

## Company Summary

ActivHealth was formed in 1998 in partnership with Duke University Medical Center, a world-renowned leader in health promotion and wellness. Our cornerstone product, The PHD Network, is a comprehensive Health Management System that delivers personalized health and wellness information in an interactive format via the Internet. We eliminate the time it takes to find relevant health information and, since Duke writes all the programs, users get trustworthy, screened content in just minutes!

The Personal Health Development (PHD) Network originated in 1998 by Les Hutchison, PhD, and a group of medical doctors, consultants and other industry specialists with combined expertise in wellness education, Internet technology, finance, operations, sales and marketing.

Since that time, we've fulfilled our vision of becoming a leading provider of personalized and interactive health and wellness information via the Internet. This success has come through helping employers and employees address five essential elements of wellness: health education, stress management, nutrition, personal development and exercise and fitness.

With so many years of experience and so many satisfied customers, ActivHealth has truly found ways to keep health management programs easy to access and afford for employers and employees nationally. Research has shown that employers participating in such programs save a significant amount of money on healthcare costs. One client found that employees who participate in a health management program had 75% lower healthcare costs than their non-participant counterparts.

ActivHealth has designed its program to encourage employee participation – whether yours is a company who has never offered such a program or a company who wants to personalize its current health management program. Most employers have a 55% to 94% participation rate.

With a simple five-step process, ActivHealth's PHD Network is designed to save time – members can quickly and easily access health information online whenever is convenient.

Each program is personalized to the individual for the best results so participation in the program is fun. ActivHealth utilizes graphics and motion as much as possible.

The PHD Network offers benefits on many levels. Sponsors promote quality of life for their employees and focus on individual and spouse/family health issues. The cost effective program offers a variety of communication tools to keep employees plugged in and generates tracking reports to show participation and effectiveness of the overall program. The PHD Network supports the company's existing business model.

Individual users benefit from the personalized approach that's convenient and user friendly. All focus is based at the user level and includes programming for spouses as well. Individuals can relax and depend on the trusted source of information.

ActivHealth and its PHD Network offer easy implementation and access with high quality service. The Network accurately distributes relevant information, increases satisfaction, develops a personal interest in wellness and focuses on education as the key to a healthy lifestyle.