



**Hickok & Boardman**  
GROUP BENEFITS



**FOR IMMEDIATE RELEASE**

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## Hickok & Boardman Group Benefits and Vtrim® Develop Strategic Partnership

*Corporate Vtrim Classes to Begin in May*

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(BURLINGTON, VT) – April, 2009 – Hickok & Boardman Group Benefits (HBGB) and Vtrim, an approach to weight loss from the University of Vermont, announce a strategic partnership to bring Vtrim’s behavioral weight management program to Vermont employers.

“We’re excited to enter into this partnership with Vtrim and the opportunities it presents employers to enhance their health management and wellness plans,” said Michael Kilfoyle, HBGB’s Director of Marketing and Operations. “Vtrim’s weight loss approach through behavior modification aligns with our firm’s goal of improving employee health through sustainable, long-term strategies.”

Vtrim is a clinically proven weight loss model that is based on 17 years of university research. Vtrim teaches participants how to understand, de-code and repackage their attitudes and behaviors about eating in a way that makes sense to them. Participants lose an average of 23 pounds and 83% of people completing the program achieve a clinically-meaningful weight loss of 5-10% of their start weight.

“The goal of Vtrim is permanent weight loss,” said Beth Casey Gold, Vtrim’s Director of Corporate Programming. “Vtrim teaches participants how to manage what they eat, not what foods to eat and, in turn, weight loss naturally follows.”

Through a specially designed HBGB portal on Vtrim’s web-site - <http://www.uvm.edu/vtrim/> - Any Vermont employer can offer their employees the opportunity to participate in this online

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behavioral weight management program with HBGB clients receiving a 15% discount off Vtrim's standard pricing.

The HBGB sponsored corporate classes, which will begin in May, will be led by certified Vtrim facilitators and participants will support one another in the online format. Each week a specific topic related to changing health behaviors will be presented in a structured on-line format.

For more information on the HBGB and Vtrim partnership or to offer Vtrim in a workplace setting, please contact Michael Kilfoyle or Beth Casey Gold.

#### **About Hickok & Boardman Group Benefits**

Hickok & Boardman Group Benefits is an employee benefit brokerage and consulting firm located in Burlington, VT that serves Vermont employers of all sizes. HBGB produces the annual Vermont Employee Benefits Survey and offers its clients solutions for employee benefits, human resource technology and health management and wellness programs.

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#### **About Vtrim**

The Vtrim Weight Management Program is an online approach to weight loss based on 17 years of clinical research from the University of Vermont. Vtrim is led by a dynamic team of health professionals and experts in the weight management field. All of Vtrim's certified facilitators are highly-trained professionals with health-related credentials and experience.

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