



STAR WELLNESS ANNOUNCES NATIONAL EXPANSION PLANS

Healthcare screening company targets 100 new markets over next four years

DALLAS (Oct. 26, 2011) -- [Star Wellness](#), the Dallas-Fort Worth-based provider of state-of-the-art healthcare screening, today announced plans to enter as many as 100 new markets nationwide over the next four years.

The growth will be accomplished primarily through franchising, beginning in Texas and the Southwest then expanding throughout the U.S.

“Businesses and organizations now realize that preventive care is the best way to control health care costs and improve productivity by reducing employee sick days,” said Star Wellness founder and entrepreneur Johnette van Eeden. “As a result the demand for our services has grown to the point that we had to look at expanding our presence beyond current markets.”

A former computer programmer, van Eeden started Star Wellness after realizing that a lot of time and money was being spent on fitness and wellness programs, but no one was monitoring the effectiveness of those programs.

Using credit cards to purchase equipment, van Eeden began offering cholesterol testing and other medical screenings at fitness centers, health food stores as well as for businesses, municipalities and organizations.

Because of demand, she began to focus entirely on businesses and organizations and has worked with more than 230 clients throughout Texas and over 20 other states. Earlier this year she hired franchise veteran Michael Manor to serve as CEO and spearhead the growth.

Star Wellness franchises are awarded based on market population as well as the number of businesses and school systems and can be operated from home for the first two years. Although the bulk of their business comes from corporations and organizations, franchisees are encouraged to open an outside office their third year to handle referrals and other walk-up business.

“The beauty is that someone can get into business for much less expense than most franchises and they do not need medical or healthcare experience,” says van Eeden. “And they are providing a service that is helping people and in some cases actually saving lives.”

More information on Star Wellness services, including franchise information, is available at StarWellnessUSA.com or by calling 800-685-5572.

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