



For Immediate Release

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AvMed Adds to Member Experience with Health and Wellness Values from ChooseHealthy

MIAMI – April 1, 2015 – As part of its mission to help Members live healthier, AvMed, a Florida not-for-profit health plan, now offers the [ChooseHealthy®](#) health and wellness values program to each of its 315,000 Members.

The program provides many health improvement products and services at a discount, as much as 25% off services from contracted chiropractors, acupuncturists, massage therapists and registered dietitians. The program also gives AvMed Members* access to discounted memberships and/or waived enrollment fees at a nationwide network of fitness clubs, access to a comprehensive online health and wellness library, and a wide selection of discounted wellness products which ship for free.

“These discounts and products will help our Members take charge of their personal health and make better health choices,” said Dr. Ann Wehr, AvMed Chief Medical Officer. “This is an exciting time to be an AvMed Member and we’re pleased to continue adding value for everyone carrying our yellow card.”

“We’re thrilled that AvMed has selected our program,” said American Specialty Health CEO, Chairman and co-founder George DeVries. “The ChooseHealthy program was developed to empower people to improve their health through access to a national network of specialty health care practitioners and fitness facilities, as well as health products and education.”

**AvMed Medicare Advantage Members receive fitness club benefit through a different arrangement.*

About AvMed

In 1969, AvMed began in South Florida as Aviation Medicine to serve the growing airline industry by providing pilot physicals. Today, with offices in every major metropolitan area of the state, AvMed aims to inspire its membership of more than 300,000 Floridians to “Embrace better health.” One of Florida’s oldest and largest not-for-profit health plans, AvMed provides Medicare Advantage coverage in Broward and

Miami-Dade counties, Individual and Family coverage in the South Florida, Orlando and Gainesville Markets and coverage for Employer Groups in more than 30 counties across the state. Well-known employer clients have been partners for decades, a testament to AvMed's culture of service, which consistently ranks above statewide peers. For more information, visit www.avmed.org.

About ChooseHealthy

ChooseHealthy is a product of American Specialty Health Administrators, Inc. (ASH Administrators), a subsidiary of American Specialty Health Incorporated (ASH). ASH Administrators is an independent entity providing complementary health, wellness and fitness products and services through a discount, affinity program and is solely responsible for these products and services.

About American Specialty Health, Incorporated

American Specialty Health Incorporated (ASH) is one of the nation's premier independent and privately-owned specialty health services organizations, providing [specialty health care networks and programs](#), [fitness and exercise programs](#) and [population health solutions](#) for health plans, insurance carriers and employer groups. Operating from offices in San Diego, CA, Southlake (Dallas), TX, Carmel (Indianapolis), IN and Columbia, SC, ASH has more than 1,200 employees and administers services for nearly 34 million members nationwide. Additional products offered through ASH and its subsidiaries include Healthyroads[®], FitnessCoach[™], Active&Fit[®], ExerciseRewards[™] and others. For more information, visit www.ashcompanies.com or call 800-848-3555. Follow us on [LinkedIn](#) or Twitter at [@ASHCompanies](#).

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