



**FOR IMMEDIATE RELEASE**

## **Gordian Health Solutions Integrates eDoc4u**

### ***Personalized Online Preventive Care, Health Coaching Aims to Improve Wellness***

Nashville, Tenn., April 9, 2008 – Gordian Health Solutions, the nation's leading personal health coaching company, today announced a comprehensive suite of integrated online tools that expand the services offered to customers. Highly engaging preventive care web services from eDoc4u will deliver, for each individual, an assessment of disease risks, video streamed recommendations for preventive action steps, and multi-media health coaching modules in a totally transparent and personalized environment.

The integrated eDocu4u with health coaching is now available to the 2.3 million individuals in Gordian's wellness programs. Gordian provides customized programs to individuals and organizations nationwide through partnerships with employers, health plans and government entities.

"Our innovative approach to online delivery of personalized healthcare information will enable individuals to more easily and effectively manage and improve their health," says Elizabeth Opland, director of product development and deployment for Gordian.

Online members will first complete their Personal Health Analysis (PHA), and then manage their Preventive Care Plan, Personal Wellness Program and integrated Personal Health Record.

- Preventive Care Plans include personal disease risk indexes and suggest specific actions to reduce risks; recommend steps to enhance lifestyle and prevent injury; and follow up with emailed reminders for health management.
- Personal Wellness Programs are structured from member risks, and include self-paced member-specific lessons organized around health education, nutrition, exercise, stress management and personal development.
- Integrated Personal Health Records capture member information for safe on-line storage and sharing with member-granted access.

For example, Joe Smith, a hypothetical individual who suffers from diabetes, has just completed his PHA. Joe can now review his Preventive Care Plan to learn more about his disease risks, preventive care recommendations and actions to improve his health. Joe discovers that by eating differently, exercising and losing weight, he can improve his general health and decrease the chance of having diabetic-related complications later in life. Video presentations are provided that explain Joe's recommendations, and online health coaching helps him better understand specific needs. Joe also uses his Personal Health Record to create a list of

medications, conditions, allergies, vaccines and more. He can also securely print or email this information to his doctor before an appointment or at his convenience. Joe Smith is motivated and on track to a healthier lifestyle.

“eDoc4u’s ‘trusted physician’ video counseling, customized lesson curriculum and interactive self-management are all designed to empower, educate and motivate members to take action to improve their health,” said Richard J. Smith, eDoc4u president. “Integrating real-time client data personalizes the user experience, while robust online reporting and health coaching support measured behavioral change.”

#### **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 condition needs. 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](http://www.gordian-health.com).

#### **About eDoc4u Division, Conduit Corporation**

eDoc4u is a division of Conduit Corporation based in Nashville, Tenn. eDoc4u provides integrated preventive care web services to millions of members through benefit plans, health plans, providers and pharmacy benefit managers. The eDoc4u team comprises Board-Certified Internal Medicine physicians who believe that to improve the health care of our communities we must focus on the research-proven standards of preventive medicine. For more information, visit [www.edoc4u.com](http://www.edoc4u.com).

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