

In 2005, Judy Herlich found a solution to a life-long struggle by using an online tailored plan HealthMedia® created just for her. Four years later she continues to stay healthy.

Click below to read Judy's story that has been highlighted in the 2008 Johnson & Johnson annual report. Access the full report at www.jnj.com.

[Read Judy's Story →](#)



Judy is just one of many HealthMedia end-user success stories that will be featured at ENGAGE 2009.

Come find out how HealthMedia's online, automated health coaching experience can help your members and/or employees achieve their personal health goals, and sustain them long-term - while producing meaningful outcomes at affordable prices across your entire population.

Judy Herlich, an Associate Scientist with Johnson & Johnson Pharmaceutical Research & Development, was inspired to live a healthier life by participating in HealthMedia® Balance™, an online weight loss and management program.

Like 55 percent of Balance users, Judy lost weight - to the tune of 36 pounds! But even more significant is that four years later she has kept the weight off using what she calls the "90/10 Rule", which says that as long as you stick to your plan 90 percent of the time, you'll succeed.

"I definitely have more energy, and I rarely call in sick," says Judy.

Her story is published in the 2008 Johnson & Johnson Annual Report, which highlights the establishment of the Wellness & Prevention platform and the first strategic steps J&J took with the acquisitions of HealthMedia, Inc. and Human Performance Institute. To read Judy's story and the 2008 Johnson & Johnson annual report, visit www.jnj.com.

PRODUCT NEWS

LIGHTS, CAMERA, ACTION! HealthMedia "Moves" to Hollywood!!

Last year we released HealthMedia® Move™ - a physical activity program unlike any other solution in the marketplace today. And because we are well aware that the notion of "if you build it, they will come" doesn't always apply - even though we built the most impressive physical activity program out there - we realized that the program can only be successful if your users actually interact with it and change their behavior.

So, we decided to take an out-of-the-box approach to recruitment and created a movie for the end-user - showcasing the struggles associated with becoming physically active and ultimately the benefits of increased activity. We literally went to Hollywood and filmed a movie starring academy award nominee Michael Lerner. But, we didn't want to assume that this movie would captivate and motivate our users, so we asked some participants - the people who need the program most.

We recruited 2,000 HealthMedia® Succeed™ participants that had ranked weight as one of their top health priorities to



watch the video and take a brief survey. Then, we divided the participants into two groups. Group one consisted of 1,000 participants with high motivation to increase physical activity and group two consisted of the remaining 1,000 participants that were identified as having low motivation.

We received 225 responses to the survey: 121 responses from the high motivation group and 104 responses from the low motivation group. We are excited to report that the movie

resonated extremely well with your populations and motivated potential users to want to enroll in the Move intervention.

- 87 percent wanted to learn more about the Move physical activity program due to this video
- 84 percent found the movie motivated them to want to enroll in the Move program
- 88 percent thought the video effectively captured how hard it is for people to become more physically active
- 88 percent would recommend this video for others to watch

We are pleased with the participant responses from the market research. But don't take our word for it. Please take a few moments to view the video for yourself.

<http://files.healthmedia.com/designhost/ava/index.html>



Murray & AVA
A Love Story

What MOVES HealthMedia Physical Activity Program Users?

To date, hundreds of your employees and members have made the choice to participate in the HealthMedia® Move™ intervention, which became commercially available in January. Not surprisingly, the majority of Move users (78 percent) said they were inconsistent when it came to physical activity or not active at all.

When asked why they wanted to be more active - the most popular response was to decrease the chance of disease, followed closely by the desire to have more energy, be healthier, and lose weight. Being physically active can positively impact all of these, but Move users made it very clear that they have some significant barriers to being physically active. The most common barriers were around inconsistent schedules, finding exercise boring, and not seeing results from the exercise.

TOP 5 ACTIVITIES THAT MOVE USERS PARTICIPATE IN:

Walking, Stretching, Gardening, Weightlifting, Bicycling

TOP 5 ACTIVITIES THAT MOVE USERS MIGHT TRY:

Yoga, Stretching, Weightlifting, Aerobics, Swimming & Biking

Mercy Health Plans and HealthMedia Stepping It Up in 2009

HealthMedia is working in concert with Mercy Health Plans to support a culture of health and wellness for employees and plan participants. Focusing on lifestyle management and physical activity for 2009, the large health plan has already added the full HealthMedia lifestyle management program (LMP) suite including the HealthMedia® Succeed™ online health risk assessment (HRA), the HealthMedia® Balance™ weight management program, the Nourish program for nutrition improvement, Breathe for smoking cessation, and HealthMedia® Relax™ for stress management to a commercial population of 50,000 lives.

Mercy also added HealthMedia® Move™ - the industry's first highly tailored physical activity program. Move is the only solution of its kind to deliver a truly different approach by helping individuals reframe their personal thoughts and address specific barriers to physical activity. While many members are already using Move, Mercy will execute a full launch plan around engagement and participation with Move in the months ahead.

Mercy co-workers were encouraged to sign up for a friendly competition to track their walking steps. Sixty-two of their co-workers are participating this year. In only three weeks of competition, Mercy has logged over 3,490,900 steps.



"We are committed to creating an environment and enthusiasm around healthy choices and lifestyle for our employees that will be transferred on through our work with our members," said Angela Franklin, MS, RD, LD, Health and Wellness Coordinator, Mercy Health Plans. "Healthy, happy employees are a win-win for us and our clientele."

Mercy Health Plans will be presenting their winning campaign strategy and outcomes at HealthMedia ENGAGE 2009. The session, led by Angela Franklin, will discuss the benefits of implementing a physical activity program in improving wellness of participants. Angela will highlight some of Mercy's experience in the planning and implementation of a comprehensive physical activity program and how they were able to gain support and leadership through coordination and communication. To view the Mercy Health Plan session for ENGAGE, visit http://www.healthmedia.com/engage2009/sessions.htm#emerg_trends.