

## **NEWS RELEASE**

FOR IMMEDIATE RELEASE

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### **HMAA LAUNCHES “BEST IN STATE” WELLNESS PROGRAM**

HONOLULU – Hawaii Medical Assurance Association (HMAA), the second-largest Preferred Provider Organization (PPO) in Hawaii, is now offering a health and productivity solutions program for businesses and employees that is unparalleled in the local marketplace.

HMAA is providing its cutting-edge program, HMAA "Wellness for Life", for free to its 42,000 members as part of a broader effort by HMAA to help businesses facing economic challenges by expanding and enhancing its line of value-added products and services.

“Businesses are struggling to stay afloat in this prolonged challenging economy, and we’re in a position to help them save time and money,” said HMAA Chairman, President and CEO John Henry Felix. “HMAA 'Wellness for Life' will help businesses lower health costs and improve productivity, and lead to a healthier, happier workforce.”

HMAA "Wellness for Life" provides health consultations and personal coaching from locally-based certified health experts to develop a customized wellness plan; life health assessments that integrate physical, psychosocial and work-life health; interactive online tools that provide vital information to empower members to make better individual health decisions; and incentives and discount programs to increase participation and track results online. No other wellness program currently available in Hawaii provides personal coaching from locally-based certified health experts.

Productivity losses related to personal and family health problems cost employers \$1,685 per employee per year, according to the Centers for Disease Control and Prevention (CDC). A review of 73 published studies of worksite health promotion programs showed an average 3.5-to-1 savings-to-cost ratio in reduced absenteeism and health care costs, according to the CDC;

however, a 2004 survey of 730 worksites found that only 6.9 percent offered a comprehensive worksite health promotion program.

HMAA’s cutting-edge health and productivity solutions program is modeled after a similar program adopted by the U.S. Department of Defense and other mainland businesses. More than 81 percent of participants reported reduced stress as a result of the program, 72 percent reported they were more likely to stay with their employer as a result of the benefits, and 62 percent reported improved productivity, according to a national survey.

HMAA has always been known as Hawaii’s leading provider of superior health insurance benefits for small and medium-sized businesses, and larger employers as well. HMAA’s comprehensive medical plans include alternative benefits such as acupuncture, chiropractic and naturopathic care, as well as life insurance, wellness programs, and dental, vision and prescription drug riders. It offers the best medical plan option for sole proprietors in the state. HMAA’s benefits and rates can be customized for any company. More information is available at [www.hmaa.com](http://www.hmaa.com).

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