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RedBrick Health Achieves 100% Growth in Lives Covered Over Last Six Months

Seagate, Serco and ABB join rapidly growing roster of Fortune 1000 companies embracing RedBrick's Health Engagement Technology to re-invigorate their employee health & wellness initiatives

MINNEAPOLIS (November 29, 2011) – RedBrick Health, an emerging leader in consumer health engagement technology, announced today a significant expansion in the roster of large companies selecting RedBrick to deliver integrated, technology-enabled health and wellness services. This recent growth represents a 100 percent increase in lives touched by RedBrick technology in the past six months, and a 600 percent increase in the past two years. RedBrick continues to attract large and jumbo employers wishing to gain increased program performance, with an average client size now exceeding 18,000 eligible lives.

Among its newest clients to sign on to RedBrick's health engagement technology are ABB, a leader in power automation technologies, Seagate, a worldwide leader in hard disk drive and storage solutions, and Serco, a provider of IT, professional and managed services to the federal government. These organizations join a rapidly growing roster that have shifted to RedBrick based on its superior track record for using innovative products to engage employees and deepen engagement in health and wellness initiatives.

"With RedBrick's innovative, data-driven platform, strong rates of employee engagement and a demonstrated return on investment, it was clear that they were the right partner to help us achieve significant savings on our company's overall healthcare expenditures," said Phil Lloyd, ABB's Region Human Resources Manager, North America. "We believe that RedBrick's unique technology will play a key role in helping our employees take positive steps to living healthier, now and into the future."

At the heart of this explosive growth is RedBrick's adaptable technology platform that blends consumer-facing personalization, social engagement, and a flexible financial alignment toolset, which yield engagement rates two to five times industry norms. "Companies are reinventing the way they approach employee health and wellness," said Daniel Ryan, chief executive officer for RedBrick Health. "Our platform offers a fresh, innovative approach to improving the health of employees and reducing overall healthcare costs."

RedBrick's comprehensive and integrated health and wellness solution gives employers a customizable platform that changes the financing of healthcare by fairly aligning costs with individual healthy behaviors, while at the same time setting the stage for a healthier and more productive workforce.

About RedBrick Health
RedBrick is a health engagement technology company that helps employers reinvigorate their health and wellness programs. The company combines financial accountability, clinical and behavioral insight, social and game mechanics and powerful data analytics to create a personalized and persuasive experience delivered through web, mobile and live interactions. As a result, RedBrick drives healthy behaviors, better outcomes, and stronger returns on everyone's investment in health. RedBrick serves large, self-insured employers and strategic distribution partners. Visit RedBrick at redbrickhealth.com, read more at healthinnovationblog.com or follow the company at twitter.com/redbrickhealth.

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