



Meet the Blog that *keeps you moving*

The new Active&Fit® blog will help you get moving—in the gym, in the kitchen, and toward your goals! From fitness tips and healthy recipes to fun challenges and wellness insights, you'll find everything you need for an active and fit life, all in one place.

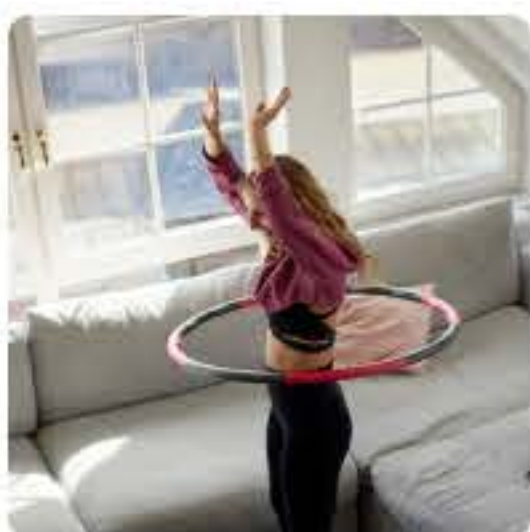
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What You Can Do About Sleep Debt

Sleep debt is the loss of sleep over time and it's more serious than sleep deprivation. How can you repay sleep debt and get back to optimum health?

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Bored with your workout routine? Challenge yourself with new activities like these! [Read →](#)



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Cauliflower Power: 5 Tasty Prep Ideas for This Versatile Veggie

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Welcome to the Active&Fit® Blog

Movement isn't one-size-fits-all—and with Active&Fit, you'll discover what moves you! Each month, you'll get an email packed with fresh fitness tips, wellness insights, healthy recipes, and more to keep you moving toward your goals.

Make sure you add blog@activeandfitdirect.com to your contacts so you don't miss any new articles!

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New Blog Article

Chicken Vegetable and Quinoa Soup

5 easy cauliflower upgrades



Chicken Vegetable and Quinoa Soup



Dec 8, 2025

Whip together this hearty chicken vegetable and quinoa soup for a comforting dose of nutrition—perfect for recovery.

When you're bouncing back from a tough winter cold, that classic bowl of chicken soup can feel like a warm hug. The same might be said for recovering from a hard workout.

But a good chicken soup is more than just comfort food. When it's packed with fresh veggies and includes a [healthy carb source](#) ¹, like brown rice or quinoa, chicken soup delivers a powerful balance of key nutrients. That combo of lean protein, complex carbs, and antioxidant-rich veggies is a delicious way to speed up your recovery.

Making your own soup lets you control the sodium and boost the nutrients by adding plenty of fresh vegetables. And it's easy to freeze. So make a big batch, and when you don't have time to cook, you can just thaw a bowl and have a meal in no time.

This nutrient-dense recipe is low in calories and packed with protein. It's the perfect pick-me-up that tastes as good as it makes you feel.



Chicken Vegetable and Quinoa Soup

Ingredients:

- 5 cups chicken broth
- 4 3-oz. boneless, skinless chicken breasts, cut into 1-inch cubes
- 3 medium tomatoes, chopped
- ½ tsp. salt
- 2 cloves garlic, minced
- 2 Tbsp. fresh cilantro, chopped
- 1 cup zucchini, diced
- 1 cup sweet potatoes, diced
- 1 cup frozen yellow whole kernel corn
- 2 cups quinoa, cooked and warm

Directions:

Add chicken, sweet potatoes, tomatoes, salt, garlic, and cilantro to a large pot. Pour in the chicken broth, cover, and bring to a simmer. Cook for 30 minutes, then add zucchini and corn. Cook until chicken is tender and vegetables are done as desired.

To serve, add 1/3 cup of quinoa to individual bowls and top with soup.

Yield: 6 servings

Prep Time: 10 minutes

Cook Time: 50 minutes

Difficulty: 2



Thanks for reading this article!

Ready to take your next step toward an active and fit lifestyle?

The Active&Fit Direct™ program (offered through sponsoring organizations and employers) can get you moving! [Learn more and check your eligibility.](#)

If you are a Medicare, Medicaid, Medicare Advantage, or Dual Special Needs Plan (DSNP) enrollee, your health plan may provide a subsidized fitness program. Be sure to discuss program availability and eligibility requirements with your health plan.

The information in this and other Active&Fit® blog articles is not intended to take the place of regular medical care or advice. Please check with your doctor before using this information or beginning any fitness or self-care program. Images used for this article do not depict any members of the Active&Fit Direct program.

