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*For Immediate Release*

**BLUE CROSS AND BLUE SHIELD OF ALABAMA PARTNERS WITH HEALTHWAYS TO OFFER SILVERSNEAKERS® FITNESS PROGRAM THROUGH 2015**

***Three-year Agreement Confirms Health Plan's Long-Term Commitment to Advancing the Health and Well-Being of Members***

**BIRMINGHAM, Ala. and NASHVILLE, Tenn. – September 28, 2012** – As part of its mission to provide quality healthcare, Blue Cross and Blue Shield of Alabama (Blue Cross) today announced a three-year partnership with well-being improvement leader Healthways (NASDAQ: HWAY) to begin offering the award-winning SilverSneakers® Fitness Program to 42,000 eligible members in Alabama. SilverSneakers, the nation's leading exercise program designed to keep older adults active and healthy, will be available statewide to members of the Blue Advantage® PPO plan effective January 1, 2013.

Using proven methodologies based upon more than 16 years of science and outcomes, the SilverSneakers Fitness Program increases physical activity in older adults, resulting in higher well-being and lower healthcare costs. Physical activity can reduce the risk of certain chronic diseases, relieve symptoms of depression, help adults maintain independent living, and enhance overall quality of life.

"We realize the importance physical activity plays in maintaining and improving health," said Dr. Dow Briggs, Senior Vice President of Business Operations for Blue Cross and Blue Shield of Alabama. "The SilverSneakers program allows us to offer our Blue Advantage members the opportunity to incorporate activity into their daily lives that is designed specifically for their needs. Our hope is that this program helps them feel better, reduces their risk of disease, and improves their quality of life."

Strength training is recommended as part of a comprehensive physical activity program among older adults and may help to improve balance and decrease risk of falls.<sup>1</sup> SilverSneakers engages participants in more frequent strength training, aerobic, and flexibility exercise through access to a variety of venues and programming designed specifically for older adults that incorporates social experiences.

"For 75 years, Blue Cross and Blue Shield of Alabama has provided healthy lifestyle opportunities to Alabamians. By offering the SilverSneakers Fitness Program to their Blue Advantage PPO members, Blue Cross is confirming this longstanding commitment by providing members with access to a user-friendly, proven program that provides a unique combination of exercise and social support designed to enhance participant health and well-being," said Ben R. Leedle, Jr., Healthways president and chief executive officer.

<sup>1</sup> Federal Interagency Forum on Aging-Related Statistics. *Older Americans 2012: Key Indicators of Well-Being*. Washington, DC: U.S. Government Printing Office. June 2012.

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The SilverSneakers Fitness Program was founded in 1993 and serves more than nine million eligible members. The Healthways fitness center network offers convenient access to more than 15,000 participating fitness and wellness facilities nationwide.

**About Blue Cross and Blue Shield of Alabama**

Blue Cross and Blue Shield of Alabama has insured Alabamians for over 75 years. Blue Cross offers coverage plans to corporations, individuals and the senior market. For more information about Blue Cross, visit [www.bcbsal.com](http://www.bcbsal.com). Blue Cross and Blue Shield of Alabama is an independent licensee of the Blue Cross and Blue Shield Association.

**About Healthways**

Healthways (NASDAQ: HWAY) is the largest independent global provider of well-being improvement solutions. Dedicated to creating a healthier world one person at a time, the Company uses the science of behavior change to produce and measure positive change in well-being for our customers, which include employers, integrated health systems, hospitals, physicians, health plans, communities and government entities. We provide highly specific and personalized support for each individual and their team of experts to optimize each participant's health and productivity and to reduce health-related costs. Results are achieved by addressing longitudinal health risks and care needs of everyone in a given population. The Company has scaled its proprietary technology infrastructure and delivery capabilities developed over 30 years and now serves approximately 40 million people on four continents. Learn more at [www.healthways.com](http://www.healthways.com) or [www.silversneakers.com](http://www.silversneakers.com).

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