

American Specialty Health Names Robert White President and COO

SAN DIEGO, Oct. 17, 2007 (PRIME NEWSWIRE) -- American Specialty Health (ASH), one of the nation's premier personal health improvement organizations, named Robert P. White president and COO of ASH. As president and COO, White will continue to support ASH's current operations and will help adapt the organization to meet the demands of its continued growth.

Prior to joining ASH in 2001, White was executive vice president and chief operations officer of Health Net, one of California's largest HMOs. In this capacity, he was responsible for Health Net's day-to-day commercial operations, Medicare and medical product lines, information services, and human resources. Additionally, White oversaw the merger integration activities of Health Net and Foundation Health, and he supported efforts to obtain a three-year National Committee for Quality Assurance accreditation for the new firm.

White was also president and chief executive officer of CareAmerica Health Plans, where he was responsible for the growth and profitability of all CareAmerica companies, including CareAmerica's HMO, Life Insurance Company, CareAmerica Michigan, and CareAmerica Compensation. In his eight years with the organization, he had also served as senior vice president and general manager of CareAmerica's Medicare Services Division, as well as vice president of administration.

Previously, White was executive vice president and COO of Health Visions, where he was responsible for the formation and leadership of two fully licensed start-up managed care companies in Nevada and Texas.

White began his health care career in 1974 at Blue Cross of California, where he served for more than 13 years in a number of management positions.

White has also served as member of the board of the California Association of Health Plans and the board of directors for the American Association of Preferred Provider Organizations.

White earned a bachelor's degree in business administration from California State University-Northridge as well as an MBA from Pepperdine University. He has a Fellow, Life Management Institute designation.

"I believe Bob White has demonstrated his commitment and ability within our organization over these last seven years," said ASH Chairman and CEO George DeVries. "He has significantly impacted our organization and helped

us to improve our efficiency and effectiveness. In his role as President and COO, he will focus on ensuring that we deliver consistent results for our members and clients."

About American Specialty Health

American Specialty Health Incorporated is one of the nation's premier personal health improvement organizations, providing specialty benefit programs, fitness programs, health coaching and incentives, Internet solutions, and worksite wellness programs to health plans, insurance carriers, employer groups, and trust funds nationwide.

Based in San Diego, ASH has over 600 employees and covers more than 13.4 million members in specialty benefit, fitness, and coaching programs. For more information, visit ASH online at ASHCompanies.com or call 800.848.3555.

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