

Healthways, AvMed to Provide SilverSneakers Fitness Program to Medicare Members

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Agreement Brings SilverSneakers Access to AvMed Members in Southern Florida

NASHVILLE, Tenn., Jan 14, 2010 (BUSINESS WIRE) -- Healthways, Inc. (NASDAQ: HWAY) and AvMed Health Plans today announced an agreement to provide the Healthways SilverSneakers(R) Fitness Program, the nation's leading exercise program for older adults, to eligible AvMed plan members in Florida's Miami-Dade and Broward counties, beginning this month. AvMed is one of Florida's oldest and largest not-for-profit health plans.

The award-winning SilverSneakers Fitness Program offers an innovative blend of physical activity, healthy lifestyle direction and social opportunities that help Medicare-eligible individuals take greater control of their health and maintain an active, independent lifestyle. Studies have found older adults who participate in SilverSneakers are admitted to the hospital less often, have lower overall health care costs and a significantly lower risk of depression.

"Combine exercise with the social interaction and wellness support of SilverSneakers, and you have a recipe for improved health," said Steve Brueckner, President, Healthways. "We're pleased to partner with AvMed to provide their Medicare members with a tool that will enable them to take charge of their health and get more out of life."

"Our partnership with Healthways SilverSneakers is another example of AvMed's commitment to the people it serves," said Winston Lonsdale, AvMed's Chief Medicare Executive. "We encourage our members to make use of this unique opportunity to get fit, have fun and boost their overall health and well-being."

With the SilverSneakers premier network, AvMed members will receive access to thousands of various fitness and wellness locations throughout the country, including 6,000 Curves^(R). Many sites offer amenities such as fitness equipment, treadmills and free weights, in addition to the signature SilverSneakers Fitness Program classes designed specifically for older adults and taught by certified instructors.

Signature classes, such as YogaStretch and SilverSplash^(R) may also be available at select locations. A designated staff member will assist members along the way.

About AvMed Health Plans

With more than 35 years in Florida, AvMed is one of the state's largest not-for-profit health plans, and is solely focused on providing health coverage to Florida citizens and businesses. AvMed provides access to health care coverage for large and small employer groups around the state, in addition to individuals and Medicare Advantage members in Miami-Dade and Broward counties. AvMed prides itself on providing members and clients highly personalized service with all of the advantages of a nationally competitive health plan. AvMed has offices in Miami, Ft. Lauderdale, Orlando, Tampa, Gainesville and Jacksonville. AvMed is one of only a few health plans in the United States that enjoys dual "Excellent" Accreditation status for both its commercial and Medicare health plans from the National Committee for Quality Assurance (NCQA), the nation's top health care quality evaluator. For more information about AvMed, log onto www.avmed.org.

About Healthways

Healthways is the leading provider of specialized, comprehensive solutions to help millions of people maintain or improve their health and well-being and, as a result, reduce overall costs. Healthways' solutions are designed to help healthy individuals stay healthy, mitigate and slow the progression of disease associated with family or lifestyle risk factors and promote the best possible health for those already affected by disease. Our proven, evidence-based programs provide highly specific and personalized interventions for each individual in a population, irrespective of age or health status, and are delivered to consumers by phone, mail, internet and face-to-face interactions, both domestically and internationally. Healthways also provides a national, fully accredited complementary and alternative Health Provider Network and a national Fitness Center Network, offering convenient access to individuals who seek health services outside of, and in conjunction with, the traditional healthcare system. For more information, please visit www.healthways.com.

Photos/Multimedia Gallery Available: <http://cts.businesswire.com/ct/CT?id=smartlink&url=http%3A%2F%2Fwww.healthways.com>

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