



**Nationwide
Better HealthSM**

On Your Side[®]

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Dr. Neil Gordon Named Chief Medical and Science Officer of Nationwide Better HealthSM

*Practicing physician and former president and CEO of INTER_xVENT^{USA} to lead
evidence-based medicine approach*

Columbus, Ohio – Nationwide Better HealthSM recently appointed Dr. Neil Gordon as its chief medical and science officer, responsible for leading the company's evidence-based health and productivity program efforts. As a leading provider of integrated health and productivity management solutions, Nationwide Better Health is the first company to offer services that work together, or independently, to meet a wide range of employers' and employees' health and absence management needs.

In 1997, Dr. Gordon founded INTER_xVENT^{USA} (INTERVENT), a health risk reduction company, with a focus on early identification and management of health issues to reduce absenteeism and health care costs in the workforce. In April 2007, Nationwide Better Health acquired INTERVENT to build on the company's health management offerings, including online and self-management lifestyle services, health risk assessments, health coaching and educational courses.

"We're excited to have Dr. Gordon and his dedication to preventive medicine as part of our team," said Holly Snyder, president of Nationwide Better Health. "His experience in providing health management offerings to physician and employer groups, along with his research work at leading institutions and universities, enhances our ability to provide our customers with best practice health and productivity management programs."

As a key member of Nationwide Better Health's executive team, Dr. Gordon is responsible for overseeing the company's medical advisory board, outcomes assessment initiatives, contributing to peer-reviewed research publications and integrating an evidence-based medicine approach with its health and productivity management offerings. Under Dr. Gordon's guidance, nurse health coaches will be trained across disease, disability and health disciplines to create personalized action plans for employees to make better lifestyle choices that modify at-risk behaviors.

"Lifestyle management and other critical aspects of preventive medicine have been guiding principles in my career as a physician," said Dr. Gordon. "I'm excited to be a part of the Nationwide Better Health team and look forward to continuing to provide best-in-class preventive solutions for employers and employees. Our integrated health and productivity solutions provide employers with a great opportunity to educate their employees on the value of adopting healthy lifestyle habits and committing to their health in a meaningful way."

Dr. Gordon has devoted his career, spanning more than 25 years, to the prevention of cardiovascular disease and other chronic illnesses. He is a board-certified physician and has a faculty appointment as a clinical professor of medicine at the Emory University School of Medicine in Atlanta. Dr. Gordon served as director of exercise physiology at the world renowned Cooper Research Institute for Aerobics Research in Dallas for more than six years.

He has served as principal investigator for research grants funded by prominent organizations, including the American Heart Association, the National Institutes of Health and the American Diabetes Association. Additionally, Dr. Gordon is the author of eight books on preventive medicine and more than 100 scientific manuscripts, including publications in prestigious peer-reviewed journals, such as the *American Journal of Cardiology*, *British Heart Journal*, *Circulation* and *Journal of the American Medical Association*.

About Nationwide Better HealthSM

Nationwide Better HealthSM, a subsidiary of Nationwide[®], is a leading provider of health and productivity management solutions aimed at lowering health care costs, increasing productivity and improving the quality of life for employers and their employees. Nationwide Better Health is the first company to truly integrate the best collection of health and productivity services available today, including health and wellness, and disease, disability, absence, medical and maternity management, while utilizing health assessments, work-site screenings, lifestyle health coaching services, online tools and customized communications strategies to obtain best-in-class results for improving health and productivity in the workplace. The company's offerings work together and independently to address both sides of the cost equation: increased efficiency of health and productivity programs and better employee health and well-being to reduce health care-related costs. For more information, call 866.404.6924 or visit: www.nwbetterhealth.com.

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