

Prevo Health Solutions Names Melissa Fox as Vice President of Marketing & Communications

Mrs. Fox to bring a seasoned background in Journalism, Communications, and Holistic Health Coaching to the Team.

San Juan Capistrano, California (August 29, 2013) ([PRWEB](#)) August 30, 2013 -- [Prevo Health Solutions](#), the private club industry's premier wellness experts with expertise in workplace wellness and member retention, today announced that Melissa Fox has been named Vice President of Marketing and Communications. Mrs. Fox will take lead in the development of strategic marketing and communications wellness campaigns and programs, as well as create turn-key wellness programs for clients in the club industry.

'I am honored and blessed to have Melissa lead our Marketing and Communications efforts,' said Founder and President Rick Ladendorf. 'We worked well together for years at Eat Right America where Melissa served as Director of Health. I knew her background and expertise were exactly what we needed here at Prevo to help launch the [CEO Pledge, America's Healthiest Clubs](#) and our latest and very exciting project, the Health Care Self-Insured Captive. I'm very happy to be working work with Melissa again as she will help us to grow the business.'

Melissa brings a unique background that makes her a great fit for Prevo Health. She has over ten years of writing, marketing, and communications experience. Starting her career as a television reporter, and eventually becoming Marketing Manager at a prestigious Health Insurance Company, she brings a wealth of knowledge and expertise to Prevo Health.

Melissa is also a certified [Holistic Health Coach](#), receiving her education at the Institute of Integrative Nutrition. In her practice, Melissa is a personal advocate to her clients, guiding them to improve their eating habits, understand their body better, feel confident in choosing and preparing better food, and to experience an increase in overall happiness in life. Her skills in this area will allow us to add additional value to our Private Club clients.

"I am very excited to be a on the Prevo Health Team," Fox said. "This position allows me to use not only journalism, marketing, and communications skills, but also to use my expertise in health and nutrition to design outstanding programs and plans for our valued clients, as well as to act as a wellness consultant at Prevo Health. Above all, I'm thrilled to be a part of a company that is committed to transforming health one-person, one-club at a time. "

Mrs. Fox has already contributed to several projects at Prevo Health, and will serve as the lead Wellness Specialist as we roll-out the National CEO Pledge [campaign](#).

About Prevo Health Solutions

Prevo Health Solutions, Inc. is the club industry's premier wellness experts with expertise in workplace wellness and member retention. Or mission is to improve the overall health of the Private Club Industry through education and sharing of best practices. Our team consists of health professionals, certified nutrition & fitness experts, workplace wellness gurus and engagement specialists. We know what works in the workplace and we know the club industry. Prevo Health Solutions works with employers of all sizes to develop and execute



custom wellness strategies which maximize engagement and participation. For more information call 888-321-1804 or visit www.prevohealth.com.

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