



FOR IMMEDIATE RELEASE

DATE: Dec. 14, 2010
FOR MORE INFO: Claire Goldfarb/Barb Pierce, 314.571.6300 or
cgoldfarb@WeAreHughes.com
Andrea Saeger, Esse Health, 314.851.1053

NEWS RELEASE

Esse Health to Launch Revolutionary Health Program

Year-long program takes three-prong approach to help families live healthier

ST. LOUIS – St. Louis-based Esse Health announced the launch of Esse Health Revolution, a year-long pilot program aimed at families with kids ages 8 to 12 looking for an upbeat approach to living a healthier life. This three-prong program, focusing on food, movement and character development, will be offered to 12 families at Esse Health's Pediatrics & Adolescent Medicine Office in Crestwood, Mo., and includes weekly one-hour group classes plus a free YMCA group exercise class for 12 weeks.



"We understand the difficulties families face in living a healthy lifestyle every day, from exercise to food, and we hope this program can be instrumental in fostering a lifestyle change," said Esse Health pediatrician Dr. Kristen Terrill, program director for the Esse Health Revolution program. "As one of our disease management programs, our mission is that together we can cultivate a new cultural norm where healthy eating and exercise are the expected standard."

At the start of Revolution, an Esse Health pediatrician will perform an initial medical evaluation to include body measurements, body mass index and a health risk assessment. After that, the participants will attend weekly group sessions with an Esse Health coach and pediatrician and weekly group exercise classes at the Kirkwood-Webster Groves YMCA for 12 weeks. A health coach will call each participant weekly to keep him or her on track, and participants will have access to a health coach hotline. Every three months each participant will undergo follow-up medical and lifestyle goal evaluations for one year. Each month the group will visit active, family-friendly St. Louis sites. An emphasis also will be placed on developing positive personal attributes for sustained success through character development.

Esse Health is a St. Louis-based physician group that strives to improve the overall well-being of its patients through patient education, lifestyle modification and prevention. With 28 locations throughout the St. Louis and Metro East area, Esse Health's services include asthma, allergy and immunology, family medicine, internal medicine, nutrition,

pediatrics and radiology. Esse Health is recognized as a leader in using technology in health care and physician accountability for both quality and cost-of-care. For more information on Esse Health, visit www.essehealth.com.