

## Media Release



### Activate Health and Team Up to Offer Unique Exercise-based Wellness Products and Services

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**Activate Health, a leader in preventive care and part of the Penta Group of Companies (the sole agent for Technogym in South Africa) based in Johannesburg, and INTERVENT International, a global health management company based in Savannah, Georgia, USA, are pleased to announce a strategic relationship that will create unique products and services in the fitness, health and wellness industries. While initial implementations will be in Southern Africa, the companies expect to expand their innovative exercise-based products and services to worldwide markets.**

Activate programmes use an advanced electronic technology platform and smartphone apps, integrated with Technogym equipment and combined with professional assistance, to create an unsurpassed high tech/high touch preventive health journey powered primarily by exercise. Personalised treatment protocols and behavioural science management systems developed in collaboration with leading academic and research experts yield impressive cardiorespiratory fitness and other health-related improvements for individuals, populations and insurers, with a focus on chronic disease prevention and management.

INTERVENT brings a wide array of comprehensive lifestyle management, disease prevention/management and risk reduction products, services, experiences and expertise to the relationship. INTERVENT's comprehensive, evidence-based health and wellness educational curriculum, tools and coaching programmes have been utilized for more than 20 years across the globe in both clinical and business settings to keep healthy people healthy and reduce risk in those at heightened risk. INTERVENT programmes have improved productivity and reduced potentially avoidable healthcare costs in diverse populations.

As a part of the relationship, INTERVENT and Activate will integrate their technologies and, in certain instances, those of Technogym (an estimated 35 million people use Technogym products every day in over 100 countries worldwide). INTERVENT will train Activate staff to serve as health and wellness coaches in face-to-face and telephonic settings and to deliver INTERVENT's comprehensive and proven programmes using approaches that are consistently reproducible and sustainable. INTERVENT is recognized as an approved health and wellness training organization by the International Consortium for Health & Wellness Coaching (ICHWC). INTERVENT has trained numerous coaches and validated its approach with more than 100 studies published in peer-reviewed medical journals, including independent third-party clinical trials.

The Activate and INTERVENT relationship will introduce enhanced medical wellness programmes and services in Activate Health fitness facilities and for Activate's medical referral network of doctors, employer groups, medical schemes and wellness providers. These services will include medically-directed exercise-based prescriptions combined with nutrition, weight management, stress management, resiliency, tobacco cessation and chronic condition management interventions supported by health coaching. Orthopedic rehabilitation, screening and medical aid assessments, executive physicals and sports medicine services are also included.

"Activate Health use the latest technology and equipment to personalise our services and drive value to our customers," says Activate CEO Kevin Payne. "Our focus on improving cardiorespiratory fitness, muscular strength and reducing cardiovascular risk factors will reduce the morbidity and mortality of our end-user customers and change their lives for the better. We believe that Activate Health is uniquely positioned to organise and empower the people, services and places where our customers can engage with us, begin and stay on a life-long, health and wellbeing journey."

According to Neil F. Gordon, MD, PhD, MPH, FACC, CEO and co-founder of INTERVENT, "The American College of Sports Medicine's global Exercise is Medicine initiative was founded on the belief that physical activity promotes optimal health, is integral in the prevention and treatment of many chronic medical conditions and should be included as a routine part of health care. The Activate Health-INTERVENT collaboration takes the initiative to new heights by integrating world-class exercise programming with other proven lifestyle interventions." Dr. Gordon, a native of South Africa, obtained his medical degree and a PhD in exercise physiology from the University of the Witwatersrand in Johannesburg. He relocated to the USA in 1987 and is a past member of the American College of Sports Medicine's board of trustees.

### **About Activate Health**

Activate Health, a leader in preventive care management, is part of the Penta Group of Companies, which is the sole agent for Technogym in South Africa. Activate programmes have been created with 15 years of business, academic, scientific and actuarial inputs on the Technogym myWellness Ecosystem. The principals of Activate bring together business and academic experience in the health, wellness, medical, insurance and employee benefit consulting industries with over 20 years of individual experience in their respective fields of expertise. Activate Health has developed a disruptive, outcomes-based employee health methodology for employers and a fee-for-value based accountable care network model for medical schemes and insurers. The heart of the value proposition is a range of exercise-based interventions that can be delivered at onsite fitness centres, standalone medical wellness centres or even outdoors using Activate's unique closed loop technology platform. For more information visit our website [www.activatewellness.co.za](http://www.activatewellness.co.za) or email [info@activatewellness.co.za](mailto:info@activatewellness.co.za)

### **About INTERVENT**

Founded in 1997, INTERVENT International is a physician-led, global company that develops, licenses and provides evidence-based programmes for the prevention and management of cardiovascular and other chronic diseases. The primary purpose of INTERVENT's programmes is to improve individual and population-based measures of health while simultaneously reducing healthcare costs and enhancing productivity. The programmes provide unique solutions for employers, health insurers, healthcare systems, physicians, individual consumers and others. INTERVENT's programmes have been successfully used to serve numerous clients on multiple continents and in a variety of languages via telephone call centres and the Internet. INTERVENT programmes have been proven effective in numerous published studies, including randomized and independently-conducted clinical trials. More than two million individuals have participated in INTERVENT's programmes, including patients from over 120 medical centres in the USA and Canada as part of two recent multi-centre clinical trials funded by the National Institutes of Health. For more information, visit [www.interventhealth.com](http://www.interventhealth.com) or email [info@myintervent.com](mailto:info@myintervent.com).

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