

Information Technology Company of the Year**LiveHealthier****Founder:** Mary Moslander**President and CEO:** Mary Moslander**Year Founded:** 2005**Employees:** 10**Incubator:** Maryland Technology Development Center, Rockville**Development focus:** Helps people define, achieve and maintain their health goals.**Web site:** www.livehealthier.com

LiveHealthier's name says it all. The 2-year-old company wants to help people, well, live healthier.

In doing so, though, CEO Mary Moslander believes the company can accomplish so much more.

LiveHealthier's core service is a Web-based platform that helps individuals identify their health aspirations and gives them access to the tools they need to reach those goals. Those resources can include health records, trusted information, private consultations with dietitians and personal trainers, or access to communities of health-conscious consumers who have similar interests. That core service is thriving at LiveHealthier.com, an advertising-free, consumer-based Web site that allows individuals to actively manage their health.

But with corporate health care costs skyrocketing, Moslander has discovered an even bigger market

for her company's services. Today, LiveHealthier is focused on providing its services to large, multinational organizations that see huge societal and economic rewards for getting their employees in shape.

"For every dollar a company spends on wellness, it will get \$3 to \$6 back through a combination of lower health care costs and reduced absenteeism," Moslander said. "Among the employers I talk to, nobody debates whether or not corporate wellness is important. The question for many of them is, how do you make it something your employees will engage in and take advantage of?"

LiveHealthier is working toward an answer. The company allows its corporate clients to privately label its proprietary Web platform and integrate it seamlessly into their Web sites. Employees can access all health-related resources, regardless of where they work. For an increasingly global and mobile workforce, that's important.

For example, take the work LiveHealthier has done for Quintiles Transnational, a Fortune 700, clinical trials company based in North Carolina. With thousands of employees in 50 countries, Quintiles implemented a LiveHealthier platform that provides all workers with wellness resources that are appropriate to their individual situations and cultures. The effort was part of an internal program called "Healthy U Healthy Q," which has been certified with the "CEO Gold Standard," a U.S. initiative that demonstrates a corporate commitment to the health



The LiveHealthier Team.

of employees and their families. LiveHealthier's contribution to the program has received a "Workplace Innovation Award" from the American Heart Association; one of only six such awards given nationwide.

It's all part of what Moslander calls "a walled garden where employees can come together for a common purpose, even though they are working in different states or working from home. That's not something you could have done 15 years ago, and it's why the multinational aspect is so important to us."

LiveHealthier's business is as healthy as its clients. The company is cash-flow positive, has exceeded its 2006 revenue by 200 percent and had booked 70 percent of its 2007 revenue projections by mid-May.

That success, said Moslander, is due in no small part to the incubator environment. The company started in

the Maryland Technology Development Center and recently moved to the new Rockville Innovation Center. Both incubators have given her the space, resources and advice that have allowed her to focus on building her company.

"All of those things have been just invaluable," she said.

With that kind of help, Moslander hopes to continue growing her company, possibly even partnering with another large organization that is similarly committed to improving employee wellness and decreasing corporate health care costs.

"Prevention is really the key," she said, "not only from a business standpoint so that companies can reduce their health care costs, but also from a societal standpoint, so that the next generation knows how to keep chronic conditions from becoming part of their lives."