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Edington Associates Established to Cut Healthcare Costs and Raise Productivity Through Healthy Workforces

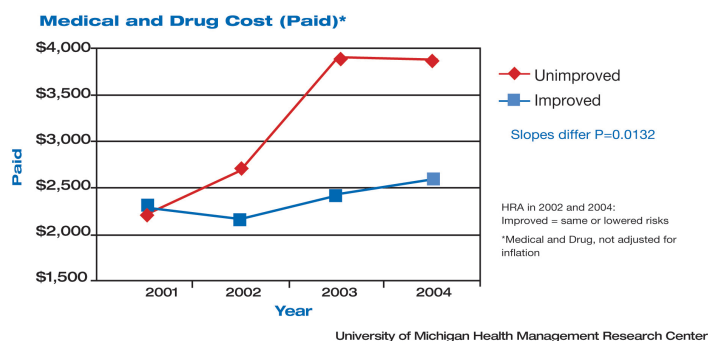
- **With support from Cigna, healthy workplace expert, Dr. Dee Edington, puts 30 years of landmark research into company that transforms organizational wellness**
- *“When organizations focus solely on high-risk populations, they miss all of the healthy individuals at risk for costly, declining health. We show organizations how to keep employees from ‘getting worse’ — creating winners who develop a passion for staying healthy.” – Dr. Dee W. Edington*

ANN ARBOR, MI — Dee W. Edington, Ph.D., today announces the launch of Edington Associates (EA), a company dedicated to creating and maintaining healthy, high-performing workplaces and workforces. Its work reduces healthcare costs and productivity loss in corporations and organizations worldwide.

In addition to Edington, EA’s leaders include former executives from Pfizer Health Solutions and HealthMedia. The company, a University of Michigan startup, is located in the University of Michigan Tech Transfer Venture Accelerator. Cigna, a global health service company, is an initial investor.

Edington, director of the University of Michigan Health Management Research Center, is author of *Zero Trends: Health As a Serious Economic Strategy*. It is the foundation for the company’s work.

The Edington System uses extensive data to identify, track and evolve an organization’s health and performance strategies. It supports the health of the total workforce and uniquely works to motivate healthy and reasonably healthy employees to first maintain and then improve their health. Starting with “don’t get worse,” the system thus reduces healthcare costs and improves productivity.



As the chart above shows, employees who maintain or improve their health average about \$2,500/year in medical/drug costs, while those whose health worsens average almost



\$4,000/year. Edington’s work also has shown that participating employees are absent 1.2 days/year less than those who don’t participate in health programs. An organization with 300 employees will save a year’s worth of productivity.

Edington Associates’ results are essential given the rising costs of healthcare — to employees and to companies. A national study released in late September by the Kaiser Family Foundation shows employee contributions to their health coverage have climbed 131% in a decade; employer contributions have risen 113%.

“Our clients are determined to reverse America’s skyrocketing healthcare costs. They know success in a global economy demands a healthy, high-performing workforce,” Edington said. “Edington Associates supports ‘Champion Companies’ that employees consider among the best places to work because staying healthy is a corporate priority.”

The Edington System helps employers adopt sustainable strategies based on five fundamental pillars. Those include outspoken senior leaders who see a healthy culture as a business strategy, and employee “self-leaders” companywide who are engaged in managing their own health.

Edington, through his leadership at the University of Michigan, has worked with hundreds of companies.

“Cigna has had a long and successful relationship with Professor Edington, and we’re pleased to join him in this new venture,” Cigna’s Vice President for U.S. Product Jackie Aube said. “His company will not only help employers strengthen their workplace health and wellness business strategy, it will also contribute further to the body of knowledge related to health improvement.”

Edington Associates’ Board of Directors includes Edington, Ted Dacko, founder of Arbor Dakota and former CEO of HealthMedia, and Lance Wilkes, Senior Vice President of Business Development for Cigna.

Edington Associates expects to expand its staff by nearly three dozen team members within the next five years.

About EA: Edington Associates partners with organizations worldwide to create and maintain healthy, high-performing workplaces and workforces. Its efforts help clients reduce and eliminate the upward trend of excess healthcare costs and productivity losses. Its “Champion Companies” model the discoveries of Dr. Dee W. Edington’s 30 years of research at the University of Michigan Health Management Research Center. His work has been captured in the groundbreaking book, *Zero Trends: Health As a Serious Economic Strategy*. Edington Associates’ leaders and board members are experts from Pfizer Health Solutions Inc.; HealthMedia, now a part of Johnson & Johnson; and Cigna. www.edingtonassociates.com