**ShapeUp To Present Health Plans With Ways To Improve Member Health Through Social Networking at AHIP Institute 2011**

*Company Will Showcase How It Has Worked With Health Plans To Produce Clinically Significant Health Outcomes*

PROVIDENCE, R.I. June 14, 2011 – ShapeUp, the leader in clinically-proven social networking-powered wellness solutions, will exhibit at the 2011 America’s Health Insurance Plans (AHIP) Institute, focusing on ways that health plans can easily implement a member engagement platform that makes health social, using peer motivation to improve the health of their covered populations. Taking place in San Francisco on June 15-17, AHIP Institute brings together thought leaders in the healthcare industry to discuss ways to improve health and wellness. At the conference, ShapeUp will demonstrate its proven methodology for engaging record-breaking numbers of people through social networking and gaming.

ShapeUp is a corporate wellness company that leverages trusted social networks to promote positive behavior change in large populations. Already in place at major health plans including Aetna, Blue Shield of California, and Highmark, ShapeUp’s wellness platform not only helps individuals change their lives, but also reduces healthcare costs; typical clients have seen average weight losses of 7.1 lbs per participant (approximately 1.2 BMI points) which translates to $230 in healthcare savings per person per year.[[1]](#footnote-1)\*

On hand to discuss the specifics of how social networking can be used to improve health, representatives of the ShapeUp team will also provide pointers for increasing member engagement, including [8 easy-to-implement tips](http://www.shapeupthenation.com/reports/add-social-networking) for making wellness social.

 “Our clients routinely enjoy record-breaking engagement rates with the ShapeUp program,” said Ed Ross, vice president of business development at ShapeUp. “Recently, Highmark experienced an unbelievable 46% participation across its company, which led the average participant to lose 5.6 pounds, equivalent to 1 BMI point. We’re certain that other health plans will experience similar successes.”

To schedule a meeting with ShapeUp at AHIP Institute 2011, please [click here](http://www.shapeupthenation.com/email/wellness-social/) or contact Ed Ross at eross@shapeup.com.

**About ShapeUp**

ShapeUp is the first corporate wellness company focused on leveraging the power of trusted social networks to promote healthy living. Founded in 2006, ShapeUp has pioneered an innovative approach to behavior change that uses social networking technology to reduce health care costs and improve the health of large populations through peer motivation, support, and accountability. ShapeUp’s evidence-based social engagement platform covers over two million lives and is used by more than 200 employers and health plans. For more information, visit <http://www.shapeup.com> and [follow us on Twitter.](http://www.twitter.com/shapeupdotcom)

1. Wing, R et al: A Statewide Intervention Reduces BMI and Adults: Shape Up Rhode Island Results*. Obesity 2009*

*\** Edington, Dr. Dee. Cost per risk level. *University of Michigan, 2004.* [↑](#footnote-ref-1)