



# Medicaid **BlackBook**

## Vendor Review

### American Specialty Health

#### What they do (self-reported)

ASH provides health plans, employer groups, insurance carriers, and trust funds with a wide range of health management, fitness and exercise, and musculoskeletal provider networks programs to improve the health of their members or employees.

ASH and its subsidiaries comprise a personal health improvement company, providing clinical benefits, fitness programs, health coaching and incentives, Internet solutions, and worksite wellness programs to health plans, insurance carriers, employer groups, and trust funds nationwide. ASH has more than 600 employees and is

<b>Year founded</b>	1987	<b>Annual Revenue</b>	\$500M
<b># of Employees</b>	Est @ 2,000	<b>Category</b>	Program provider>Wellness
<b>Website</b>	<a href="https://www.ashcompanies.com/">https://www.ashcompanies.com/</a>		

## OVERALL EVALUATION



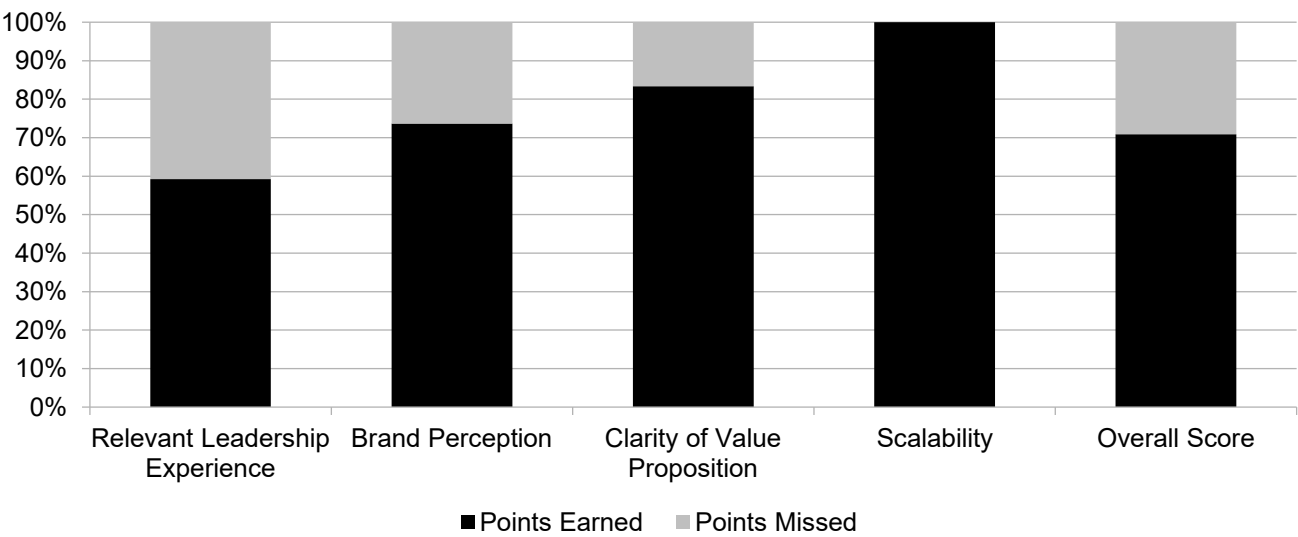
#### Recommended use of ratings

1 or 2 stars: Request client references before beginning discussions. If no references are available, request follow up in 6 months if there is an expected need for solution / servicesHave junior staff review available collateral

3 or 4 stars: Have small team of mid-level staff conduct limited introductory meeting

4 or 5 stars: Have mid-level staff conduct additional vettingInvite vendor for in depth discussion series, including senior staff

