



## SilverSneakers®

Redefining aging through fitness and friendship

### Program facts:

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- Available to more than 15 million eligible beneficiaries
- Over 15,000 locations nationwide, including women-only locations
- Access to our growing SilverSneakers FLEX network, including community centers, senior centers, medical facilities, parks, and other locations throughout the country

Adults age 65 or older who adopt a physically active lifestyle can substantially improve their well-being, longevity and independence while reducing their health risks.

SilverSneakers by Tivity Health is the nation's leading fitness program designed exclusively for older adults. SilverSneakers engages participants and drives sustainable behavior change through convenient access to our expansive, quality-focused fitness network, a wide variety of programming options, and activities that incorporate physical well-being and social interaction.

Our engaging and effective programming generates strong return on investment for our clients, making SilverSneakers the smart choice for Medicare Advantage plans, Medicare Supplement insurers and plans with group retirees.

### Proven results

Our 25 years of evidence-based programming success is rooted in the ability of SilverSneakers to appeal to older adults of all fitness levels and interests while providing multiple levels of physical, mental, social and emotional support.

This member-centric approach drives high levels of engagement and satisfaction: 42 percent of SilverSneakers members had no prior fitness membership before joining the program, and up to 95 percent of members consistently give the program high ratings.

### A comprehensive approach

For qualified health plan members, SilverSneakers provides:

- A standard fitness membership
- Signature SilverSneakers group fitness classes
- Health education
- Fun social activities and networking
- Nationwide access to more than 15,000 traditional fitness locations, including women-only sites



## **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](http://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**

93 percent of SilverSneakers participants report “Excellent,” “Very Good,” or “Good” health compared to 84 percent of non-participants.

#### **Improve Acquisition**

81 percent of participants said SilverSneakers was important in their decision to join their health plan.

#### **Improve Retention**

61 percent of respondents said that if SilverSneakers were no longer available through their health plan, they would likely switch to another plan.

Sources: SilverSneakers 2017 Annual Participant Survey; 2014 Medicare Health Outcomes Survey