



Powered By INNERLINK™

313 West Liberty Street, 201, Lancaster, Pa. 17603
Phone (866) 522-5487 Fax (717) 735-8109

News Release

FOR IMMEDIATE RELEASE

Contact: Cathy Hoffman, InnerLink
(717) 381-4282
choffman@theinnerlink.com

Health eTools for Schools® Teams up with the Independence Blue Cross Foundation on Healthy Futures to Improve Student Wellness
Web-based program to make a measurable difference in child wellness

Lancaster, PA – Health eTools for Schools, an award-winning software application that captures health data, will be used to track and measure the groundbreaking Healthy Futures initiative. The three-year, nearly \$2 million Healthy Futures initiative of the Independence Blue Cross Foundation is a comprehensive, collaborative approach to making a measurable difference in child wellness.

“InnerLink is proud to participate with this significant Healthy Futures initiative as we continue to create tools to advance the health of children,” said InnerLink CEO and Chief Medical Officer Robert G. Gillio, M.D. “By using Health eTools for Schools to document, monitor, and evaluate the health and wellness metrics we can provide educators, policymakers, managed care organizations, health care providers, and the public with a deeper understanding on how to improve population health.”

The Healthy Futures program takes a collaborative and comprehensive approach to address three critical components of child wellness: nutrition, fitness, and preventive health care. By documenting and measuring these three areas with Health eTools for Schools throughout the program, Healthy Futures partners will be able to use the data to take action to inform and improve health and instructional practices.

Through the “**Eat Right**” component, the program will help influence childhood eating habits while improving nutritional awareness among children, parents, and community stakeholders. The Vetri Foundation for Children will partner to implement its Eatiquette program at five schools in the next two years. The Eatiquette program equips schools to prepare and serve nutritious meals to children, educates students and parents on the importance of nutrition and benefits of eating well, and promotes life skills such as teamwork and responsibility.

With the “**Get Fit**” component, the program will promote the importance of physical activity both inside and outside of school through programming that complements existing school fitness curriculum. Get Fit will also recognize and reward children who have achieved fitness and key health goals. The Philadelphia Union, a Major League Soccer team, will partner to implement school fitness programs for grade school children in participating schools. Through this partnership, the Union will also conduct community fitness events as well as provide tools to promote exercise and soccer in select schools in southeastern Pennsylvania.

Finally, through the “**Stay Well**” component, the program will improve school health screening rates through a collaborative school-based health promotion program aimed at reducing the days a child misses school due to diabetes, asthma, and unmanaged chronic illness. The Children’s Hospital of Philadelphia (CHOP) will partner on a pilot to create a health care team within a targeted school. That team will enhance existing school services to guarantee that all required health screenings and physicals are completed and offer health promotion services as needed.

Healthy Futures will use a dedicated program evaluator to collect health data and measure outcomes with Health eTools for Schools. The goals for Stay Well include decreasing the percentage of students with high BMI, decreasing student diabetes and blood pressure, increasing student nutritional awareness, and increasing the percentage of students in compliance with mandatory screenings. Findings from this three-year initiative will be shared broadly with health care professionals as a way to help develop other innovative approaches to improving child wellness.

###

News Release

About Health eTools for Schools®

Health eTools for Schools is an award-winning, web-based school health information system. It is designed to monitor student health and fitness parameters, help schools meet wellness mandates, and support a culture of wellness. Applauded as leading-edge, Health eTools harnesses technology with best practices to provide online resources that help the entire school community create a healthier learning environment. Health eTools is the only web-based program that affords capturing health data under the framework of the CDC's Coordinated School Health Model, a multi-disciplinary approach designed to encourage schools, families, and communities to work together to improve student health and capacity to learn. With Highmark Foundation funding, Health eTools was developed by InnerLink to enable school personnel to more effectively impact student health and wellness with access to real time data. More than 44% of Pennsylvania schools use Health eTools impacting more than 800,000 students. **For more information, visit www.healthtoolsforschools.org.**

About InnerLink

Headquartered in Lancaster, Pennsylvania, InnerLink, Inc., is a health and wellness company that combines best practices in data aggregation with cutting edge technology and engaging content to deliver software as a service in an effort to optimize health. Historically, the business is best known for its development and marketing of a coordinated school health portal which includes electronic student health records and online health curriculum as part of its core offering. The company also creates innovative, custom solutions for clients to enhance its core product mix and capability. For more information, visit www.theinnerlink.com.

About the Independence Blue Cross Foundation

Launched in October 2011, the [Independence Blue Cross Foundation](http://www.independencebluecross.org) is an independent, private foundation whose mission is to transform health care through innovation in the communities it serves. The IBC Foundation and Independence Blue Cross are both committed to improving the health and wellness of the people of southeastern Pennsylvania. The foundation targets the following areas of impact:

- **Caring for our most vulnerable:** Supporting nonprofit health clinics that deliver quality, cost-effective primary, medical, and dental care to uninsured and underinsured people.
- **Enhancing health care delivery:** Strengthening the nursing workforce through education, career development, and research.
- **Building healthy communities:** Partnering with community leaders and programs to address community health and wellness needs