



Avivia Health

FROM KAISER PERMANENTE

News Release

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For Immediate Release

Kaiser Permanente Healthy Solutions Becomes Avivia Health From Kaiser Permanente

(Oakland, CA) -- Kaiser Permanente Healthy Solutions is now Avivia Health from Kaiser Permanente. The name change is part of a complete rebranding, unveiled for the first time at the World Health Care Congress in Washington, D.C. on April 22, 2007.

The new name, logo, and brand look are part of the continuing evolution of the company. As the business gathered momentum over the past two years it became clear that the company needed a new name and brand positioning to better reflect its core strengths and distinctiveness.

“Avivia (pronounced ah-VIV-ee-ah) is built from two Latin roots meaning ‘the path to life’,” says Chris Stenzel, CEO of Avivia Health. “The path shown on our new logo represents the journey toward improved health and wellness. Built upon Kaiser Permanente’s strong clinical foundation, we distinguish ourselves from traditional disease management providers. We utilize a whole person approach to chronic disease management, wellness and productivity management. Our approach helps participants take a much more active role in improving and maintaining their own health.” Avivia Health is an endorsed brand of Kaiser Permanente.

New graphics will complement the Avivia Health name and logo. Those graphics emphasize the balance between the scientific side of the programs and the human side - the concern employers have for their workforce and the desire to keep those people healthy and productive.

Stenzel says, "Just as we are continuously innovating and improving our service offering, we are repositioning our brand in the marketplace. Our ability to quickly and effectively respond to change is one of the ways we stand head and shoulders above our competitors."

Avivia Health will continue to provide Intelligently Tailored™ population care management and wellness services, including customized services. No corporate changes will result from the new name and branding. Our strategic relationships with Health Dialog and the world-renowned Kaiser Permanente will remain intact.

The new Web site address is www.aviviahealth.com. The phone number is 888-4AVIVIA (888-428-4842).

Avivia Health from Kaiser Permanente provides total population care management and wellness services to medium and large-sized employers, and community health plans. Avivia Health is wholly-owned by Kaiser Permanente entities. The company has headquarters in Oakland, California and offices in Atlanta, Georgia and Chicago, Illinois.