

## Corporate Overview

Medforma is a privately held company based in St. Paul, Minnesota. Medforma helps businesses reduce health care costs and improve employee health through exclusively licensed Internet-based behavior change programs developed by Stanford University.

Nearly 80 percent of health care dollars are spent on treating preventable diseases. Medforma's Health Portrait™ program is a suite of proven interactive wellness tools that motivates people to engage in their health, which creates a healthier workforce and lowers health care costs.

Health Portrait™ is far more than a traditional worksite wellness program. Using an interactive Web-based model, the program engages individuals in a systematic approach to change unhealthy behaviors that lead to chronic diseases such as diabetes, cardiovascular, stroke, depression and some cancers. Health Portrait™ provides a customized experience for each individual, leveraging Medforma's exclusive license of scientific behavior-modification expertise of the Prevention Research Center at Stanford University's School of Medicine, the largest prevention research center in the country.

To date, more than 30,000 employees have used the Health Portrait™ program, resulting in an impressive 10-to-1 return on investment for employers.

Along with the employee facing Health Portrait™, Medforma customers (employers) also get use of Group Portrait™ Developer. This product suite gives the employer on-demand ability to sign-up for Health Portrait™, and the ability to access all aggregate group information about their Health Portrait™ participants. This information is available on-demand by the customer and can be extremely helpful to understand the wellness profile of a specific group of employees, plan other on-site initiatives, and see valuable group health, lifestyle, and readiness trends over time.

Medforma's Internet-based solutions are affordable, easy to implement, and require no ongoing maintenance by the employer. In addition, Medforma's Internet-based subscription-based software model requires no installation or maintenance. This means employers and employees always have access to the latest version and features