



CLINICAL PROGRAMS

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# EXECUTIVE SUMMARY



FOUNDED IN 1987

**American Specialty Health (ASH)**, one of the largest administrator of physical therapy, occupational therapy, chiropractic, acupuncture, and other services, covers 49+ million members for 250 health plans nationally with 97% member satisfaction and a 97% client revenue-retention rate. ASH has over 94,000 contracted providers nationally including over 53,000 contracted physical therapists and occupational therapists.

Over 970,000 patients have accessed ASH's physical therapy and occupational therapy contracted providers over the years with 92% of patients reporting resolution of their primary conditions. ASH is accredited by NCQA, URAC and HITRUST. ASH also operates one of the nation's largest corporate fitness network programs nationally covering over 5.4 million members with 95% member satisfaction. Our fitness programs contract with over 20,000 fitness centers nationally and provide broad digital capabilities including 10,800+ on-demand exercise videos, digital personal training, and other fitness resources. ASH is well-known for its ability to provide technology-driven, evidence-based health care programs with exceptionally low pricing.

## A LEGACY OF INNOVATION IN HEALTH CARE

**For more than 35 years**, ASH has been a pioneer in clinical products and services. We have worked with health plans to contract with a large number of practitioners nationwide, while providing evidence-based, cost-effective management of our clients' musculoskeletal benefits offerings. In addition, we have historically recruited and contracted with practitioners based on health plan membership and market demand. Given ASH's approach and systems, our clients have consistently experienced significant savings on their claims costs.

# PRODUCTS & SERVICES

## BENEFITS MANAGEMENT

ASH offers a number of flexible clinical benefit programs, including at-risk and administrative services only (ASO) options, for:

- Physical Therapy
- Occupational Therapy
- ASHCare Virtual Physical Therapy & Rehabilitation
- ASHCare Fall Prevention
- Chiropractic
- Podiatry
- Acupuncture
- Therapeutic Massage
- Speech Therapy
- Naturopathy
- Dietetics/Nutrition

Our most popular full-service, at-risk model assumes delegation of practitioner contracting and services, clinical review systems, and Medical Necessity Review (MNR, or UM) for contracted practitioners, claims administration, and other services. An MNR-only model is also available for out-of-network practitioners.

## CLINICAL PERFORMANCE SYSTEM

ASH offers a unique Clinical Performance Program where each contracted practitioner is evaluated annually against specific quality and utilization criteria and is given an annual report on his/her clinical performance. This annual evaluation allows ASH to apply MNR requirements on both a specialty-specific and practitioner-specific basis. It reduces administrative burden and simplifies the MNR experience for the practitioner and member, while maintaining exceptional levels of practitioner performance, outcomes, and patient satisfaction. As a result, 79% of services from ASH network providers did not require MNR.

## PEER-TO-PEER REVIEW

ASH has observed low member appeals related to the clinical decisions made with our MNR program. All clinical decisions are made by a peer who reviews the data for medical necessity and approves appropriate services. Peers are providers from the same clinical specialty. Peer reviewers apply evidence-based, established clinical criteria on a patient-specific, case-by-case basis, not by computer-generated statistical models, diagnosis-driven treatment targets, or algorithm-driven MNR decision making.

## CONTRACTED AND NON-CONTRACTED PRACTITIONER SERVICES

ASH manages benefits for musculoskeletal services provided by contracted and non-contracted practitioners (MNR only). In addition, ASH recruits highly utilized out-of-network practitioners to reduce expense, limit patient disruption, improve quality, and provide greater patient choice through a larger pool of contracted practitioners.

## EVIDENCE-BASED CREDENTIALING

ASH's practitioner credentialing process is URAC and NCQA accredited. Practitioners are not activated as participating providers until they have met credentialing requirements. In addition, ASH has developed over 200 evidence-based clinical practice guidelines, publicly available on ASHLink.com, that are used to guide clinical decisions.

