



HEALTHWAYS

MediGold
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MEDIGOLD MEMBERS FOCUS ON HEALTHY LIVING GOALS WITH SILVERSNEAKERS[®] FITNESS PROGRAM

Nearly 30,000 eligible Medicare Advantage members in Central Ohio benefit from access to national program

COLUMBUS, Ohio, and NASHVILLE, Tenn. – Dec. 12, 2011 – Healthy living is always within reach for members of MediGold, one of the largest Medicare Advantage programs in central Ohio. Thanks to the health plan's partnership with Healthways (Nasdaq: HWAY), the leading well-being improvement company, MediGold's Medicare Advantage members will soon take advantage of the award-winning SilverSneakers[®] Fitness Program to achieve their fitness-related New Year's resolutions. SilverSneakers is the nation's leading exercise program designed to keep older adults active and healthy.

Starting January 1, eligible MediGold members will have access to SilverSneakers at no additional cost and can enjoy the "fitness, fun and friends" for which the acclaimed program is best known. SilverSneakers is designed exclusively for older adults, offering participants an innovative blend of physical activity, healthy lifestyle direction and social opportunities. The program is delivered through a network of fitness locations, a members-only website and an at-home solution.

"Immediately after announcing the addition of SilverSneakers to our Medicare Advantage plans for benefit year 2012, MediGold members started calling to learn more about it. They're excited about the news – and so are we. It appears both our brand and our members will derive benefits from SilverSneakers," said Veronica Szydlowski, Chief Operating Officer for MediGold.

Research has demonstrated SilverSneakers improves the health and well-being of participants through its unique combination of exercise and social support. Published studies have found individuals who participate in SilverSneakers have lower health claims costs and require fewer admissions to the hospital.^[1] Also, members with diabetes who were active in SilverSneakers were admitted to the hospital less often, had lower inpatient care costs and had significant reduction in overall health care costs after only one year of participation.^[2]

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

² <http://care.diabetesjournals.org/content/31/8/1562.full>

“There is no question that one of the secrets to better health and a more active and independent lifestyle is exercise,” said Debbie James, vice president of the Healthways Fitness Division. “The SilverSneakers program makes exercising an enjoyable and socially rewarding experience and MediGold should be applauded for showing that it values the health and well-being of its members.”

SilverSneakers’ robust network provides eligible members with access to nearly 10,000 participating fitness and wellness facilities throughout the country. Many sites offer amenities such as exercise equipment, treadmills and free weights, and the signature SilverSneakers fitness class, Muscular Strength & Range of Movement, taught by certified instructors. Additional classes, such as YogaStretch and SilverSplash[®], are available at select locations.

About MediGold/Mount Carmel

MediGold is a provider-owned Medicare Advantage program operated by Mount Carmel Health Plan; a subsidiary of Mount Carmel Health System owned by Trinity Health. Mount Carmel Health System serves over a half million patients each year. It’s more than 8,000 employees, 1,500 physicians and other aligned providers ensure the availability of state-of-the-art facilities, advanced technologies and the latest procedures to accomplish its mission of healing patients’ minds, bodies and spirits. Its health system includes four highly respected hospitals, free-standing outpatient facilities, physician practices, surgical centers, urgent care centers and hospice, home care and outreach services throughout central Ohio.

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 or eliminate lifestyle risk factors that can lead to disease and optimize care for those with chronic illness. 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.

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