



ASHCare™

The ASHCare™ Fall Prevention Program

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

ASH is uniquely qualified to enhance your fall prevention efforts. Our continued focus on **evidence-based clinical outcomes and the member experience are key strengths to reduce member falls, ultimately lowering health care costs.**

The ASHCare Fall Prevention program is a robust approach to fall prevention with assessments of function, balance, and home safety; and inclusion of an OTC marketplace for relevant home and safety products.

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 therapist. Members can also receive a virtual home safety assessment to identify home safety hazards. The virtual 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. The coaching team is comprised of Well-Being and Clinical Health Coaches.



Member Resources

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



Over-the Counter (OTC) Program

Your members can use their existing OTC allowances to purchase fall prevention safety and support products via a link from ASHCare.com to the online OTC store.



Member Concierge

A member 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.

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

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.
- **Member Concierges** provide 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), more than one of four older adults fall each year, but 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.*

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.

Reduce fall risk with a member-centered fall prevention program.



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 57 million members nationwide.

Contact us for more information.

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*Centers for Disease Control and Prevention. Facts About Falls. 2023. Accessed from <https://www.cdc.gov/falls/index.html>

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