

Frequently Asked Questions

Who is American Specialty Health?

American Specialty Health is a national health and wellness company that provides population health management programs to health plans, insurance carriers, employer groups, and trust funds.

Programs and services include:

- **Prevention and Wellness Services**—Lifestyle health coaching, wellness Internet portal, incentives, wireless technology, and worksite wellness programs
- **Fitness and Exercise Services**—Exercise and walking programs providing no-cost, low-cost, or discounts on fitness club/exercise center memberships, home fitness programs, and Internet-based exercise tools
- **Specialty Network Management Programs**—National provider networks and administrative services for chiropractic, acupuncture, massage therapy, dietetic counseling, naturopathy, physical therapy and occupational therapy services (fully delegated at-risk or ASO arrangements are available)

ASH subsidiaries operate in all 50 states, providing a seamless national provider network and administrative platform for clients. ASH clients include more than 120 health plans and more than 2,700 employer groups nationwide.

ASH membership has grown organically and includes more than:

- 11.5 million in benefit programs
- 97 million in affinity discount programs
- Nearly 4 million in health coaching and wellness programs
- 500,000 in fitness benefit programs

Where is ASH headquartered? How many employees does ASH have?

ASH's main office is located in downtown San Diego. The company employs more than 700 people nationwide.

Who founded ASH and when?

ASH was co-founded by George DeVries (current ASH chairman and CEO) in 1987. The initial vision for ASH was to provide health plans with network management services for chiropractic, allowing members direct access to ASH contracted providers. ASH developed one of the nation's largest specialty provider networks over the next decade and expanded its provider networks to include a broad range of complementary and alternative health products.

During the last decade, ASH has continued to expand, adding network management services for physical therapy, prevention and wellness services, and exercise and activity programs.

What is Healthyroads?

Healthyroads, an ASH subsidiary, is one of the nation's largest prevention and wellness programs, covering nearly 4 million members with more than 500 clients. Healthyroads offers a comprehensive, fully-integrated prevention and wellness platform comprised of various programs that may be combined to meet the needs of an organization and its employees. Programs and services include telephone lifestyle health coaching, a wellness Internet portal, incentive programs, wireless technology, biometric services, worksite education programs, and worksite health promotion.

What is Silver&Fit®?

Silver&Fit is a senior fitness and healthy aging program for Medicare beneficiaries and group retirees.

Silver&Fit provides an annual membership at a participating fitness club or exercise center. Members can choose two of seven home fitness programs in lieu of a fitness club membership. Members also have access to a healthy aging educational program, Internet portal, and quarterly newsletter.

What is ChooseHealthy™?

ChooseHealthy offers a national affinity discount program that provides value-added services to health benefit plans and access to credentialed networks of providers and fitness facilities for members. The program offers:

- A national network of 36,000 complementary health care providers and fitness facilities
- Online resources
- Discounts on health products

What is ASH Networks?

ASH Networks, a subsidiary of ASH, offers national provider networks including 22,000 complementary health care providers—including chiropractors, acupuncturists, massage therapists, dietitians, and naturopaths—and a national network of more than 14,000 fitness clubs and exercise centers.

How do providers become part of the ASH network?

All potential ASH providers for clinical services must meet stringent quality standards before they can become part of the ASH provider network. All applying providers go through a credentialing process and re-credentialing every three years thereafter which includes a review of providers' licensure and records, as well as an inspection of provider offices. ASH's credentialing and review staff work closely with state and federal agencies to ensure that all such contracted providers are qualified to perform the agreed-upon services.

What is American Specialty Health Insurance Company (ASH Insurance)?

ASH Insurance is a health insurance company domiciled in Illinois and admitted in 43 states and the District of Columbia. Through this company, employers in a growing number of states are able—usually for the first time—to directly purchase supplemental group riders for complementary health care from a specialty benefits health insurance company. This makes options such as chiropractic, acupuncture, massage therapy, dietetic counseling, and naturopathy more readily accessible to local workforces. ASH products are currently approved in 23 states and the District of Columbia. Available benefit options vary by state.

What is Active&Fit™?

Active&Fit is a comprehensive exercise and fitness program for commercial members, offering an annual membership at a fitness club or exercise center and the self-care tools to motivate members to adopt healthier lifestyles. Membership includes:

- Home Fitness Kit with a choice of two kits including exercise cords, walking, exercise ball, Pilates, yoga, aqua exercises, or wireless activity monitor—for members who choose not to join a participating fitness club
- ActiveandFit.com, with online exercise planners, nutrition/meal planners, online coaching courses, health and fitness trackers, and health and fitness library
- Quarterly e-newsletter