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James Pshock, Founder and President of Bravo Wellness, Receives Ernst & Young Entrepreneur Of The Year® Award 2011 for Northeast Ohio

CLEVELAND – James Pshock, founder and president of Bravo Wellness and IncentiSoft Solutions, was recently honored as a recipient of the Ernst & Young Entrepreneur Of The Year® Award 2011 for the Northeast Ohio region. The award is given to outstanding entrepreneurs who generate significant value for themselves and their community, and is the world’s most prestigious business award for entrepreneurs.

“I am very honored and excited to receive this prestigious award from Ernst & Young,” said Mr. Pshock. “To be selected from such an inspiring and talented group of finalists is such an honor, and I thank God, my great team at work and my family for helping make this possible.”

James Pshock is a leader known for cutting-edge innovation in the healthcare sector, and has developed a comprehensive and unique expertise in the regulations related to governing wellness programs and the practical application of incentives to improve employee health. His career spans over 20 years in the health insurance industry including executive positions in technology, operations, sales, marketing and corporate strategy with carriers and third-party administrators.

In 2008, Jim launched Bravo Wellness, LLC and in just over two years, Bravo Wellness has grown from a startup to an industry leader in results-based wellness with over 150 employer groups and nearly 85,000 participating employees.

About Bravo Wellness

Bravo Wellness offers services to employers and business partners desiring results-based incentive programs 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 Ernst & Young Entrepreneur Of The Year

Ernst & Young Entrepreneur Of The Year is the world’s most prestigious business award for entrepreneurs. The unique award makes a difference through the way it encourages entrepreneurial activity among those with potential, and recognizes the contribution of people who inspire others with their vision, leadership and achievement. As the first and only truly global award of its kind, Entrepreneur Of The Year celebrates those who are building and leading successful, growing and dynamic businesses, recognizing them through regional, national and global awards programs in more than 140 cities in more than 50 countries.