



For Immediate Release

Group Health Selects Limeade to Help Deliver Wellness Tools

Seattle health care system tabbed as “the future of health care” becomes Limeade Alliance Member, rolls out Limeade wellness service to employees, families, employers

BELLEVUE, Wash., July 28, 2010 – [Limeade](#), a leading provider of corporate well-being, productivity and health solutions, today joined forces with [Group Health Cooperative](#), the Seattle-based, consumer-governed, nonprofit health care system, to jointly offer wellness services to its staff members, their spouses and domestic partners.

Group Health also joined the Limeade Alliance Member program, to help pilot Limeade with a select group of employers that purchase Group Health coverage in the coming year. The Limeade service integrates existing Group Health services such as health screenings, health coaching, and ongoing reporting and consulting services.

“To continue innovating to improve our members’ health and better serve the community actually starts with our staff and their families. We need to walk the talk,” said Lin MacMaster, Group Health’s VP of marketing.

“The future of health care isn’t just about insurance, doctors, hospitals and medications,” MacMaster added. “It’s about making real connections and tapping human potential – really giving individuals control to make smart decisions and live their best, healthiest life possible. Limeade gets that, and we saw them as a refreshing alternative to some other, more traditional offerings we’ve been researching.”

Group Health is using iterative, innovative technologies such as Limeade’s to help create better health for its members, and to create more financially sustainable health care models for its employer customers.

The Limeade wellness service is known for its positive, social, whole-person approach. Limeade CEO Henry Albrecht noted: “We’re thrilled to welcome Group Health as an employer customer and a Limeade Alliance Member. Group Health continually asks, ‘How can we best improve employee health, well-being and performance?’ We’re humbled and honored to be part of the answer.”

About Limeade

Based in Bellevue, Wash., Limeade is an online wellness company focused on building happy, healthy, high-performance workforces. Limeade provides a refreshing alternative to traditional wellness approaches, letting the people lead. Hit refresh at www.limeade.com.

About Group Health Cooperative

Founded in 1947, Group Health Cooperative is a consumer-governed, nonprofit health care system that coordinates care and coverage. Based in Seattle, Wash., Group Health and its subsidiary health carriers, Group Health Options, Inc. and KPS Health Plans, serve more than 650,000 residents of Washington state and Idaho. See www.ghc.org for more information.

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Note to Editors: Limeade CEO Henry Albrecht is available to discuss the new partnership with Group Health and the latest updates on wellness in the workplace, including health care reform's impact. To schedule an interview, contact Charlotte Graeber, charlotte@charlotte-works.com or 415-351-8675.