



News Release

20600 Chagrin Blvd. Suite 450
Cleveland, OH 44122

Contact: 877-747-1113 (option 7, option 3)
www.thestayfitplan.com

FOR IMMEDIATE RELEASE—FINAL
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The StayFit Plan wins Wisconsin Department of Employee Trust Funds Contract for Health Education Webinars and Coaching

CLEVELAND, OHIO; 04/18/2016 – The StayFit Plan a division of Simplicity Health Plans, a corporate health and wellness company, today announced that they received notice of award from the Wisconsin Department of Employee Trust Funds (ETF) to implement health education webinars to be conducted monthly to all adults covered by the State of Wisconsin Group Health Insurance Program and one-on-one health coaching available to employees for an eight (8) week period at up to six (6) State of Wisconsin agencies within the City of Madison, Wisconsin.

The notice of award was presented to the StayFit Plan on 3/10/2016 after successfully completing a robust Request for Bid process against several well-known health and wellness agencies.

The StayFit Plan is continually demarking itself in the health and wellness space by providing innovative, evidence-based services coupled with a “Service Excellence” model. First launched in 2005, The StayFit Plan division of Simplicity Health has supported employer sponsored wellness programs by offering comprehensive total wellbeing solutions that have significantly impacted the health and quality of life of the members we serve. “We are very pleased that our health education and proprietary health coaching program has been selected as a best in class solution,” said **Lisa Holland, RN, MBA, President-StayFit Plan**.

The StayFit Plan is headquartered in Cleveland, OH with a regional office in Rhode Island. We continue to expand our market reach and have recently deployed our proprietary Advanced Health Assessment—an innovative wellbeing survey tool that assesses an individual’s physical and financial wellness.

Our service model includes innovative and flexible service solutions that align with organizational culture, population health needs and employer budgets. We differentiate ourselves by offering programs such, but not limited to; Advanced Health Assessment (Physical & Financial Wellness), Health Coaching, Biometric Screening, Health Education, Health Challenges, Incentive Administration, Wellness Plan Design/Reporting, and Wellness Communications.

About The StayFit Plan

The StayFit™ Plan is a national health and wellness company providing services to small, medium and large employers. StayFit™ specializes in forming strategic partnerships to create comprehensive wellness programs that result in improved employee health and a positive return on investment.

For more information about the StayFit Plan, visit us at www.thestayfitplan.com

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