part of a company-wide [health and wellness initiative](#). InfoCision is banking on its health and wellness programs reducing the rising costs of visits to physician's office or hospital emergency rooms. But more than that, the company hopes that by having a physician and fitness center on-site, employees are able to better manage and even prevent chronic health conditions, such as obesity and diabetes, which have become a rising concern in West Virginia.

A major aspect of InfoCision's wellness program is its on-site wellness centers, called InfoWellness. InfoCision hired local Huntington physician Dr. Larry Caserta to provide on-site medical services ranging from physicals to blood work to cholesterol screening and regular blood pressure checks – basically any medical issue a primary care physician handles. Dr. Caserta is able to monitor chronic employee health conditions, provide diagnoses and offer suggestions about managing and preventing conditions. Prevention is the key to maintaining long-term health, a concept many InfoCision employees are beginning to better understand.

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The fitness center, called InfoFitness, is outfitted with high quality fitness equipment such as treadmills, elliptical machines, recumbent bikes and free weights. Showers and locker rooms add convenience so employees can work out before or after work, or even during breaks. To help motivate employees to get healthy and take control of their health, the company holds contests that offer cash and other prizes as incentives to lose weight. In fact, in the past year, Huntington employees have teamed up to lose almost 500 pounds in the Weight Loss War, a contest inspired by TV's "The Biggest Loser."

InfoCision also offers employees free smoking cessation assistance, and even holds annual health fairs where employees have access to health screenings from certified health professionals. These professionals can help employees detect any early warning signs for disease such as high blood pressure or high cholesterol, and offer the ability to address them in a timely manner before they become out of control. The company has also changed the food in its vending machines to be 70 percent healthy choices.

While these programs require an initial investment, InfoCision and its Huntington employees have already begun to reap the benefits. Health insurance premiums have flatlined, and currently, 75 employees in Huntington are members of the InfoFitness Center, and many employees have taken advantage of the on-site physician. In addition to boosting the health of the workforce, these programs have also had a positive impact on employee morale and attitude and decreased absenteeism.

"We had to do this for our employees, because they are the best in the teleservices industry and the source of our competitive advantage," said InfoCision Senior Vice President of Corporate Affairs [Steve Brubaker](#). "We want to keep the best employees healthy and working right here at InfoCision."

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 33 call centers at 13 locations in Ohio, Pennsylvania and West Virginia. For the third consecutive year, InfoCision has been named one of the top [ten best employers](#) in Ohio by the state chamber of commerce. For more information on InfoCision please visit www.infocision.com.

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