



November 1, 2013

To Whom It May Concern:

HAP has been working with Zonya Foco, RD for the past ten years under an “exclusive to our service area” contract to provide a variety of services for our members. Her live group nutrition education programs have amounted to reaching about 24,000 of our members, including worksite wellness clients and the Southeast Michigan community. She has also contributed to our member publications, provided videos that we have posted on our website and created custom on-demand webinars on various nutrition topics. Most recently, we’ve added offering her online DIET FREE program for our members.

Whether on video or in person, our members respond very positively to Zonya. They love her! We measure overall program and speaker satisfaction after each live program and her scores are always very high. Zonya is relatable, entertaining and inspiring. She has a unique way of teaching that incorporates stories and anecdotes, demonstrations as well as factual information. Whether they experience Zonya live, or through her online program, participants always learn something new, don’t ever get bored and walk away with more confidence and motivation than they had at the start.

To enhance participation, we have purchased and given away her cookbook (roughly 19,000 over the 10 years) to individuals who have participated in certain sessions, not only as an added incentive and reward for attending, but because it’s an excellent publication with credible nutrition advice, helpful tips and easy, tasty recipes. This has given us a useful, high quality tool that we are proud to share with our members, and the book signings are always great fun.

HAP’s goal in working with Zonya has been to increase member satisfaction, loyalty and retention. Our research has shown that members who attend Member Engagement programs have higher health plan satisfaction and loyalty than members who do not. For us, this is evidence that our programs are effective and we believe Zonya has contributed to this positive impact on member satisfaction and loyalty.

And finally, using Zonya helps HAP to demonstrate our mission: “To improve the health and well-being of the lives we touch”, and helps us to reinforce our brand as a health and wellness company.

Contracting with Zonya for the past 10 years has proven to be a good business decision for HAP and a great benefit to our members.

If you have further questions, feel free to contact me at 248-443-1010 or at tkachadu@hap.org.

Sincerely,

Terri Kachadurian
Director of Worksite Wellness and Member Engagement Programs
Health Alliance Plan (HAP)