



September 14, 2010 08:00 AM Eastern Daylight Time

Concentra Selects Bravo Wellness to Support its Wellness Strategy

CLEVELAND--([BUSINESS WIRE](#))--Concentra, a national leader in employer health care programs, has entered into an agreement with Bravo Wellness to provide select components of its health and wellness strategy. The agreement allows Concentra to enhance its wellness strategy with the ability to track and measure key metrics effectively and efficiently.

"Bravo Wellness has demonstrated unique expertise in the area of results-based wellness incentives," said Chris Vaerewyck, Vice President of Human Resources Services for Concentra. "The ability to track biometric results, progressive accomplishments, compliance with coaching programs, and all related appeal-documentation was an important aspect in selecting a compliance organization. Bravo administers the details and sends us exactly what we need."

Jim Pshock, Bravo's Founder and President, said, "Concentra has incredible experience with wellness screenings and laboratory services and offers very robust wellness resources to its employees. The evolution to a results-based incentive program is a natural next step, and Bravo Wellness is honored to be selected as a strategic ally."

Concentra incorporates healthy living into its employee benefit strategy. Concentra's 4100 benefit plan participants have historically earned incentives to complete a biometric screening and personal wellness profile. Going forward, additional incentives will be made available to colleagues who demonstrate desirable results or make progress in waist circumference, blood pressure, glucose, and cholesterol measurements; as well as tobacco use. The strategic agreement with Bravo Wellness will incorporate state-of-the-art technology to track results, administer appeals and mark the completion of "reasonable alternative programs" as required by federal law.

"The ability to track biometric results, progressive accomplishments, compliance with coaching programs, and all related appeal-documentation was an important aspect in selecting a compliance organization. Bravo administers the details and sends us exactly what we need."

About Bravo Wellness

Bravo Wellness offers services to employers and business partners desiring results-based incentives for wellness. Customers experience immediate cost savings by linking employee incentives to participation and results. Bravo Wellness recognized the potential legal challenges of health insurance law, including HIPAA non-discrimination regulations, and has unique expertise in the practical application of wellness regulations for group health plans. Bravo Wellness is headquartered in Avon, Ohio. For more information, visit www.bravowell.com.

About Concentra

Concentra is a leading health care company focused on improving America's health, one patient at a time. Through its affiliated clinicians, the company provides occupational medicine, urgent care, physical therapy, and wellness services from 300 medical centers in 40 states. In addition to these medical center locations, Concentra serves employers by providing a broad range of health advisory services and operating 250 worksite medical facilities. Through this complement of services, Concentra intends to raise the standard of health by putting individuals first, treating them with clinical excellence, and focusing on their ongoing wellness. For more information, visit www.concentra.com.

Contacts

Bravo Wellness
 Jim Pshock, 440-934-2090
jimpshock@bravowell.com
 or

Nikki DiFilippo, 216-780-0472
nikki@viaveragroup.com

Permalink: <http://www.businesswire.com/news/home/20100914005132/en/Concentra-Selects-Bravo-Wellness-Support-Wellness-Strategy>

