



The ASHCare™ Fall Prevention Program

A comprehensive program to reduce fall risk and
help members get stronger and stay safe.

64%
of participants
improved in most or all
fall risk categories¹

41%
of members
reduced their
fear of falling¹

Older adult falls
result in about **\$80**
billion in medical
costs every year²

The ASHCare Fall Prevention program is a robust approach to reduce health care costs while improving member safety, health, and satisfaction.

The program supports 5-star ratings for Medicare Advantage plans by giving members easy access to online resources that enhance their fall prevention experience.

The Program is Designed with Members in Mind



Member Engagement and Promotion

We'll coordinate outreach to your members to promote the program. You can choose to engage a select group or offer the program to all members.



Virtual Functional Assessment

Members complete a functional assessment with a Virtual Physical Therapist. Members can also receive a Virtual Home Safety Assessment to identify home safety hazards. The Virtual Physical Therapist provides an action plan to address risk factors for falling.



Coach Support

Coaches provide action plan support to motivate and encourage members to consistently follow action plan recommendations and use available ASHCare resources. Coaches also support fall risk awareness to reduce fear of falling.



Member Resources

Members can access ASHCare.com for Otago³ fall prevention exercise videos, 9,000+ on-demand fitness and well-being exercise videos, and other curated resources.

An Ankle Weight Kit may be provided to support members in their fall prevention exercise program.⁴



Concierge

A Concierge welcomes members, answers questions about the program, schedules assessments, and offers ongoing support to ensure a positive member experience.

With the ASHCare Fall Prevention program, you can help your members start their fall prevention journey on the right foot to help maintain their independence.

Our Member-Centered Team

- **Virtual Physical Therapists** in our network provide physical function and home safety assessments and create action plans for members' next steps.
- **Medical Physicians and Pharmacists** provide quality oversight and support to our program.
- **Coaches** provide motivational support and navigation regarding functional and/or home assessment action plans.
- **A Concierge** provides comprehensive member services and support to ensure the member has a full understanding of the program.

The ASHCare Fall Prevention program is
designed to keep older adults safe
in-home and in their daily lives.



For the Medicare population, a simple fall can have life-changing consequences.

Each year, millions of adults over 65 years of age fall. According to the Centers for Disease Control and Prevention (CDC), less than half tell their doctor. Falling once doubles older adults' chances of falling again. For adults over 65, falls are the most common cause of traumatic brain injury and are a leading risk factor for hospitalization and death from a traumatic brain injury.⁵

The ASHCare Fall Prevention program equips your members with the tools, resources, and strategies they need to maintain their independence and make safety a priority in and out of the home.

More than **1 in 4 older adults** fall each year.

-CDC 2024⁵

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About American Specialty Health

American Specialty Health Incorporated (ASH) is one of the nation's premier independent and privately-owned specialty health organizations offering technology-enabled benefit management services, including clinical programs, fitness center networks and exercise programs, and well-being solutions for health plans, insurance carriers, employers, and others. ASH administers benefits for more than over 62 million members nationwide.

Contact us for more information.

ASHCare.com/Fall-Prevention | Info@ASHCare.com | 855.328.2746

¹American Specialty Health proprietary data from ASHCare Fall Prevention Program participant outcomes

²Haddad YK, Miller GF, Kakara R, et al. Healthcare spending for non-fatal falls among older adults, USA Injury Prevention 2024;30:272-276. <https://injuryprevention.bmj.com/content/injuryprev/30/4/272.full.pdf>

³<https://www.ncoa.org/article/evidence-based-program-otago-exercise-program>

⁴The Ankle Weight Kit is not included and is optional for health plans at an added cost

⁵Centers for Disease Control and Prevention. "Facts about Falls." Older Adult Fall Prevention, 9 May 2024, www.cdc.gov/falls/data-research/facts-stats/index.html.