



PacificSource
HEALTH PLANS

FOR IMMEDIATE RELEASE
Feb. 10, 2004

CONTACT: Dianne Danowski Smith, Ulum Group
(503) 646-9854, ddsmith@ulum.com
Monica Shovlin, Ulum Group
(541) 434-7028, mshovlin@ulum.com

New Complementary Care Discount Program
Now Available Through PacificSource Health Plans

Insurer now provides free program and deep discounts on array of services

Springfield, Ore. – PacificSource Health Plans has launched an innovative and free complementary care affinity program, effective January 1, 2004. Its first new program offering of 2004, PacificSource offers all of its medical plan members access to the ASH Affinity Program at no additional charge.

Administered by American Specialty Health Networks, Inc. (ASH Networks), the new program provides direct access to a national network of complementary healthcare providers at discounted fees. PacificSource members can obtain discounts of up to 25 percent on services from a credentialed network of chiropractors, acupuncturists, dietitians, and massage therapists. Members can also utilize a nationwide network of health and fitness facilities, where they will receive the lowest membership rate for the type of membership selected.

The program also gives PacificSource members access to:

- A Web site featuring an extensive library of educational information on complementary healthcare services
- Discounted prices on more than 2,400 health and wellness products
- Healthyroads for Living, an integrated telephone-based education program focusing on health and wellness issues such as smoking cessation, weight management, and fitness.

“Complementary and alternative medicine is now a routine part of many people’s lives,” said Steven Marks, M.D., Medical Director and Vice President of Medical Affairs at PacificSource Health Plans. “We recognize that our members appreciate complementary care as part of their overall healthcare menu, and we’re pleased to offer this value-added program. The discounts available through the ASH Affinity Program will not only encourage members to make healthful choices, but also help them save money on out-of-pocket expenses for alternative care and wellness activities.”

About PacificSource Health Plans

PacificSource Health Plans – the oldest Oregon-based healthcare service contractor – is based in Springfield, Ore. with satellite offices in Portland and Bend. The company holds the “Carrier of the Year 2003” distinction from the Oregon Association of Health Underwriters. Since 1933, the 220-employee organization has provided health insurance solutions to Oregon businesses and individuals. PacificSource provides personalized medical and dental coverage to over 147,600 members through contracts with 9,000 physicians, physician organizations, hospitals, medical facilities and other healthcare suppliers. For more information, visit www.pacificsource.com.

About American Specialty Health, Inc.

American Specialty Health, Incorporated (ASH) and its subsidiaries are the nation's leading specialty benefits organization for complementary healthcare. Based in San Diego, the company covers more than nine million members in benefit programs nationwide. ASH subsidiaries have been awarded full accreditation by the American Accreditation HealthCare Commission Inc. (also known as the Utilization Review Accreditation Commission or URAC) for their chiropractic, acupuncture, massage therapy, dietetics and naturopathy programs. In addition, ASH has been awarded URAC Health Web Site Accreditation for healthyroads.com, ASHplans.com, and ASHnetworks.com for quality and accountability in online health information.