



## **Rolling Strong Announces Partnership with eTrueNorth**

*Health and wellness platform provider enhances its support of truck drivers with healthcare services at local pharmacies*

**Riverside, Mo. – November 6, 2018** – Rolling Strong, the provider of driver wellness programs for transportation companies and their drivers, as well as owner-operators, today announced a partnership to provide healthcare services to truck drivers using the eTrueNorth network of local pharmacies through the Rolling Strong health and wellness platform.

“This partnership will take the traditional on-site screening process that wellness companies typically coordinate and provide a new level of accessibility by giving professional drivers a screening and health services destination while on the road,” said Stephen Kane, Rolling Strong’s president. “Screenings will not only be provided through our mobile network, but the information is stored for the driver in their Rolling Strong personal health portal, giving them an opportunity to work with our CDL wellness coaches to prepare for their next DOT medical exam.”

With the addition of eTrueNorth to the Rolling Strong mobile app and health and wellness platform, drivers can take advantage of healthcare screening services at local pharmacies across the U.S. eTrueNorth uses its eLabNetwork<sup>®</sup>, a nationwide network of independent CLIA-waived laboratories located in retail pharmacies, to make it easier for Rolling Strong participants to have easy access to laboratory testing.

“Our mission of driving access to quality and affordable healthcare services at local pharmacies is a natural extension of Rolling Strong’s health and wellness platform for the trucking industry’s drivers,” said Coral S. May, President of eTrueNorth. “By providing high quality, accurate and precise point-of-care testing and real time transfer of data to wellness providers, we are also able to make it easier for motor carriers that use the Rolling Strong platform to gather biometric data from drivers as part of their wellness initiatives.”

The Rolling Strong health and wellness mobile app for IOS and Android devices offers exercise programs and nutrition and personal health guidance, including the ability to connect with a wellness coach. Drivers can also earn points and rewards for logging sleep, exercising, and meeting daily calorie goals.

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**About eTrueNorth**

eTrueNorth is an integrated, pharmacy-based, clinical services network. We help consumers fit healthcare into everyday life via the convenience and accessibility of retail pharmacy. Working with wellness vendors and Diabetes Prevention Programs, our network provides screenings with immediate test results for the participant and real-time data transmission to the vendor. Health plans benefit by our ability to engage plan members at the pharmacy counter and address gaps in care ranging from diabetes measures such as HbA1c to medication adherence and hypertension control.

eTrueNorth's integrated network is a tangible example of healthcare organizations working together to find creative solutions that drive access, quality and affordability. To learn more, visit [www.eTrueNorth.com](http://www.eTrueNorth.com) or contact CV Abdallah at (315) 374-7792 or [cv@eTrueNorth.com](mailto:cv@eTrueNorth.com).

**About Rolling Strong**

The provider of driver wellness programs for transportation companies and their drivers and owner-operators, Rolling Strong promotes behavior change and provides support in the areas of Nutrition, Fitness, Sleep, Stress Management and Weight Management. Driven by its mission to reverse the declining health of America's CDL Drivers and get them home safely, the company offers in-terminal and on-the-road solutions that target health improvement. Its customizable programs include the Rolling Strong App for drivers and administrative reporting capabilities to help carriers and drivers improve compliance with CDL medical requirements and to implement and manage their wellness initiatives. For more information, visit [www.rollingstrong.com](http://www.rollingstrong.com).