



For Immediate Release
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BRAVO HEALTH MEMBERS KICK OFF NEW YEAR WITH SILVERSNEAKERS®
Award-Winning Fitness Program Now Available in New Jersey Markets

BALTIMORE – January 25, 2010 – Bravo Health, a provider of Medicare Advantage plans dedicated to offering beneficiaries access to high quality, cost-effective health care, today announced it now provides the Healthways SilverSneakers® Fitness Program benefit to members in Camden and Gloucester counties in New Jersey effective January 1, 2010. A study funded by the Centers for Disease Control and Prevention revealed that older adults who regularly participate in SilverSneakers have lower overall health care costs and are admitted to the hospital less often.¹

New Jersey seniors join Bravo members in Pennsylvania, Maryland, Texas and Washington, D.C. who are already enjoying the healthy benefits of the program. SilverSneakers member Linda Fernandez participates in the fitness program at the Northeast Older Adult Center in Philadelphia and says, “I love SilverSneakers. I am diabetic and the program has helped me improve my attitude. Because of it, I have a healthy attitude and I feel good.” A SilverSneakers

¹ http://www.cdc.gov/pcd/issues/2008/jan/07_0148.htm

member since last year, Fernandez adds, “When you work out alone, you get bored and tired but exercising in SilverSneakers classes makes you want to keep going. The program is a great way to meet new people and make new friends.”

The SilverSneakers Fitness Program, designed exclusively for Medicare-eligible individuals, offers access to physical activity, health education and social events at fitness centers. The program is available at no additional cost to members of participating Bravo Health plans. Regular physical activity has been proven effective in the prevention of heart disease, diabetes, osteoporosis and certain cancers, and has also been shown to alleviate many disease symptoms.

“We’re pleased we are now able to provide the SilverSneakers program benefit to Bravo Health members in our New Jersey markets,” said Jason Feuerman, Senior Vice President and Executive Director, Bravo Health Pennsylvania. “Offering the SilverSneakers program is one of the many ways Bravo Health works to support our members’ desire to stay active and live life well.”

SilverSneakers participants have a complimentary membership with access to a variety of participating fitness centers throughout the country, including many popular national chains. Many sites offer amenities such as fitness equipment, treadmills and free weights, and the signature SilverSneakers Fitness Program classes, designed specifically for older adults and taught by certified instructors. Additional signature classes, such as YogaStretch and SilverSplash[®], may be available at select locations. Designated staff members at participating locations provide personal assistance to members.

With the recent addition of the New Jersey markets, the SilverSneakers program is now available to Bravo Health members in five states. To activate their SilverSneakers membership, eligible members are asked to present their health plan ID card to the front desk at their chosen participating location. Staff will assist with enrollment, which includes brief paperwork and a tour of the location. For more information regarding the SilverSneakers Fitness Program or to find a participating location, visit www.mybravohealth.com.

About Bravo Health

Founded in 1996, Bravo Health’s licensed subsidiaries provide Medicare beneficiaries access to high quality, cost-effective health care. With more than 360,000 members, Bravo Health’s licensed subsidiaries offer Medicare Advantage health plans in Delaware, Maryland, New Jersey, Pennsylvania, Texas and Washington, D.C. and offer Part D Prescription Drug Plans in 43 states. For more information, visit www.bravohealth.com.

About the Healthways SilverSneakers® Fitness Program

The SilverSneakers® Fitness Program is offered by Healthways, an industry leader providing specialized, comprehensive Health and Care SupportSM solutions to help people maintain or improve their health. Founded in 1992, SilverSneakers is one of the nation's premier exercise programs designed exclusively for Medicare members and offers an innovative blend of physical activity, healthy lifestyle and socially-oriented programming that allows older adults to take greater control of their health. The unique program is currently offered to eligible Medicare health plan members at more than 9,400 participating fitness and wellness centers, YMCAs, and Curves® locations in all 50 states. For more information on SilverSneakers, call 480-783-9555 or visit www.silversneakers.com.

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