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Worksite Wellness Announces Name Change to ADURO

New name selected to more accurately reflect energizing effect of multi-faceted, well-being focused approach to employee-engaging wellness programs.

Seattle, WA – Dr. Darren White, CEO and chief strategist, today announced that Worksite Wellness, LLC has changed its name to ADURO, Inc. ADURO helps companies increase the health and performance of their workplace by building tailored, high-touch corporate wellness programs. By encouraging employees to engage, challenge themselves and have fun, ADURO strives to boost wellbeing not just during work hours, but wherever the other 128 hours of each week may take them.

“We are a strengths-based organization full of insanely passionate people who are committed to igniting change by doing what we love: engaging individuals and developing cultures that promote living the best life possible,” says Dr. Toni Best, Director of Human Performance at ADURO. “We use programs that inspire new thinking, generate new actions, and get people excited to show up for their lives. It’s all about creating possibility and reaching new heights.”

ADURO, derived from Latin, means to “ignite” or “kindle”, and was selected to reflect the company’s energizing effect on employees. Worksite Wellness officially becomes ADURO on March 1, 2013.

“Our intention in changing our name is to move from being a descriptor of service to an enabler of change. ADURO broadens the wellness footprint to include personal and team productivity, gaming theory, social drivers, an open activity device and app strategy, real-time biometrics, and intrinsic health and productivity coaching – all opportunities to add fire to the more standard, boring, and sterile wellness approach. ADURO more accurately describes the shift that our programs ignite in employer communities and individuals,” stated Dr. White.

About ADURO, Inc.

ADURO is an end-to-end health and productivity solution providing evidence-based, outcomes-focused programs and research-driven thought leadership on behavior change in employee communities. ADURO drives engagement through culturally aligned programs, facilitates sustained behavior change through complete ecosystem management, and keeps the healthy healthy in addition to decreasing health risks. ADURO currently serves over 100 employers across a variety of industries nationwide. Additional information about ADURO may be found at ADUROLife.com.

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