



**For Immediate Release**

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**Atlantis Health Plan Offers ASH Healthyroads® Prevention and Wellness Programs**

New York, NY (May 17, 2010) – American Specialty Health Incorporated (ASH), a leading national health and wellness company, today announced that New York-based Atlantis Health Plan is now offering ASH's Healthyroads prevention and wellness programs. Healthyroads is available at no cost to Atlantis Health Plan members over the age of 18 who are not enrolled in the insurance company's Healthy New York offering.

Atlantis provides its members with access to the Healthyroads.com Web portal and the site's Personal Health Assessment (PHA), or Health Risk Assessment (HRA) tools. The PHA/HRA helps members recognize their own healthy and unhealthy behaviors so that they may start their journey toward personal health improvement. The site also provides a personal health plan to help the member set health goals and follow an appropriate path toward achieving them. In addition, Atlantis members have access to a broad array of health tools, including meal and fitness planners, self-guided online coaching courses and presentations, nutrition and exercise trackers, a health library, an online store, and more.

"As a physician, I cannot stress enough the impact living a healthier lifestyle can play in reducing unhealthy behaviors," said Dr. Sury Anand, co-founder and CEO of Atlantis Health Plan. "We are pleased to offer Healthyroads' personal health assessment, exercise and meal plans, online tracking, and other health and wellness tools to Atlantis members."

Employer groups covered by Atlantis can also elect to provide Healthyroads Lifestyle Coaching to their eligible members through a supplemental group rider. The Healthyroads telephone-based coaching program connects members with a health coach, such as a registered nurse, dietitian, or other health professional, to motivate and support them to reach their weight management, tobacco cessation, or healthy living goals. These members also receive a comprehensive program manual, supplemental guides for specific medical conditions, and other tools.

Atlantis also offers members access to ASH's ChooseHealthy® program, with discounts off usual and customary fees from a national network of more than 6,000 credentialed providers, including acupuncturists and massage therapists. All ChooseHealthy members receive up to 40 percent off the Manufacturer's Suggested Retail Price (MSRP) on a wide variety of health products, with shipping at no extra cost on most items. Also, members have access to an online health library that includes information and resources on complementary health care, common health conditions, drug interactions, and more.

#### **About Atlantis Health Plan**

Atlantis Health Plan was founded by 12 physicians to advance the cost-effective delivery of high quality health care in New York City by harnessing the skill, experience and knowledge of health professionals at every step of the health care management and delivery process. As New York's only physician-founded health insurance company, Atlantis works to serve the New York marketplace, providing affordable, quality health care at significant savings, about 20%- 30% over comparable plans. Participants include small and large businesses in a wide range of industries, sole proprietors, freelancers, part-time workers, college students and others who were previously without health coverage. For more information about Atlantis, call (212) 747-0877, (866) 747-8422 (toll free), or visit [www.atlantishp.com](http://www.atlantishp.com).

#### **About American Specialty Health and Healthyroads**

American Specialty Health Incorporated (ASH) is a national health and wellness company that provides prevention and wellness services, specialty network management programs, and fitness and exercise services to health plans, insurance carriers, employer groups, and trust funds. Based in San Diego, ASH has more than 700 employees and covers over 15.6 million members.

Healthyroads, Inc. is the prevention and wellness services subsidiary of ASH. Healthyroads offers a wide range of wellness solutions—including award-winning telephone-based coaching programs for a broad range of lifestyle areas, incentive management programs, competitive challenges, worksite programs and its integrated Web portal, Healthyroads.com.

For more information about ASH health and wellness programs, visit [www.ASHCompanies.com](http://www.ASHCompanies.com) or call (800) 848-3555.

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