



A Comprehensive Approach (cont.)

The SilverSneakers benefit also includes access to our SilverSneakers FLEX® network, which offers fitness opportunities outside of “traditional” fitness facilities, such as recreation centers, parks, community centers and adult living facilities. FLEX network locations tailor class content to each class audience for wide variety and high engagement.

SilverSneakers includes all the key components for success built in to the program, including strategic marketing and public relations services, collaborative account management, proactive network management, and more. Partnering health plans and participating locations are listed at www.silversneakers.com.

The Benefits of SilverSneakers

Lower Healthcare Costs

A study published in the Centers for Disease Control journal Preventing Chronic Disease found that SilverSneakers participants incurred \$500 less in total healthcare costs during the second year and had fewer hospital admissions in years one and two compared with the control group. More frequent participation was associated with greater cost savings.

Manage Risk

Sixty percent of SilverSneakers participants reported their health as “excellent” or “very good” compared with 30 percent of seniors nationally.

Improve Acquisition

Eighty percent of respondents who were new to SilverSneakers in the last year said SilverSneakers was an “important” factor in deciding to join their health plan.

Improve Retention

Sixty-eight percent of enrollees were “very likely” or “somewhat likely” to switch health plans to keep their SilverSneakers benefit.

Sources: SilverSneakers 2015 Annual Participant Survey; 2014 Medicare Health Outcomes Survey