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**Bravo Wellness Announces Company President, David R. Campbell**

**Cleveland, September 6, 2011** -- Bravo Wellness, LLC, a provider of results-based incentive programs for wellness, today announced the addition of David R. Campbell as President of Bravo Wellness. Campbell will report to Jim Pshock, Bravo's founder and Chief Executive Officer and assume responsibility for the daily operations of Bravo Wellness.

Said Jim Pshock, "The rapid growth of our organization is an outcome of our exceptional team, flexible service offerings, and consultative approach to our clients' needs. As we further scale our infrastructure to meet the demands of some of the nation's largest employers, we are honored to have a leader of Dave's caliber join our ranks." With Mr. Campbell on board, Mr. Pshock plans to focus more of his personal attention on Bravo's IncentiSoft Solutions, a provider of customizable compliance and technology solutions for wellness and insurance companies, third-party administrators and health systems.

"It is a great honor and privilege to be part of this rapidly growing, incredibly dynamic young company," stated Dave Campbell. "While Bravo's success to-date has been truly remarkable, it's also clear that they've only begun to scratch the surface of the potential market for their services. I look forward to working closely with such talented people and helping the company achieve continued rapid growth." Campbell brings 28 years of general management experience

in leading healthcare, financial services and technology companies, including senior executive positions with a large, international health screening company and one of the largest financial institutions in the nation.

Bravo Wellness now serves over 175 organizations and typically achieves 92 – 97% participation in the programs it offers. Although many employers turn to Bravo for full turnkey solutions including biometric screenings, health risk assessments and a wellness toolkit, a growing number of organizations were content with their existing tools but attracted to Bravo's flexible technology, results tracking and reporting platform. As a result, Bravo Wellness formed a wholly owned subsidiary, Incentisoft Solutions, to allow wellness companies, health plans and large employers, private-labeled access to the unique technology and compliance expertise that has been driving Bravo's success.

### **About Bravo Wellness**

Bravo Wellness offers services to employers and business partners desiring results-based incentive programs for wellness. Clients experience immediate cost savings by linking employee incentives to participation and results. Bravo Wellness recognized the potential legal challenges of complying with recent changes in health insurance law, including HIPAA non-discrimination regulations, and has unique expertise in the practical application of wellness regulations for group health plans. Bravo offers its Incentisoft Solutions platform to employers, including insurance companies, third-party administrators and wellness companies that have already invested in on-site clinics, preferred health coaching relationships or other wellness solutions. Employers can immediately increase their penetration into the employee populations they serve by accessing the compliance and technology platform from Bravo. Bravo Wellness and Incentisoft Solutions are headquartered in Avon, OH. For more information, visit [www.bravowell.com](http://www.bravowell.com) or [www.incentisoft.com](http://www.incentisoft.com).

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