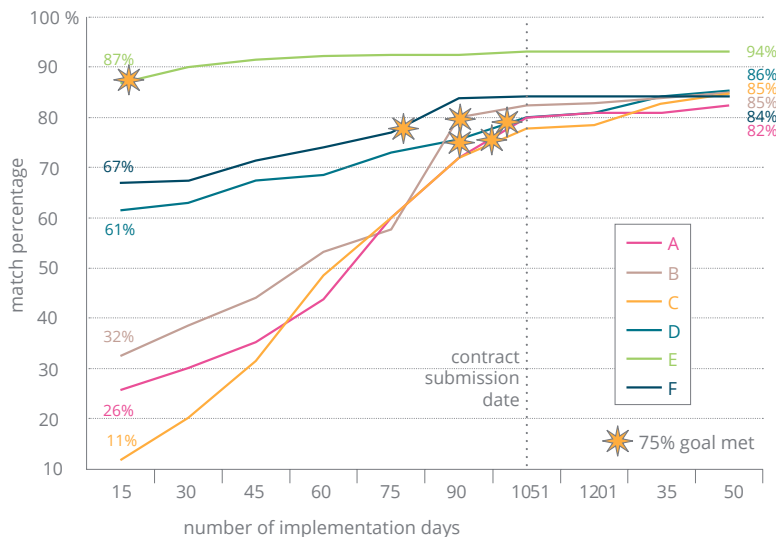
## BEST-IN-CLASS IT SYSTEM

ASH's ASHLink® practitioner website provides a unique competitive advantage among ASH's competitors. ASHLink allows contracted practitioners to access a password-protected website on which they can conduct 100% of their transactions with ASH electronically. 95% of all practitioner transactions currently occur via ASHLink. ASHLink has transformed how we interact electronically with our practitioners.

## ASH PRACTITIONER RECRUITMENT

ASH's national network of more than 94,000 musculoskeletal health care practitioners reaches throughout the 50 states and D.C. ASH has the ability to recruit and contract with practitioners and effectively implement a program within 120 days, and will work with health plans to increase the number of available practitioners in their service areas. We have experienced tremendous success in matching a high percentage of a health plan client's practitioners through the support of our practitioner contracting strategy, as illustrated in the case study below for 6 health plans.

## PRACTITIONER MATCH RESULTS





## VIRTUAL PHYSICAL THERAPY & REHABILITATION

The ASHCare™ program improves the virtual physical therapy member experience. It's sensor-free with access to a virtual physical therapist at every patient session. And it provides a 30% - 50% reduction in claim costs compared to in-network, clinic-based physical therapy services.<sup>1</sup>

Health plans only pay the patient's monthly case rate or per-session rate. There are no upfront, set-up, enrollment, implementation, or technology fees for the ASHCare Virtual Physical Therapy & Rehabilitation program. We achieve cost savings by working with virtual providers who focus on virtual care only and do not carry the expense of a clinic lease, employees, and other related expense.



## FALL PREVENTION

The ASHCare Fall Prevention program is a robust approach to fall prevention addressing home safety, physical fitness, balance and functional assessments, and the convenience of an OTC marketplace for relevant home and safety products.



<sup>1</sup>Based upon comparison to annual claims expense for reference health plans' freestanding physical therapy locations.

## ACCREDITATIONS



## AWARDS



**BEST EMPLOYER**  
for Healthy Lifestyles,  
Gold



**FASTEST-GROWING PRIVATE COMPANIES IN AMERICA**  
10-time honoree



**INNOVATORS AWARD**



**CALIFORNIA FIT BUSINESS AWARD**  
Silver



**HEALTH CARE CHAMPION**



**BEST PRACTICES AWARD**  
in Consumer/Patient Safety  
for "Reduction in Regional  
Variation of X-ray Utilization"



**ERNST & YOUNG REGIONAL ENTREPRENEUR OF THE YEAR**  
in Health Sciences, San Diego

**ERNST & YOUNG NATIONAL ENTREPRENEUR OF THE YEAR**  
in Health Sciences

### Free Claims Data Analysis

See how ASH can help you identify potential cost savings in your clinical program, contact us today.

### CONTACT US TODAY

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