

# ACAP Health Consulting Announces Leading Health Experts Whitthorne and Church to Join Executive Team

**DALLAS, TX, September 3, 2013** — ACAP Health Consulting today announced that Todd Whitthorne, renowned health and wellness expert, and Tim Church, M.D., M.P.H, Ph.D., one of the country's leading physicians in exercise and obesity research, will join the company as president and medical director, respectively. Whitthorne will drive the company's product development, marketing and sales strategy and Church will be responsible for guiding the company in the creation of disease-specific battle plans to reduce the production of and destruction from disease.

Prior to joining the ACAP Health team, Todd Whitthorne served as president and chief executive officer of Cooper Concepts, Inc., a division of the Cooper Aerobics Center in Dallas. There, he oversaw behavior modification programs, product research and employee health consulting. Additionally, Whitthorne served as host and producer of the national weekly radio program *Healthy Living with Dr. Ken Cooper*. As a health and wellness expert, Todd is frequently invited to advise business leaders on improving the health of their employees.

Tim Church brings a dynamic background in obesity research to the ACAP Health team. He is Professor of Preventive Medicine at Pennington Biomedical Research Center at Louisiana State University and has authored more than 100 articles on preventative health. Church is frequently used as a health expert in various media outlets such as NBC, USA Today, Wall Street Journal, CNN and Reuters.

"We are thrilled to welcome Todd and Tim to the ACAP Health team. They both bring vast knowledge and experience in the health, wellness and obesity space that will, without a doubt, strengthen the work we are doing for our clients who are boldly changing the trajectory of health for their businesses," said Wally Gooma, who will now serve as CEO of ACAP Health.

Den Bishop, founder of ACAP Health and the company's former CEO, will move into the role of Chairman of the Board. "With the changes taking place in the healthcare landscape, employers are eager to find ways to reduce healthcare costs. At the core of the issue is disease and the solution lies in employers influencing health so that less disease is produced. The addition of Tim Church and Todd Whitthorne positions ACAP Health to meet the growing needs of our clients."

## **About ACAP Health Consulting**

*ACAP Health Consulting is a healthcare consulting firm aligning major healthcare stakeholders including employers, insurers, medical providers, pharmaceutical companies and others with measurable solutions that lower the cost of healthcare benefits. ACAP Health's ultimate goal is to transform health benefits to proactively connect patients with the medical providers and programs that give them the best chance of getting better—and to do so affordably. [www.acaphealth.com](http://www.acaphealth.com)*

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