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**PEOPLES HEALTH OFFERS PLAN MEMBERS
TWO OPTIONS FOR STAYING FIT**

Fitness is an important element of staying healthy, and Peoples Health is making it even easier for its plan members to stay fit. The local Medicare health plan administrator has expanded its fitness center network to include more than 100 fitness centers throughout the Greater New Orleans and Baton Rouge areas, as well as added an at-home exercise program to its fitness benefit.

The enhanced fitness program is a result of the partnership between Peoples Health and Silver&Fit, a national fitness program designed for Medicare beneficiaries.

Members who prefer to work out at a fitness center can enjoy a no-cost membership at any one of over 100 fitness centers. Members who prefer to exercise at home or are unable to access a fitness center can choose the Silver&Fit@Home™ program. The at-home program equips members with resources to maintain a fitness regimen at home, including exercise tools and a walking kit, which includes a pedometer and instruction booklet.

“Making sure it’s easy for our members to engage in regular fitness activity—whether they choose to do so at a fitness center or in the comfort of their own homes—is important to us.

Regardless of their personal preference, we want to make sure that they have the tools to make it



happen,” said David Martinez, director of Quality and Disease Management for Peoples Health.

“Silver&Fit has given us the opportunity to offer our members more diverse options for building healthier lifestyles through physical fitness.”

“Silver&Fit is designed to allow seniors the opportunity to live the active, vital life they want,” said George DeVries, chairman and CEO of American Specialty Health, which is providing the Silver&Fit program to Peoples Health members. “The program shows them that they, too, can enjoy the benefits of a regular fitness program.”

For additional information about Peoples Health plans and the Silver&Fit fitness program, call (800) 639-3950. Or, for a complete listing of all facilities, please visit the Peoples Health Web site at www.peopleshealth.com.

Silver&Fit is provided by American Specialty Health Networks, Inc., and Healthyroads, Inc., both subsidiaries of American Specialty Health Incorporated.

About Peoples Health

Established in 1994, Peoples Health is the exclusive administrator for Tenet Choices, Inc. Peoples Health administers Medicare benefits for more than 40,000 southeast Louisiana residents enrolled in the Choices 65, Choices Plus, Secure Health and HealthCare Select Medicare Advantage plans. More than 450 employees work at Peoples Health corporate offices in Metairie, Louisiana and a regional office in Baton Rouge. More information about Peoples Health can be obtained by visiting www.peopleshealth.com.



About American Specialty Health, Incorporated

American Specialty Health Incorporated (ASH) is one of the nation's premier personal health improvement companies, providing benefit administration for CAM services, wellness and fitness programs to health plans, insurance carriers and employer groups in all 50 states and the District of Columbia. ASH has more than 600 employees at its headquarters in San Diego and regional offices. For more information about ASH, please visit www.ASHCompanies.com or call (800) 848-3555.

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