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DataPath and My Wellchoice+ Partner to Enhance Wellness Program Incentives

*Third-party administrators and employers now able to link employees'
My Wellchoice+ participation to benefit dollars in their HSA accounts*

LITTLE ROCK, ARK. (Feb. 24, 2009) – DataPath, based in Little Rock, Ark., and My Wellchoice+, based in Eagle, Idaho, are providing third-party administrators and employers a new way to use HSA contributions to increase wellness program participation and reduce healthcare costs.

With [software](#) developed by DataPath, employers can convert points earned in the My Wellchoice+ wellness program into actual dollars paid directly to an employee's HSA account. By linking wellness management to an employee's HSA account, employers can better incent employees to take control of their wellness and disease management.

The [My Wellchoice+](#) online wellness program includes customized fitness, nutrition and self improvement plans with easy web-based reporting and tracking tools, education, access to experts, and rewards as part of an online wellness community. Employees and their families also receive membership discounts to more than 9,000 health clubs and savings on top-of-the line exercise equipment to help improve their health.

“Partnering with My Wellchoice+ provides our clients an easy and effective wellness program,” said Ben Robbins, director of marketing for DataPath. “Our new software platform will provide employers a better way to track wellness participation, while providing cash incentives to encourage employees to actively participate in the program. Finally, employers will have a clear way to measure participation and calculate overall ROI of their wellness program.”

Through the My Wellchoice+ program, employers can also track employee usage of fitness facilities. All My Wellchoice+ members receive cards they swipe through a reader when entering and leaving a facility. That information is summarized to provide employers with a report on how the employee group as a whole is using the fitness facilities. Employers can track how many employees are going to a fitness facility and for how long.

Employers and employees will access a single web portal to convert points earned through active participation in the My Wellchoice+ program to benefit credits. When wellness participation affects their bank account, employee become extremely motivated, said Scott Leavitt, founder and chief executive officer of My Wellchoice+.

“We know wellness works. Our programs help employees lead healthier and more productive lives while reducing overall healthcare costs for their employers,” said Leavitt, who also serves as president of the [National Association of Health Underwriters \(NAHU\)](#). “We’ve made our wellness program easy to use. But it only works when employees eat healthy, exercise more, live better, stop smoking and reduce stress. And what better way to incent employees to participate than to put money back in their pockets.”

DataPath and My Wellchoice+ will offer the new wellness credit platform in spring 2009.

About DataPath

DataPath, founded in 1984, is a management-owned, privately held company based in Little Rock, Ark., that produces software solutions for administering employee benefit plans. Clients include employers, TPA outsourcing benefit consultants, and plan service providers, including banks, CPAs, insurance companies and insurance agencies. DataPath specializes in systems for employee benefit plans operating under federal regulations, such as cafeteria plans, flexible spending accounts, dependent care plans, health reimbursement accounts, health savings accounts, COBRA, healthcare debit cards and more. For more information, visit <http://www.dpath.com>.

About MyWellchoice+

My Wellchoice+ offers effective and affordable wellness programs proven to reduce costs for employers and foster healthy behaviors for employees. Our online wellness program is designed to engage employees and their families in active fitness, healthy eating and lifestyle management that leads to real results. The My Wellchoice+ online program is built on technology trusted by more than 20 million participants. Smoking cessation, bio-metric testing and stress management programs are also available. For more information, visit <http://www.mywellchoiceplus.com>.