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New Alternative Medicine Health Insurance Program Addresses Rising Interest in Nontraditional Medical Products and Services

Encore's "Healthy Roads" Features an Extensive Alternative Medicine Menu for the Network's Employers and Members

Move over, mainstream medicine – and make room for a great alternative.

Nontraditional medicine – more commonly known as alternative or complementary medicine – is growing in acceptance in the United States. A benchmark study published in 1998 in the *Journal of the American Medical Association* showed that 42 percent of the adult U.S. population used alternative medical therapies in 1997, and that year, visits to alternative medical practitioners exceeded that of primary care providers. Encore Health Network, one of Indiana's largest preferred provider organizations (PPOs), recognizes this trend and is answering the demand by offering an innovative health insurance program for its members called Healthy Roads.

“Healthy Roads is a unique alternative medicine program featuring a wide variety of nontraditional – yet increasingly popular – healthcare products and services that brokers, employers and employees will find extremely attractive,” says Kathy O'Farrell, Encore's assistant vice president of marketing and product development. “Healthy Roads offers access to thousands of alternative medicine providers, lower fees, and in some cases significant discounts just by showing an Encore ID card – at no additional charge to Encore members and employers.”

Encore's Healthy Roads program provides:

- Discounts on services from chiropractors, acupuncturists, massage therapists and dieticians.
- Access to over 2,200 fitness clubs nationwide that participate in the International Fitness Club Network (IFCN), with membership frequently at reduced rates.
- Discounts on more than 2,400 quality health and wellness products – available through encoreconnect.com – such as vitamins, minerals, herbal and dietary supplements, homeopathic remedies, sports nutrition products, skin care items, and health-related books and videotapes.
- Online educational resources covering extensive alternative medicine topics, as well as interactive health assessment tools and calculators, an online Q&A featuring experts in alternative medicine, and a free monthly email newsletter.

For more information about Encore's Healthy Roads program, visit www.encoreconnect.com.

Encore Health Network is one of the largest Preferred Provider Organizations (PPOs) in Indiana and serves areas in Illinois, Ohio, Kentucky and Michigan. Currently, 600,000 members receive their healthcare in Encore's growing network. Network participants include more than 14,000 physicians and 146 hospitals. Encore is locally owned by The Healthcare Group LLC, one of Indiana's largest managed care organizations. Ownership includes Clarian Health (Methodist, IU and Riley hospitals), Community Hospitals of Indianapolis, Deaconess Hospital (Evansville) and Parkview Health (Fort Wayne).

