

American Specialty Health Incorporated (ASH): The “Go To” Expert Resource for Health Care Reporters, Editors, and Producers.

When reporters need expert resources on employee health and wellness, they can turn to American Specialty Health. For nearly 25 years we have administered complementary health coverage, wellness, health coaching, fitness, and other specialty health services for the nation’s largest health insurance carriers, employer groups, and health plans, including Kaiser, Health Net, WellPoint, and Aetna. ASH currently covers more than 26 million members with its plans and services.

ASH Experts

- **George DeVries**, chairman, CEO, and co-founder—Entrepreneur George DeVries guided ASH to become one of the nation’s leading health improvement organizations, bringing health coaching, complementary medicine, and fitness programs into the mainstream of corporate wellness.
- **R. Douglas Metz, DC**, chief health services officer, executive vice president—Dr. Metz brings a unique, holistic point of view to the clinical aspects of health services, research, clinical care management, and clinical quality management.
- **Elizabeth Thompson, MPH, RD**, vice president, coaching programs—Elizabeth Thompson has the insider’s view on why health coaching has such a positive and motivating impact on people looking to improve their health.

Expertise in Timely Topics

- Health care insurance reform
- The changing world of corporate wellness
- Lifestyle, life skills, and condition coaching for employees
- The newest tools in weight management, tobacco cessation, and stress management
- Senior fitness and health improvement
- Complementary health insurance—for chiropractic, acupuncture and other services—and its role in health care cost containment
- Incentives for healthy behavior
- Return On Investment for wellness programs
- Integrated wellness platforms
- Wireless technology and wellness programs

ASH Credentials

- Pioneered an innovative approach to telephone-based health coaching with its Healthyroads® program
- “Walks the talk” by offering employees the same programs as clients. Recognized for its innovative approach by National Business Group on Health, CA Task Force on Youth and Workplace Wellness, and others
- Named among the 100 “Best Places to Work in Healthcare” by *Modern Healthcare* magazine and listed as one of America’s 15 Fittest Companies by *Men’s Fitness* magazine
- Driving force behind the health insurance movement that brought alternative health care into the mainstream
- Developed nation’s first specialty health plan for chiropractic and acupuncture
- Received first national accreditation for a specialty complementary/alternative health insurer, network, and/or health plan organization