

Magellan Boosts Health and Wellness Services with CafeWell

AVON, Conn. and DENVER, Aug. 25, 2014 /PRNewswire/ -- [Magellan Health, Inc.](#) (NASDAQ: MGLN) and [Welltok, Inc.](#) announced today the availability of the CafeWell Health Optimization Platform within Magellan's Employee Assistance Program (EAP) offering. CafeWell delivers a personalized and rewarding approach to motivate consumers to become and stay healthy. Magellan Health, a leader in providing EAP programs to employers across the country, selected CafeWell because of its interactive design and integration capabilities.

"At Magellan, we believe in improving population health to deliver better quality healthcare at a lower cost," said John Chomeau, president of Magellan's commercial behavioral health business. "Our leading clinical and technology solutions, supplemented by CafeWell's consumer-directed capabilities, allows us to better serve our clients and consumers. We know that Employee Assistance Programs can help decrease absenteeism and bolster employee retention, but, more importantly, they can also assist employees with identifying and treating behavioral and physical health issues that may impact both their work and personal lives. CafeWell's innovative platform is designed to help individuals take control of their well-being, while reducing costs and improving overall population health."

The CafeWell platform serves as a holistic hub that organizes the growing spectrum of health and condition management programs, apps, communities and tracking devices to enable consumers to become actively involved in their health on a daily basis. CafeWell drives engagement with personalized, adaptive plans based on an individual's health status, benefits, and goals, as well as the intelligent alignment of incentives with targeted health behaviors. Consumers may also receive one-on-one support with video coaches, participate in team challenges, track activity or join social communities on their path to optimal health. Consumers enrolled in Magellan's employee assistance program may enjoy free, on-demand web and mobile access to the platform.

"Magellan is consistently raising the bar in terms of integrating the latest technologies and health and wellness innovations for its client base. We are excited to collaborate with Magellan to enhance consumers' health and deliver a unique platform that supports their offerings," said Scott Rotermund, co-founder and chief growth officer for Welltok. "Together, we are empowering millions of people to be active participants in optimizing their health through all aspects of their lives."

About Magellan Health

Headquartered in Avon, Conn., [Magellan Health, Inc.](#), is a healthcare management company that focuses on fast-growing, complex and high-cost areas of healthcare, with an emphasis on special population management. Magellan delivers innovative solutions to improve quality outcomes and optimize the cost of care for those we serve. Magellan's customers include health plans, managed care organizations, insurance companies, employers, labor unions, various military and government agencies, third party administrators, consultants and brokers. For more information, visit [MagellanHealth.com](#).

About Welltok®, Inc.

[Welltok, Inc.](#), the pioneer in health optimization, is revolutionizing the way population health managers align consumer actions and behaviors with the right incentives and rewards. [CafeWell](#), the company's groundbreaking Health Optimization Platform™, enables access to an organized ecosystem of programs and resources and drives engagement through a novel combination of social, gaming and personalization technologies. This unique approach, delivered via a Platform as a Service model, enhances revenue growth, increases administrative efficiency and drives improved healthcare value.

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