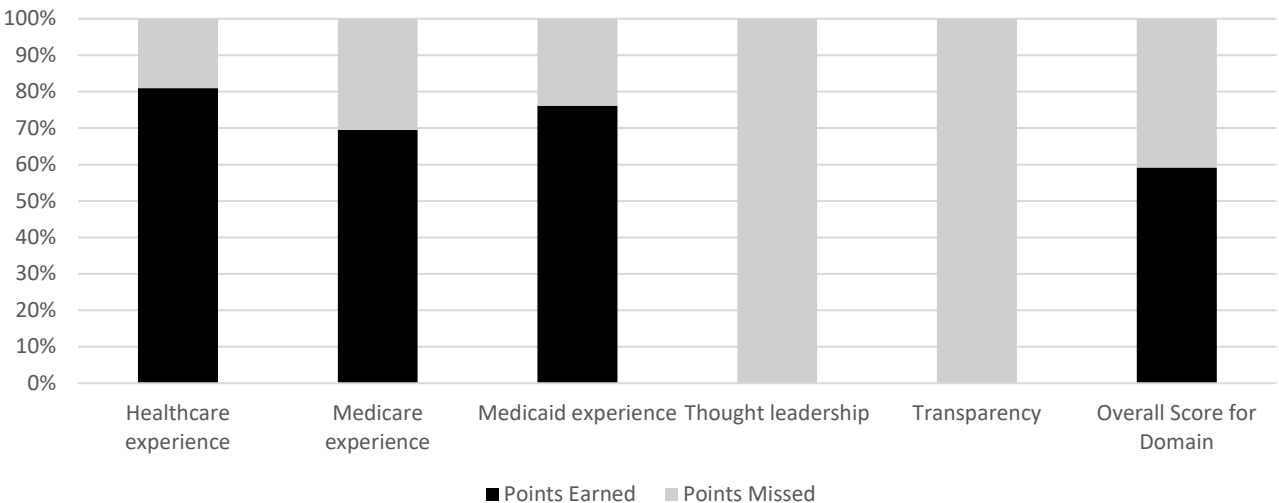
# Overall Scoring



## Overall summary

Established wellness and specialty network solution provider with strong leadership team

# Relevant Leadership Experience

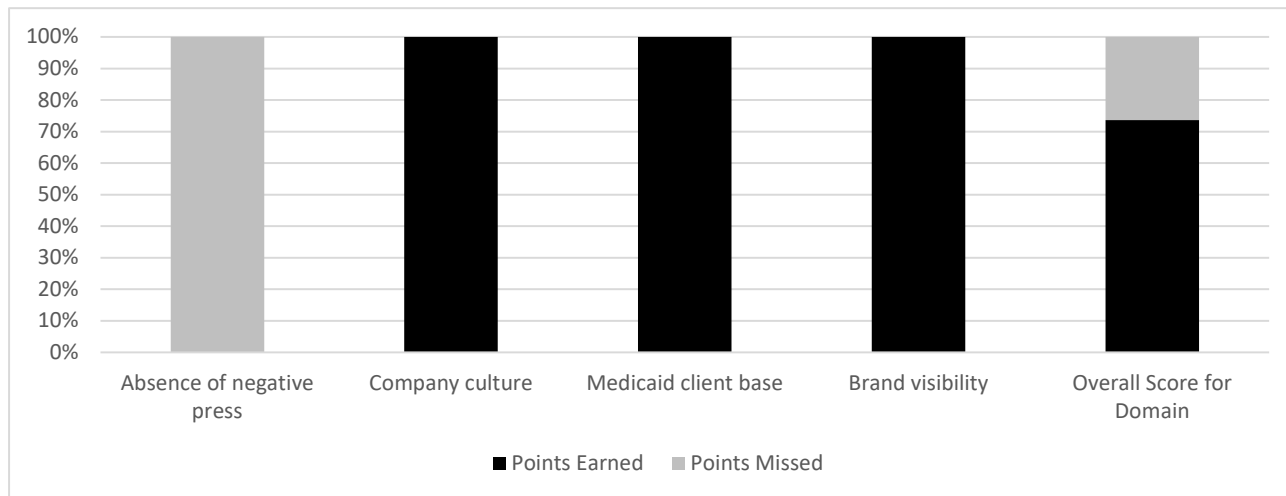


Note: Components are weighted differently. Contact your Medicaid Black Book consultant for more information on scoring calculations.

## Why this domain matters

- 1) All our clients tell us the number one failure point for new vendor partners is misunderstanding fundamentals of the Medicaid space.
- 2) Many firms misrepresent their understanding of the Medicaid space, usually due to an error of assuming a higher level of similarity to commercial and Medicare than is merited.

# Brand Perception



Note: Components are weighted differently. Contact your Medicaid Black Book consultant for more information on scoring calculations.

