Brett Hanson – American Specialty Health – Bronze Level SPN Member . . .

Brett Hanson joined American Specialty Health (ASH) back in 2006 as the National Director for Silver&Fit® and Fitness Network Management. Brett was responsible for overseeing the program, network development, and management of a successful aging program for seniors that is supported through Medicare and Health Plans that is delivered within the fitness industry. In 2008, Brett was promoted to Senior Director of Fitness Network Management where he currently oversees all of the fitness network programs consisting of Silver&Fit, Active&Fit, Personal Trainer Benefit, and the Affinity Discount networks.

In addition Brett works very closely with ASH's Health Plan Sales team in delivering presentations to prospective clients, their Account Management team during the implementation and on-going service of new and existing clients, as well as still oversees the development of the Silver&Fit Signature Series Exercise Classes. The Silver&Fit Exercise program has now expanded to include relationships with Zumba® and YogaFit® for their senior dance and yoga programs.

Brett shares, "In the Gold's Gym brand, it is really the GGFA that gave me the first start and break to work with the franchisees. We have now come around full circle and provide opportunities back to the franchisees in the country, which is extremely rewarding."

Brett has over 13 years of experience in the fitness industry and began his career back in 1996 with Gold's Gyms of South Carolina where he served as the Fitness Operations Manager/ Fitness Director and Head Personal Trainer working with exclusive clientele such as the Carolina Panther Cheerleaders, Miss Hawaiian Tropic, FBI Special Agents, and Miss South Carolina USA where he became the official trainer of the Miss USA Pageant for South Carolina.

After leaving South Carolina, Brett decided to escape the United States and became the Manager of the World Gym in the Cayman Islands in which they were awarded the best International Gym of 1997.
Although the Island life was intriguing, Brett decided to come back to the States where he was reunited with the Apex Fitness Group in which he worked closely with during his time in South Carolina. Brett joined the Apex Fitness Group in 1998 and stayed there until 2005 serving in the capacities of Account Manger, Regional Licensing Manager, Corporate Account Director, and finally as the Director of New Business for Account Management.

Even though Apex became a home to Brett, after almost 8 years, it was time to go on a new journey and explore a part of the fitness industry he had not been accustomed to before, and decided to join forces with ABC Financial as the Director of Field Operations for the Central Region in 2005.

American Specialty Health is a personal health improvement company with a national network of more than 37,000 providers, including fitness clubs, exercise centers, personal trainers, acupuncturists, chiropractors, massage therapists, dietitians and naturopathic doctors.

ASH has a client base of over 120 health plans and 2,700 employer groups, representing over 91million Affinity members and 15 million benefit members—many of whom have never stepped foot into a fitness facility before! ASH is currently contracted with over 13,000 fitness clubs and exercise centers across the United States. ASH is based out of San Diego, California with over 700 employees and has been operating since 1987.

ASH provides opportunities for Gold's Gyms to connect to the Health Care Industry by attracting new members from Health Plans and Employer Groups to join Gold's Gyms and reimbursing the gyms on a monthly basis. ASH reimburses Gold's Gyms $42 per member per month as long as the eligible member has utilized the facility one time during the calendar month.

Brett resides in Chandler, Arizona, where he enjoys working out, playing golf and getting together with friends.

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