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WELLCOACHES ANNOUNCES PARTNERSHIP WITH AMES MYFILE

Wellcoaches Coaches Can Now Offer Clients an Online “Personal Health Record”

Wellesley, MA August 5, 2010 – New developments in information technology and a new partnership with Ames MyFile makes it possible for Wellcoaches®-trained coaches around the world to offer their clients a ground-breaking way to further take charge of their personal wellbeing.

At the vanguard of this exciting trend, Wellcoaches working with Ames MyFile will make available a fully integrated personal health record functionality in its web-coaching platform. This collaboration provides an important set of tools for health and wellness coaches seeking to help their patients further take charge of their health and wellbeing.

A Personal Health Record (PHR) stores an individual’s health-related information in a password-protected online record. The at-a-glance record helps clients play a more active role in their health care and could help save time and money. But it is estimated that only 20 percent of the public knows or has access to a full complement of their personal and family medical histories, medications, allergies, drug interactions, diet and exercise regimens. Keeping track of these components is necessary to build and maintain mental and physical wellbeing, but until now has been a frustrating pursuit in the hectic reality of 21st century life.

When clients have complete and up-to-date information about their histories and/or conditions, they are better equipped to communicate potential issues, changes in health, and questions about their wellbeing. Clients and coaches can use the Ames MyFile PHR tool to work together to develop wellness action plans, to track progress and challenges, and to identify issues as they arise.

According to a recent, groundbreaking study by the California HealthCare Foundation (CHCF), Americans who have access to their health information through PHRs report that they know more about their health, ask more questions, and take better care of themselves than when their health information was less accessible to them in paper records. One in three users say they have used their PHR to take a specific action to improve their health — sparking the belief that these technologies could be the long-awaited tools that help engage patients in taking better care of themselves.



“While we need optimal wellness to be at our best at home and work, managing physical and mental health records are a huge challenge for most people,” said Margaret Moore, founder and CEO of Wellcoaches. “Partnering with Ames MyFile gives our coaches an important tool to help clients play a more active role in their health and wellness.”

Connecting Coaches and Consumers Anytime, Anywhere

While many consumers believe that their primary care doctor maintains their health information, in reality a mere 20 percent of doctors have that information on-line and they often do not have key additional information from specialists or other health providers who also treat their patients. Wellcoaches/Ames MyFile provides users with an integrated personal health management solution through an affordable, simple-to-use web-based application available to users anytime and accessible from any computer. Wellcoaches/Ames MyFile features https, secure socket layer (SSL), 128-bit encryption and stores personal health information in encrypted format on their servers.

For a nominal fee, Wellcoaches clients can keep their personal and family medical histories, important medical documents, and track medications and appointments. Users can log daily health details, such as stress levels, diet, and exercise and work with their coach to set up action plans to achieve personal targets. In addition to having informative medical research at their fingertips, users can easily share their own medical information with any health and wellness providers.

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ABOUT WELLCOACHES CORPORATION www.wellcoaches.com

Wellcoaches Corporation is setting a gold standard for professional coaches in healthcare and building the professions of health coach and wellness coach, in strategic partnership with the American College of Sports Medicine (ACSM). Founded by Margaret Moore (aka Coach Meg) in 2000, Wellcoaches has trained more than 4,000 physical and mental health professionals as health or wellness coaches in 32 countries, and now trains more than 1,000 coaches each year. Together, Wellcoaches and its coaches are helping people to take charge of their health and well-being and go beyond what they imagined possible on a large scale. For more information, visit www.wellcoaches.com.

ABOUT AMES MYFILE SYSTEMS www.amesmyfile.com

Ames MyFile Systems was established to provide a personal health platform for individuals and families that will become their lifelong hub for health and wellness. It is our belief that in order to take responsibility for one’s health, individuals need the right tools and resources to understand their health issues, become more engaged in decisions they face, and improve their communications with doctors and clinicians. Ames MyFile Systems provides these tools and resources. Ames MyFile Systems (AMFS, Inc.) was spun out of Ames Safety Envelope Company, a leader in healthcare information management focusing on medical records documentation for healthcare facilities for over 85 years.