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## **Focused Health Solutions Unveils New Logo Symbolizing Integrated Approach to Reducing Healthcare Costs**

*“Dedicated to lasting behavior change” reflects organization’s long-term, active approach to achieving organizational and individual health improvement goals*

**Deerfield, IL, May 07, 2009** – At a time when we could all use some help managing our bottom lines, Focused Health Solutions is reinforcing its value proposition to emphasize how it can help employers better manage increasing healthcare costs.

Focused Health Solutions, a leading national provider of customized population health management services, is unveiling a new look and philosophy that better reflects its goal of reducing medical costs for employers by improving workforce health and productivity.

This continuum of services provided by the company is reflected in the new, three-point logo. In addition to representing health issues that range from common risks to costly, chronic diseases, the logo symbolizes the process by which Focused Health identifies, personalizes, and engages employees in better managing their health. The company’s sophisticated, proprietary technology platform provides a comprehensive view of the employee’s health status and, ultimately, measureable cost improvements for the employer.

Focused Health also offers a unique engagement model that encourages participation and rewards behavior change to ensure that healthy self-management techniques last a lifetime. *“Dedicated to lasting behavior change”* is the new tagline for the organization. Its purpose is to emphasize results for its clients and their employees.

“We believe it is important that individuals and organizations have access to quality programs and services once they’ve decided to achieve certain health goals,” said Charlene Bonvissuto, a registered nurse and President and Chief Executive Officer at Focused Health. “Our engagement model provides individuals with the education and support needed to achieve success and a return on investment for the employer.”

Services are provided by registered nurses, health coaches and other allied health professionals who are personable, skilled, and knowledgeable regarding the most common and costly health risks and conditions. One-on-one education, interactive monitoring, and access to nurse- and health coach-run call centers are some of the personalized services available to assist with achieving and sustaining personal health goals.

“We know the key to meeting health goals – whether it is an individual’s or an organization’s – is in delivering customized solutions that improve one’s quality of life and create a healthier

workforce,” said Tammy Welbourn, Vice President, Operations. “Our goal is to provide affordable, effective solutions through the delivery of quality educational information, state-of-the-art technology and personable, one-on-one coaching.”

For more information on how Focused Health Solutions’ population health management services can help your organization, visit [www.focusedhs.com](http://www.focusedhs.com).

### **About Focused Health Solutions**

Focused Health Solutions is a leading national provider of customized population health management services. Founded in 1999, the Deerfield, IL based company boasts a senior management team with over 100 years of collective experience in the health care industry and a blue chip customer base. FHS combines innovative data analysis, condition-specific clinical pathways, proprietary tele-health technology, Health Risk Assessments, and deep clinical expertise to reduce healthcare costs and improve health. The FHS population health management model integrates sophisticated systems and experienced personnel to produce quantifiable clinical and economic benefits for individuals and clients. Focused Health Solutions is a member of DMAA, NCQA, HERO and MWA. For more information, visit [www.focusedhs.com](http://www.focusedhs.com).

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