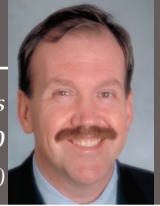


# American Specialty Health Healthyroads Wellness Program



George DeVries  
Chairman, President, and CEO  
American Specialty Health (ASH)

## Program Overview

Number of employees: 510

## Program Goals

- Empower individuals to take control of their health and make positive lifestyle decisions.

## Program Components

- Telephone- and Internet-based counseling by licensed health educators.
- Online health risk assessment and tools and trackers.
- Learning programs including health education modules and guidebooks.
- Mind-body techniques including mental imagery and relaxation skills.
- Discounts on health products ranging from meal replacement and nicotine replacement products to fitness equipment.

## Key Findings

- Regular utilization by employees of company's complementary health care benefits; expressing high levels of satisfaction with availability and outcomes
- Employees implement healthy lifestyle interventions that result in significant health gains
- High use of, and satisfaction with, healthy foods provided in vending machines and at company meetings

“**W**e began offering our *Healthyroads Wellness Program* to our 500 employees 2 years ago as part of their overall health benefit program—a program that also includes coverage for chiropractic, acupuncture, massage therapy, vitamins and minerals, and other benefits.

“Since then, *Healthyroads* has grown to encompass weight management, tobacco cessation, disease prevention, and health risk assessment, and has produced a cultural change at our company. Our vending machines offer only healthy snacks. Running clubs and walking clubs meet at lunchtime twice a week. ASH employees enjoy discounts on fitness club memberships and health and wellness products at our *Healthyroads* store.

“And, we encourage participation by sponsoring activities such as the American Heart Association’s annual Heart Walk and the Y-ME Walk to Empower for breast cancer awareness. Leading by example allows ASH to help other employers enhance their own benefit options with the *Healthyroads Wellness Program*.”



## THE BOTTOM LINE

“The success of the *Healthyroads Wellness Program* at ASH shows other employers that they, too, can empower their employees—and their families—to take charge of their health and make the changes necessary to live a better quality of life.”