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**FOR IMMEDIATE RELEASE:**

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**LINKWELL CEO TO DISCUSS HEALTHY COUPONING ON AHIP PODCAST**

**Needham, MA — May 20, 2010** — Join Ben Gardner, CEO of Linkwell Health, and Dr. David Katz, Director of the Yale University Prevention Research Center, as they discuss the obesity epidemic and consumer marketing techniques to help change eating behaviors.

Mr. Gardner and Dr. Katz will explore the value of purchase data in better understanding the shopping patterns of members with chronic conditions and discuss healthy couponing as a tool to influence food choices.

**“Influencing Better Food Choices with Targeted Couponing”**

**Ben Gardner, CEO, Linkwell Health**

**David Katz, Yale University Prevention Research Center**

**Posting Date: Noon on Thursday, May 20, 2010**

**[AHIP's Bridge for Well-Being, Health, and Fitness](#)**

The podcast is available to the general public as well as members of AHIP.

**About Linkwell**

Linkwell Health applies insights from food purchasing data to design customized healthy food coupon programs for health plans, pharmacy benefit managers (PBMs) and employers. Founded in 2007, Linkwell Health is a privately owned company working with leaders in the health care industry. Linkwell helps improve member health by presenting incentives for healthier food choices to influence daily food purchase decisions. The program offers analytics, branded materials and performance reporting to track the impact of healthy couponing on member populations both short and long term. For more information, please visit [www.linkwellhealth.com](http://www.linkwellhealth.com).