

## **For Immediate Release**

### ***Hummingbird Coaching Services, gBehavior Announce Partnership***

**ATLANTA, Sept. 1, 2009** - Hummingbird Coaching Services has announced a partnership with Global Behavioral Solutions (gBehavior) designed to improve the health of employees and drive participation in wellness programs by integrating incentives into the overall offering.

gBehavior is a pioneer in using incentive programs in a unique “pay for performance” model, with gBehavior getting paid on program results. This is an ideal complement to Hummingbird’s emphasis on behavior change, according to Sean Slovenski, Hummingbird chief executive officer.

“gBehavior offers a radically new approach to improving employee wellness through choice-based incentives,” said Slovenski. “This business model mirrors Hummingbird’s philosophy of behavior change that leads to high engagement and goal achievement. Employers love the approach, as it is completely different from the high-cost, low-utilization incentive programs from companies that are paid on the sale of products.”

Many employers are moving away from strategies for merely managing the cost of illness to ways that promote health through wellness programs. Modifying employee behavior through online coaching and incentives is a compelling option, according to Sherry Farrugia, gBehavior vice president.

“Our corporate wellness incentive program, Rewards for Wellness™, is built on our experience in behavior modification, which historically has shown performance improvements of 40-65 percent in compliance, quality and safety during the first year,” said Farrugia. “Coupled with Hummingbird’s wellness coaching, we can deliver to employers a product that will improve employee compliance and significantly reduce claim costs – far surpassing industry standards.”

gBehavior offers one of the largest online incentive malls in the world—over 5 million award choices—as well as virtually any conceivable gift card, travel opportunities and even professional sporting event tickets. Participants in the Hummingbird program can redeem their Rewards for Wellness points for any items they choose.

“It’s extremely motivating for participants to have this opportunity of choice,” said Don Doster, gBehavior president. “Employers also appreciate our proprietary technology that delivers real-time reporting capabilities to measure program milestones and progress.”

#### **About Hummingbird Coaching Services**

Hummingbird Coaching Services has provided one-on-one health coaching since 1997. Through its innovative technology platform and coaching programs, Hummingbird provides health, parenting and life coaching that drive real behavior change for individuals. More information is at [www.hummingbirdcoaching.com](http://www.hummingbirdcoaching.com).

**About gBehavior**

gBehavior pioneered incentive programs based on customized behavioral reinforcement strategies that help companies in all industries improve organization and individual performance. Rewards for Wellness™, the company's incentive-based performance enhancement program to improve long-term health and wellness, motivates employees towards positive, healthy, productive, cost-savings behaviors and significantly reduces employer healthcare costs. Visit [www.gbehavior.com](http://www.gbehavior.com) or contact Sherry Farrugia, 888.949.0541 or [sherry-far@gbehavior.com](mailto:sherry-far@gbehavior.com).

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