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About the Author



American Specialty Health Incorporated (ASH) is one of the nation's premier independent and privately owned specialty health organizations offering technology-enabled services for benefits management, including clinical programs for musculoskeletal health, fitness programs, and health improvement programs for health plans, employers, associations, and others.

Nutrition

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Whether you're restarting after years away or looking to level up your current fitness routine, the articles, guides, recipes, and other information you find on this blog will help you pursue an active and fit lifestyle.



If you're ready to make your move and join a fitness program with discounted gym memberships, personalized well-being coaching, and more, check out [Active&Fit Direct](#), available exclusively to members of participating health plans and employer groups, or [Active&Fit Now](#), an equally flexible fitness program with no eligibility requirements.¹



¹The Active&Fit Blog promotes lifestyle choices and fitness options intended to improve overall health. Many such options exist, including those for individuals who are Medicare, Medicaid, Medicare Advantage, or Dual Special Needs Plan (DSNP) members. If you are or think you may be eligible for any of these, contact your health plan or employer group to discuss any subsidized or other fitness programs and options that may be available to you.

Marketing Award Recognition Nomination

The Active&Fit® Blog Launch

American Specialty Health's (ASH) Active&Fit® program has long served as a trusted fitness benefit for millions of members nationwide, connecting people to affordable, flexible ways to stay active at every stage of life. As the program continues to grow, the national HealthTech company recognized an opportunity to extend the Active&Fit experience beyond enrollment and gym access—meeting members and prospects earlier in their wellness journey through content designed to educate, motivate, and inspire. To bring that vision to life, ASH turned to its internal marketing agency, Engage! Creative Group, to launch the Active&Fit Blog—a new content marketing platform built to support brand growth while delivering tangible value to American adults navigating modern health and wellness challenges.

Launching a new blog in the crowded wellness content landscape required more than producing articles, it demanded a clear point of view. One of the earliest and most complex challenges was persona definition. Active&Fit serves a diverse audience, ranging from fitness enthusiasts to individuals just beginning to prioritize their health, spanning multiple generations and life stages. The risk was creating content that felt either too niche or too broad—ultimately resonating with no one.

At the same time, the blog needed a distinct voice and visual identity. While Active&Fit has an established brand, the content platform needed to feel more lifestyle-oriented and modern without becoming intimidating, overly clinical, or aspirational to the point of exclusion. The blog also had to integrate seamlessly into an existing ecosystem of organic social, paid media, and email—each with its own role and audience expectations.

Engage! Creative Group grounded the blog's strategy in a combination of data, customer insights, and brand intuition. Rather than centering content on fitness extremes, the team aligned around a shared mindset: people who value balance, sustainability, and long-term well-being. This persona-led approach ensured the blog could meet readers where they are—whether restarting a routine, managing busy schedules, or redefining what wellness looks like in their lives.

From a creative standpoint, the team intentionally prioritized approachability and authenticity. Visuals and storytelling were designed to reflect real life rather than idealized outcomes, creating content that felt inviting instead of prescriptive. A flexible editorial and design framework allowed the blog to scale across channels while remaining cohesive with the broader Active&Fit brand experience.

Collaboration was central to execution. Marketing and its interdepartmental partners on the Clinical Health Information editorial team worked closely on the design and writing aspects to ensure that each article would be engaging, accurate, and aligned both with brand standards and consumer expectations. The result was a content engine capable of sustaining a weekly publishing cadence without sacrificing quality.

The Active&Fit Blog launched in late September 2025 with a set of cornerstone articles and an established editorial roadmap. Early performance demonstrated strong momentum, driving tens of thousands of unique visitors to the blog and quickly building a subscriber base. Content consistently supported SEO growth, website traffic, and cross-channel engagement, validating the strategy and laying a foundation for long-term scalability.

Beyond metrics, the blog became a strategic asset—providing a steady stream of evergreen content that could be leveraged across email, social media, and paid campaigns, while reinforcing the Active&Fit role as a credible, supportive wellness partner.

The success of the Active&Fit Blog is not simply about launching a new marketing channel, it's about enhancing the member experience. By delivering relatable, actionable wellness content, the blog helps prospects and members feel supported long before they enroll in a program or step into a gym. The blog is designed to help people reduce intimidation and build confidence, while reinforcing the idea that wellness is not all-or-nothing—rather a series of achievable, sustainable choices.

Through thoughtful strategy and execution by Engage! Creative Group, the Active&Fit Blog transformed content marketing into a meaningful extension of the brand promise to create a better, more human experience for the people it serves.

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