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**\*\*\* MEDIA ALERT \*\*\***

**AllOne Health Leadership Forum Makes a Case for the Value of Proactive Employee Health Management**

*Wharton Professor Shares Strategies for Creating a Culture of Health in the Workplace with Philadelphia Business Leaders*

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- WHAT:** AllOne Health will host **Mark Pauly, Ph.D., professor at the Wharton School** of the University of Pennsylvania, at the second AllOne Health Leadership Forum at the Comcast Center in Philadelphia. Dr. Pauly will present "Making a Convincing Case for the Value of Employee Health" and discuss the results of a **new AllOne Health workplace survey** gauging attitudes of employers and employees on health, workplace wellness and productivity. About 125 executives and administrators from small- to mid-sized companies in the greater Philadelphia area are expected to attend.
- WHY:** According to the Stop Obesity Alliance, 80 percent of employees think that health care programs that emphasize healthy lifestyles and weight management belong in the workplace. The AllOne Health Leadership Forum will give employers turnkey solutions for a more proactive approach to employee health to help increase productivity, retain top talent and decrease health costs.
- WHO:** **Mark Pauly, Ph.D.**, professor of health care systems, business and public policy, insurance and risk management, and economics at the Wharton School of the University of Pennsylvania  
**AllOne Health executives and workplace health experts**  
**Conference attendees:** Greater Philadelphia executives
- WHEN:** **Tuesday, October 21, 2008; 8:00 - 10:00 a.m.**  
(Registration begins at 7:30 a.m. Breakfast will be served.)
- WHERE:** **AllOne Health Leadership Forum**  
**The Comcast Center, 3<sup>rd</sup> Floor**  
1701 John F. Kennedy Blvd.  
Philadelphia, PA 19103
- PRESENTER BIOS:** **Mark Pauly, Ph.D.**, Wharton School of the University of Pennsylvania
- Pauly serves as Bendheim Professor at the Wharton School teaching health care systems, business and public policy, insurance and risk management, and economics. His current projects include the analysis of health reform, conceptual foundations for cost-benefit analysis of drugs, the future of Medicare, health insurance design and anomalies in insurance. Pauly is the co-editor-in-chief for *International Journal of Health Care Finance and Economics*, as well as the advisory editor for the *Journal of Risk and Uncertainty*.
- As a leading health economist, he recently received the Spencer Kimball Article Award from the *Journal of Insurance Regulation* for "Terrorism Losses and All Perils Insurance" with Howard Kunreuther. In December 2006, he received the National Institute of Health Care Management Foundation's Research Award for "Is Health Insurance Affordable for the Uninsured?" with M. Kate Bundorf. Pauly has also served as a professor at Northwestern University and the University of Virginia.

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**Media Note:** *If you would like to arrange an interview with Pauly or AllOne Health executives, or would like a copy of presentation materials, please contact Meghan Brawley at (919) 882-1973 or [mbrawley@capstrat.com](mailto:mbrawley@capstrat.com). Headshot photos are available upon request. To sign up to attend the AllOne Health Leadership Forum, please call (877) 720-7770 or send an e-mail to [prevention@allonehealth.com](mailto:prevention@allonehealth.com).*

**About AllOne Health Group Inc.<sup>SM</sup>**

AllOne Health encourages individuals to take responsibility for their health and provides tools and services to employers and health plans to help support them. Results include better health, improved productivity and reduced health care costs. AllOne Health pursues an integrated and comprehensive approach to providing personal health management, secure mobile access to personal health information, extensive workplace services -- including on-site health care, safety and compliance services -- and health benefits. Established in 2002, AllOne Health is headquartered in Wilkes-Barre, Pa., with offices in Boston, Mass.; Philadelphia and Lancaster, Pa.; Houston, Texas; Columbus, Ohio; Phoenix, Ariz.; and Alexandria, Va. AllOne Health has more than 1,000 customers throughout the U.S. and in 44 countries. For more information, visit [www.allonehealthgroup.com](http://www.allonehealthgroup.com) or call (888) 989-9001.

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