



An apple a day isn't enough!®



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# Company Overview



**ACCREDITED**  
Comprehensive Wellness

*Among first five health companies in the nation to be accredited.*

## **Company History**

- Established in 1983
- Corporate offices based in Farmington Hills, Michigan
- Invited member Healthy People 2000 and 2010 Projects
- Works with over 13,000 corporations, unions, hospitals, MCOs, colleges, and government agencies
- Backed by an advisory board of prominent physicians and health professionals

## **National and International Presence**

- Over 1,000,000 lifestyle program graduates
- Over 6 million self-care publications in circulation
- Products sold in China, Brazil, Russia, Poland, Taiwan, Mexico, United Kingdom, and Canada

## **Contribution to the Wellness Literature**

- Writer of scores of articles for professional journals and lay publications
- Wrote a nationally syndicated newspaper column on wellness for Knight-Ridder Newswire

## **Awards and Recognition**

- Winner of numerous awards in the health promotion field including
  - Hod Ogden Medal from the Centers for Disease Control and Prevention
  - Leadership and Service Award from the Association of Worksite Health Promotion
  - Healthy American Fitness Leaders Award from the President's Council on Physical Fitness & Sports
  - Director's Award from the Department of Health and Human Services
  - Governor's Award from the State of Michigan
  - Publication Excellence Award from the National Health Information Awards Program
- Wellness provider for National Employee Health and Fitness
- Continually recognized by the national media

## **Mission Statement**

Our mission is to promote positive health behaviors by developing and distributing effective self-care and wellness programs, publications, and products. We provide a variety of benefits in different settings:

Hospitals & MCO's	Companies, Unions, & Government	Families and Students
To prevent illness & promote health	To prevent illness & promote health	To prevent illness & promote health
To increase visibility in the community	To reduce absenteeism & presenteeism	To take control of their well being
To reduce health care costs	To reduce health care costs	To reduce health care costs
To attract patients & keep present ones	To increase productivity	To increase longevity