



# Company Overview

*An Apple A Day Isn't Enough!*<sup>®</sup>

## **Company History**

- Established in 1983
- Corporate offices based in Farmington Hills, Michigan
- URAC Accredited for Comprehensive Wellness (one of the first five companies to receive this certification)
- Invited member Healthy People 2020 and 2030 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 10 million self-care publications in circulation
- Products sold in China, Brazil, Russia, Poland, Taiwan, Mexico, Peru, 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
- Best and Brightest Elite Award for Wellness
- 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**

- To prevent illness & promote health
- To increase visibility in the community
- To reduce health care costs
- To attract patients & keep present ones

#### **Companies, Unions, & Government**

- To prevent illness & promote health
- To reduce absenteeism & presenteeism
- To reduce health care costs
- To increase productivity

#### **Families and Students**

- To prevent illness & promote health
- To take control of their well being
- To reduce health care costs
- To increase longevity