



Mission

Create a healthier world

Corporate Home Office

1445 S. Spectrum Blvd., Suite 100
Chandler, AZ 85286

Founded

1992

Fitness Network Established

1997

Network Expands to 10,000 locations

2010

The Solution

Healthways is the leading provider of specialized, comprehensive solutions to help millions of people maintain or improve their health and well-being and, as a result, reduce overall costs. Healthways' solutions are designed to help healthy individuals stay healthy, mitigate and slow the progression to disease associated with family or lifestyle risk factors and promote the best possible health for those already affected by disease. Our proven, evidence-based programs provide highly specific and personalized interventions for each individual in a population, irrespective of age or health status, and are delivered to consumers by phone, mail, internet and face-to-face interactions, both domestically and internationally. Healthways also provides a national, fully accredited complementary and alternative Health Provider Network and a national Fitness Center Network, offering convenient access to individuals who seek health services outside of, and in conjunction with, the traditional healthcare system. For more information, please visit www.healthways.com.

The company's SilverSneakers® Fitness Program was created to meet this need and has since evolved to become one of the leading senior exercise programs in the country.

Healthways' vision is to integrate quality senior fitness programming into communities through health plans and physician settings. It is documented that increasing physical activity levels in the older adult population can reduce the risk of disability and disease. Health plans can play a significant role in prevention and wellness by providing a fitness benefit for their members.

Healthways currently partners with dozens of major health plans across the United States to deliver the SilverSneakers Fitness Program to its Medicare group retiree members at little or no additional cost (other than any health plan premium). Much more than just a "free gym membership," the SilverSneakers Fitness Program is a unique exercise and socially-oriented program designed to encourage older adults to increase their levels of physical activity and motivate them to continue to exercise. Millions of older adults are eligible for SilverSneakers, making it the nation's leading exercise program designed exclusively for older adults. SilverSneakers is offered at approximately 10,000 fitness and wellness centers across the country (such as YMCAs, 24 Hour Fitness®, Curves®, Gold's Gym, Lifestyle Family Fitness and others) as well as community centers, making the program convenient and accessible to enrollees.

The SilverSneakers Fitness Program includes unlimited access to any fitness center in a comprehensive network chosen for location, quality, and senior-friendly service at no cost to the member above his/her monthly health insurance. The network of fitness centers provides an environment where all older adults can benefit from quality senior fitness programming.

Better Health & Lower Costs

Enrollment in the SilverSneakers Fitness Program has been proven to reduce members' high-risk, sedentary behaviors. The physical and mental health status scores of SilverSneakers members are consistently higher than those reported for this age group nationally on the Medicare Health Outcomes survey. Sixty-nine percent of members report that their overall health has improved since joining SilverSneakers, 48% say their diet is healthier, and 39% say they participate in social activities more often.

SilverSneakers has a demonstrated impact on health care costs. A 2008 CDC (Centers for Disease Control & Prevention) funded study showed SilverSneakers participants utilize preventive care more often, are admitted to the hospital less often and have lower overall healthcare costs. Studies show older adults with diabetes who participate in SilverSneakers are also admitted to the hospital less often, have lower inpatient care costs, and see significant reductions in their overall health care costs after only a year. Greater participation in SilverSneakers is also associated with significantly lower risk of depression.

It is Healthways' belief that proven physical fitness and wellness programs such as SilverSneakers, that save Medicare dollars and improve the health and social well-being of older adults, should be made available to all Medicare beneficiaries.

Awards and Recognition

- 2009 National Health Information Awards (NHIA)**
Silver Award: Video Category - "SilverSneakers Experience" DVD
Merit Award: Booklet/Brochure/Pamphlet Category - "SilverSneakers Member Handbook"
- 2008 The National Committee for Quality Assurance (NCQA) - "Recognizing Innovation in Multicultural Health Care"**
in partnership with Highmark, Inc. (Pennsylvania)
- 2006 International Council on Active Aging**
Industry Innovators Award – Advance to Wellness
- 2005 International Council on Active Aging**
Industry Innovators Award – SilverSneakers Fitness Program
- 2004 Healthcare and Aging Award - "Recognizing Innovation and Quality"**
Healthcare and Aging Network (HAN) of the American Society on Aging
- 2003 Arizona Business Journal, Health Care Heroes Awards**
Mary Swanson - Innovator
- National Health Information Awards (NHIA)**
Bronze Award: Health Promotion/Disease and Injury Prevention Information
Merit Award: Health Promotion/Disease and Injury Prevention Information
- 1994 Keiser Silver Eagle Award for Older Adult Programming**

