



PRIME® FITNESS

Healthier People, a Healthier Bottom Line

Tivity Health® is an industry leader in the development and ongoing management of high-quality fitness solutions, including our SilverSneakers® fitness program.

The cost of physical inactivity and sedentary behavior is staggering. Some studies indicate that as much as 87.5% of all health care claims are driven by lifestyle choices.¹ Excess weight and a sedentary lifestyle are even risk factors for one-quarter to one-third of all common cancers in the United States.²

Physical activity is a key component to improving and maintaining an individual's overall well-being. When a person increases physical activity from zero to one time per week to more than three times per week, his or her medical costs can decrease by \$2,202 per year.³

Busy schedules and higher costs are the top two barriers to exercise. So how do you overcome those barriers? Prime Fitness is a convenient and flexible solution designed to get your population active and engaged in their health. As their health improves, so does your bottom line.

Prime Delivers

With Prime, participants have basic access to a network of thousands of fitness locations nationwide. They can work out near home, work and most places they travel – without contracts. The Prime network includes:

- National chains
- Women-only facilities
- Community centers
- Recreation centers
- Locally owned facilities

This variety of locations, class offerings, equipment and amenities helps participants easily find the ideal locations to meet their needs. Participants can find locations in the network and support their fitness goals with clear, easy-to-use online resources.





Prime Delivers (cont.)

Program sponsors benefit from an array of industry-leading capabilities:

- Member outreach and awareness programs
- Robust, detailed reporting, including:
 - Outcomes reporting
 - Monthly or quarterly aggregate enrollment and utilization reporting
- Ongoing quality assurance, administration and support

Investing in Your People Is Good Business

An independent study of one Prime client with approximately 5,000 enrollees in the program found participants' medical-only claims decreased by \$1.02 million after the first year of the program when compared with the previous year. During that same time, medical-only claims from non-program participants rose 5%.⁴

Healthy people and a healthier bottom line — that's the power of Prime.

1. Participating locations ("PL") are not owned or operated by Tivity Health, Inc. or its affiliates. Use of PL facilities and amenities is limited to terms and conditions of PL basic membership. Facilities and amenities vary by PL.
2. Membership includes SilverSneakers instructor-led group fitness classes. Some locations offer members additional classes. Classes vary by location.
3. Managed-Medicare Health Club Benefit and Reduced Health Care Costs Among Older Adults Huong Q Nguyen, Ronald T Ackermann, Matthew Maciejewski, Ethan Berke, Marsha Patrick, Barbara Williams, James P LoGerfo
Prev Chronic Dis. 2008 Jan; 5(1): A14. Published online 2007 Dec 15.
PMCID: PMC2248797 <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2248797/>
4. 2018 SilverSneakers Annual Participant Survey

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