



**BlueCross BlueShield  
of Alabama**

An Independent Licensee of the Blue Cross and Blue Shield Association.



**HEALTHWAYS**

**Contacts:**

Koko Mackin  
Blue Cross and Blue Shield of Alabama  
(205) 220-2713  
[kmackin@bcbsal.org](mailto:kmackin@bcbsal.org)

Chip Wochomurka  
Healthways  
(615) 614-4493  
[chip.wochomurka@healthways.com](mailto:chip.wochomurka@healthways.com)

September 27, 2013  
*For Immediate Release*

**Blue Cross and Blue Shield of Alabama Expands Partnership with  
Healthways to Offer SilverSneakers® Fitness Program to C Plus Members**

**BIRMINGHAM, AL. and NASHVILLE, TN.** – As part of its mission to provide quality healthcare, Blue Cross and Blue Shield of Alabama announced today it will expand its partnership with well-being improvement leader Healthways (NASDAQ: HWAY) to offer the award-winning SilverSneakers® Fitness Program to its C Plus<sup>SM</sup> Medicare Select members beginning January 2014.

SilverSneakers is the nation's leading exercise program designed exclusively for older adults. Blue Cross began offering the program to Medicare Advantage members in January 2013. With the expanded agreement, SilverSneakers will now be available to its Blue Cross' Medicare Select members in Alabama.

“Our company is consistently looking for engaging health and wellness resources to provide our members that will help them lead longer, healthier lives. Expanding our partnership with Healthways allows us to offer our C Plus members more opportunities for increased exercise that specifically meets their needs,” says Dr. Dow Briggs, Senior Vice President, Business Operations of Blue Cross and Blue Shield of Alabama.

Using proven methodologies based upon more than 20 years of science and outcomes, the SilverSneakers Fitness Program increases physical activity in older adults, resulting in higher well-being and lower health care costs. 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.

---

<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.

“By extending the SilverSneakers Fitness Program to their Medicare Select members, Blue Cross continues to demonstrate why physical activity matters for older adults in the state of Alabama,” said Ben R. Leedle, Jr., Healthways president and chief executive officer. “In doing so, Blue Cross is confirming its longstanding commitment to advancing the health and well-being of its members by providing access to a user-friendly, proven program that provides a unique combination of physical fitness and social experiences.”

The SilverSneakers Fitness Program was founded in 1992 and serves more than 10 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 77 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 45 million people on four continents. Learn more at [www.silversneakers.com](http://www.silversneakers.com) or [www.healthways.com](http://www.healthways.com).

*The SilverSneakers® Fitness Program is provided by Healthways, Inc., an independent company.*