

# MORE MEMBERS MORE REVENUE

## FOR FITNESS CENTERS & EXERCISE STUDIOS

American Specialty Health Fitness, Inc. offers a significant opportunity for fitness centers, exercise studios, and YMCAs to participate in fitness club network programs reaching millions of members across the country through participating groups (such as health plans and employers) or directly to consumers.

### BENEFITS OF PARTICIPATION INCLUDE

#### Being part of an innovative Premium or Standard network that provides revenue

Turnkey application process | No application or contract fees | Membership reimbursements  
Opportunity to attract hard-to-reach market segments | Free listing on program websites and directories



#### HEALTHY AGING & EXERCISE PROGRAM FOR MEDICARE MEMBERS

- Health plans provide a financial subsidy to reduce the overall cost to their affiliated members
- For Medicare health plan-eligible members
- Monthly membership reimbursement within 30 days for utilized members
- Older adult/Baby Boomer group fitness class options are available



#### FITNESS & EXERCISE PROGRAM FOR COMMERCIAL MEMBERS

- Health plans and employer groups provide a financial subsidy to reduce the overall cost to their employees or affiliated members
- Members may pay a nominal fee to participate
- For commercial health plan-eligible members and employer groups ages 18 - 64
- Monthly membership reimbursement within 30 days for utilized members



#### MEMBER SELF-PAY FITNESS PROGRAM

- Consumers pay the entire cost for access to fitness membership for a low monthly fee
- Membership is accessed through an employer, health plan, or insurance group
- Sponsoring organization must have a secure password protected website for members to access the program
- Program is for eligible members 18+



#### CONSUMER-DIRECT FITNESS PROGRAM

- Consumers pay the entire cost for access to fitness membership for a low monthly fee; no health plan or employer affiliation required
- Offered directly to the adult general public

**Contact us:** [FITLead@ashn.com](mailto:FITLead@ashn.com) | **877.329.2746 Option 5** | [www.ASH.Fitness](http://www.ASH.Fitness)