

For Immediate Release

Gordian Health Solutions, Hummingbird Coaching Services Announce Partnership to Provide Online Personal Health Coaching

State-of-the-Art Online Coaching Model Leads to Higher Participation Rates, Improved Health

Gordian Health Solutions, Inc., a leading national personal health coaching company, has selected Hummingbird Coaching Services as its online health coaching partner. Gordian provides customized health coaching to more than 2.3 million individuals nationwide through partnerships with employers, health plans and government entities.

“Hummingbird’s online coaching services, integrated with Gordian’s comprehensive *i*Coaching program, will make a real difference for participants,” said Roger Reed, executive vice president for market operations at Gordian. “With online delivery, *i*Coaching participants can engage health coaches at their convenience, and in shorter periods of time. This convenience factor can increase communication, leading to better rates of program participation and retention—and ultimately to decreased healthcare costs and improved health.”

This partnership will enhance Gordian’s current coaching capabilities by directly aligning Gordian’s coaching with the latest research for behavior change and positive psychology. The Hummingbird relationship augments Gordian’s already expert coaching with a platform developed by Drs. Neal and Donna Mayerson, who translated principles

of learned optimism and positive psychology into the discipline of health coaching.

“This collaboration will boost the online coaching component of Gordian’s services, allowing participants one-on-one, personalized support in improving their health,” said Sean Slovenski, CEO of Hummingbird. “In today’s 24/7 lifestyle, offering individuals convenient, real-time support and education is key to a successful health coaching program.”

Gordian’s products offer state-of-the-art engagement and behavior change strategies through coordinated communications channels—phone, email, online and onsite. Services are built on a fully integrated technology platform and offered through an online health portal, reflecting Gordian’s groundbreaking services in the industry. Gordian’s *i*Coaching service is a paradigm shift from traditional health management approaches that target “sickness” in time-limited contexts. Gordian uses a unique “whole-person” preference-based approach, acknowledging that individuals may be simultaneously struggling with a chronic illness, at risk for other health conditions, and seeking to improve overall wellness.

Dateline:
Nashville, Tenn.,
October 1, 2008

Media Contact:
Laura Campbell
Laura Campbell
& Associates
(615) 579-6599

“With online delivery, *i*Coaching participants can engage health coaches at their convenience, and in shorter periods of time.”

About Gordian Health Solutions, Inc.

Gordian Health Solutions is the nation’s leading personal health coaching company. Gordian is pioneering the next generation of individualized, interactive and integrated health solutions to reduce the demand and cost of healthcare and encourage healthier lifestyles. Gordian delivers personalized one-on-one health coaching, individually tailored websites and other media to help individuals achieve and maintain healthy lifestyles and to address chronic conditions. Gordian pioneered the health coaching industry and, with its 12 years of innovative industry leadership, is poised to advance a culture of wellness that will positively impact lives for years to come. For more information about Gordian, visit www.gordian-health.com.

About Hummingbird Coaching Services

Cincinnati-based Hummingbird Coaching Services provides comprehensive health coaching that impacts employee health and productivity. Using its proprietary coaching model and online delivery platform, Hummingbird provides coaching services to businesses such as Motorola, United Healthcare, Google, and the Muhammad Ali Center. Through its innovative technology platform and coaching programs, Hummingbird provides health, parenting and life coaching to drive real behavior change in individuals and helps employers. For more information, visit www.hummingbirdcoaching.com.