



**PRESS RELEASE**

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**Impact Health Sharing adds a dash of secret seasoning to the power of giving back**

*Members of Impact Health Sharing spice up kitchens with Dick Loehr's Sensational Secret Seasoning Salt to support the community's special assistance program, Extra Impact*



(DAVIE, FL – Nov 15, 2023) –The late entrepreneur Dick Loehr liked his steak. In particular, he was a fan of those served at his favorite steakhouse in Portage, Michigan. Experimenting with some of the ingredients provided by the restaurant owner, Dick fine-tuned the recipe which became “[Dick Loehr's Sensational Secret Seasoning Salt.](#)” Today, his namesake seasoning with his likeness on the label is adding zest to lives as well as backyard grills, with all sales supporting the Extra Impact initiative at Impact Health Sharing.

“Impact Health Sharing serves its members and drives community through medical bill sharing,” says Phil Chrysler, Impact Health Sharing co-founder. “When members' medical bills are not eligible for sharing,

they can apply to Extra Impact, our designated non-profit fund, for help with those bills in their hour of need.”

Angela Loehr Chrysler, Dick’s daughter and Impact Health Sharing co-founder, recalls the genesis of the salt, originally created to share with family and friends more than 30 years ago: “Dad would buy enormous plastic containers of commercial seasoning, empty them out, and then replace the contents with his own ‘secret’ mix.” Word spread quickly. “Dad was encouraged to sell it. However, the seasoning had always been about family and community, not profit. He finally agreed that it could be sold if 100% of the proceeds were donated to charity.” Today, Dick’s salt is manufactured exclusively in support of Extra Impact.

“Typically, in the world of health insurance, if your claim is denied, you are entirely on your own,” said Phil. He recalls that recently, a member’s original \$100,000 hospital bill was submitted to Impact. Impact was able to negotiate and repriced the bill to \$32,000, however the expense was not eligible for sharing. The member applied for assistance through Extra Impact and the fund paid the bill in full.

“The Extra Impact fund builds on our sense of community, of our members investing in each other,” said Phil. “Impact Health Sharing was founded on ‘love one another.’ That’s what Dick Loehr was all about.”

“Dad’s salt started out as a seasoning for steak, but it was good on chicken, fish, vegetables too so it became the ‘sensational secret’ for adding zip to anything,” said Angela. “My daughter loves it on popcorn, and it’s great on salads, vegetables, and shrimp.” Impact members love it, too, purchasing the salt to support Extra Impact and sharing their recipes and family cookout photos.

“I do believe Dad would be happy about this,” she added. “It represents what he believed in: helping others.”

### **About Impact Health Sharing**

Impact Health Sharing is a not-for-profit, non-insurance alternative to the high cost of health insurance. Impact is a health care sharing program: a community of individuals, families, and small businesses who share and pay each other’s medical bills. Unlike insurance, there is no incentive to not pay a medical bill. Based in Davie, Florida, the organization was founded in 2019.

Learn more about Impact Health Sharing at <https://www.impacthealthsharing.com/>

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