## Analyst Notes

Healthy company culture based on Glassdoor reviews

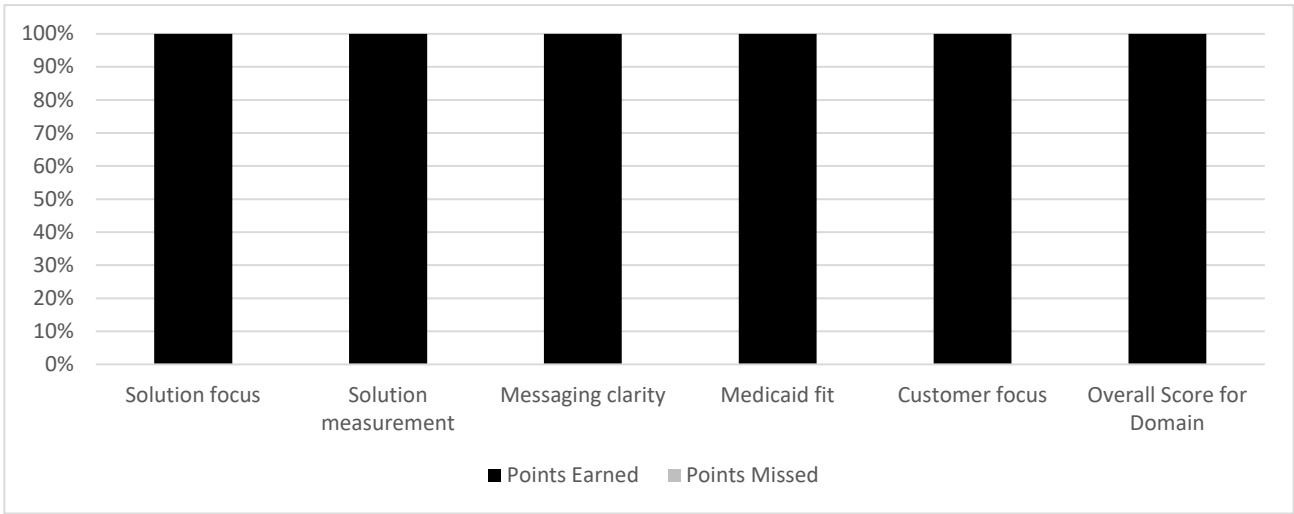
Settlement of class action suit (jointly with Cigna) related to denial of chiropractic claims (April 2019)

Marketing Fitness Coach services to duals

## Why this domain matters

- 1) Vendors must work to create a perception of their value. You need an independent assessment of what the marketplace thinks of the organization and its solutions/ services.
- 2) Many large partnering mistakes could have been avoided by simple screens for things like lawsuits and negative press.

# Clarity of Value Proposition



Note: Components are weighted differently. Contact your Medicaid Black Book consultant for more information on scoring calculations.

## Analyst Notes

Measuring quality of musculoskeletal provider network  
Measuring impact on fitness data for wellness programs  
Tracking healthy incentives impact

## Why this domain matters

- 1) There are many non-unique solutions in the Medicaid space. It is important to quickly understand uniqueness so you can accurately evaluate your options.
- 2) The ability to tie solutions to specific outcome metrics is increasingly important in Medicaid payment systems. General calculations of "ROI" are insufficient.
- 3) Medicaid markets require solutions that are specific to the Medicaid space. Attempting to use a solution that was developed in another payer space without appropriate customization for Medicaid will create

# Scalability



Note: Components are weighted differently. Contact your Medicaid Black Book consultant for more information on scoring calculations.

## Analyst Notes

More than half of directors/managers have 10 years or more experience

More than half of product / ops staff have 10 years or more experience

Slight staff growth on 2 year trend, with strong hiring outlook for IT and Product Management roles

## Why this domain matters

1) Most of the vendors we review are in earlier stages of their journey. They may or may not be equipped to take on a much larger project or client.

# Funding Model

Note: This domain is not scored and is provided for context only.

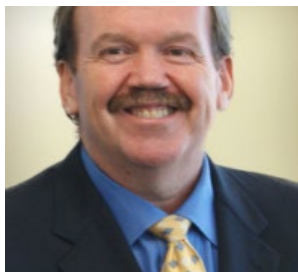
**Model / Stage**  
Privately owned

## Why this domain matters

- 1) Many of our subscribers tell us that the type of funding model for the vendor plays a significant role in their strategy and the way they manage client accounts.
- 2) Our investor subscribers prefer a quick view of how the vendor is financed so that they can understand how this vendor compares to other portfolio companies.

# Leadership Profiles

**George Devries, III**  
CEO



LinkedIn Profile/Bio  
N/A



# Leadership Profiles

**Robert White**

Operations Executive



LinkedIn Profile/Bio

<https://www.linkedin.com/sales/people/ACwAACIo1EEBn3D881Eu9ZW->**President and Chief Operations Officer**

American Specialty Health

Jan 2000–Present • 20 yrs 11 mos  
Greater San Diego Area**Founding Partner**

2CSolutions LLC

Jan 1999–Jan 2000 • 1 yr 1 mo

**Executive Vice President and Chief Operating Officer**

Health Net

Sep 1997–Jan 1999 • 1 yr 5 mos

# Leadership Profiles

**Kevin Kujawa**

Information Technology Executive



LinkedIn Profile/Bio

<https://www.linkedin.com/in/kevinkujawa1/>**CIO, Executive Vice President**

American Specialty Health

1995 – Present · 25 yrs

**Senior Information Technology Manager**

Prudential Healthcare

1993 – 1995 · 2 yrs

Greater Nashville Area, TN

**Systems Administrator**

Aetna

1989 – 1992 · 3 yrs

Greater San Diego Area

**Programmer**

Boulevard Bank

1985 – 1987 · 2 yrs

Greater Chicago Area