



FOR IMMEDIATE RELEASE

Healthy Lifestyles Health Insurance Option for Small Business

Tuesday, June 3, 2008

Door County, WI - On Tuesday, June 17 at 1pm, Door County Economic Development Corporation will host an informational meeting on a healthcare insurance option for local small businesses, introducing the Healthy Lifestyles Cooperative as an affordable alternative for business owners and their employees. The Healthy Lifestyles Cooperative allows its members to obtain a large group premium structure, take advantage of administrative efficiencies and benefit from an array of non-insurance programs, such as wellness programs, that can significantly help to contain healthcare costs.

The Healthy Lifestyles Cooperative is open to any self-employed person, for-profit or non-profit organization or partnership. Over the past three years, the Healthy Lifestyles Cooperative has assisted over 140 companies lower their healthcare costs through a variety of initiatives that:

- moved 6 percent of employees out of severe risk situations;
- improved health risk assessment results in one year by more than 5 percent;
- spurred the involvement of 58 percent of employees in health and fitness activities that helped to earn them rewards and ultimately improved health risk assessment scores;
- earned single-digit premium increases after years of 15 to 45 percent increases.

The Healthy Lifestyles Cooperative meeting will be held at The Ladder House restaurant in the heart of historic Sturgeon Bay at 38 South Third Avenue. For more information or to RSVP (required), interested businesses and organizations should contact Mary Patrick, DCEDC Operations Manager, at 920-743-3113 x 202 or mary@doorcountybusiness.com.

For those unable to attend the meeting on June 17, the Kewaunee County Economic Development Corporation is holding a similar program on Tuesday, June 24 at 8:30am at the Farm Market Kitchen in Algoma. Contact Jennifer Brown of KCEDC at brownjk@kcedc.org or (920) 487-5233 for more information.

The Door County Economic Development Corporation (DCEDC) is a public/private partnership dedicated to improving the economic vitality of the county and its residents. Founded in 1989, DCEDC has been successful in helping existing businesses create and retain thousands of jobs through a myriad of programs and initiatives. Additionally, DCEDC places strong emphasis on fostering entrepreneurial instincts in county residents as well as those who vacation on the Door County Peninsula. Door County Economic Development Corporation offices are located within the small business incubator DCEDC founded in 1997 at 185 East Walnut Street in the Sturgeon Bay Industrial Park.