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FOR IMMEDIATE RELEASE

BWI Issues Case Study on Comprehensive Wellness Management at Unifrax

BUFFALO, N.Y., March 21, 2011 – A case study detailing BWI Health Promotions' Comprehensive Wellness Management program for worksites, highlighted through its application at Unifrax I LLC, is being made available to the public.

Copies of the "Comprehensive Wellness Management Model Changes Behaviors" BWI publication may be requested by emailing company President and CEO Shawna Dosser at bwihealth@verizon.net. The 15-page document details BWI's approach to creating a healthier workforce, which includes strategic executive planning for worksite health, collecting and managing real-time data, offering behavioral health education and one-on-one health coaching, creating an environment to support change and offering incentives.

With the help of BWI, Unifrax rolled out a wellness program to its employees and their spouses in Niagara Falls, N.Y., Tonawanda and Sanborn in winter 2010 after it debuted at an Indiana Unifrax facility. The leading producer of high temperature insulation products has invested nearly a quarter of a million dollars in a year-long Comprehensive Wellness Management program for more than 400 individuals in both states.

"Unifrax is a prime example of a company that's leading the way with an innovative approach to comprehensive wellness management," Dosser said. "We have enjoyed the opportunity to help Unifrax successfully launch their workforce wellness program, and feel that other employers should take notice of their dedication to improving employee health and well-being. This local employer is a role model for the country."

Though the Unifrax wellness program is young, gains began to surface as early as six months, when BWI administered another health assessment for each participant. After one year, the percentage of people falling within the company's top four risk areas (nutrition, exercise, weight and stress) decreased considerably for such a short time period.

The BWI-Unifrax partnership is being shared with a national audience at the 21st Annual Art & Science of Health Promotion Conference this week (March 21-25) in Colorado Springs, Colo. Dosser will display a poster presentation at the conference, hosted by the American Journal of Health Promotion.

Dosser will also present information on health promotion work completed by BWI at Praxair, Inc., a Fortune 300 company in Tonawanda that supplies atmospheric, process and specialty gases, high-performance coatings and related services and technologies. She used Lean Six Sigma's DMAIC method to improve Praxair's wellness program and create buy-in from both company managers and employees to financially support it.

The conference attracts health promotion practitioners, scientists, clinicians and business managers from throughout the country. Under the theme "Capturing the Wisdom of Practice and the Rigor of Research - Discovering the Best Health Promotion Strategies," the conference brings together professionals from across disciplines to learn and share their experiences.

"We're excited to showcase health promotion efforts happening locally, and look forward to helping more Western New York companies meet their wellness needs and goals," Dosser said.

About BWI Health Promotions

BWI Health Promotions has been a regional leader in providing comprehensive wellness management services, health education training programs, and wellness-team building events for corporations, schools and communities since 1994.

With rising healthcare costs, now more than ever before, BWI recognizes the universal attention placed on a healthy workforce and personal health advocacy. BWI's outcome-based health promotion services are aligned with national standards and performance metrics that are documented to create behavior change. BWI is committed to improving our nation's health... one community at a time, one company at a time and one person at a time.

For more information, call 716-992-2732 or visit www.bwihp.com.