SilverSneakers® Fitness Program

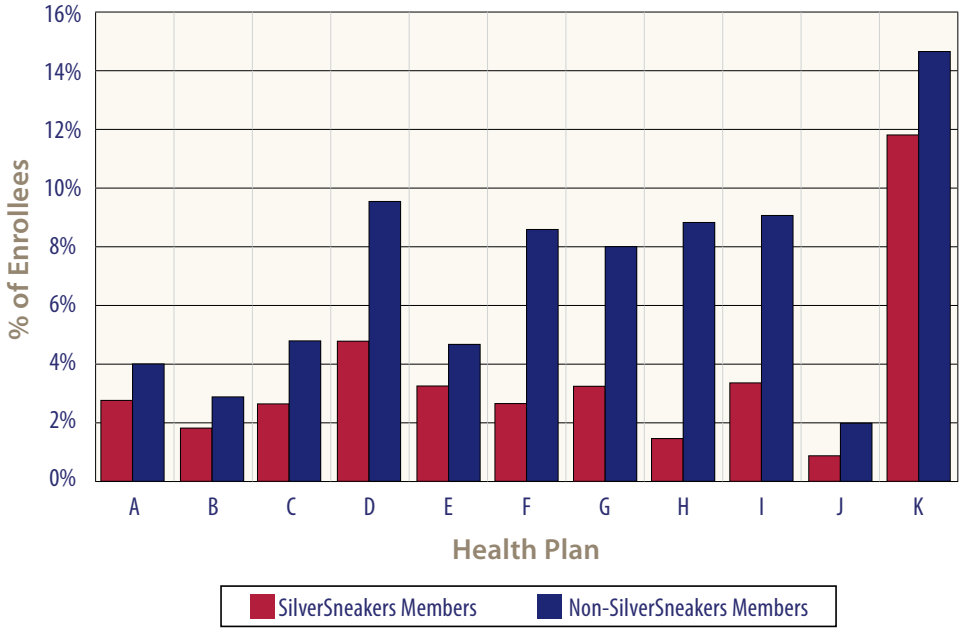
Member Loyalty and Retention

Healthways SilverSneakers® Fitness Program

The SilverSneakers Fitness Program can be a vital component of a health plan's retention strategy. Voluntary disenrollment results in lost premiums as well as acquisition costs to replace these members.

In studies of health plan retention among SilverSneakers clients, voluntary disenrollment rates among program enrollees were substantially lower than among those not enrolled in the program. Depending on the size of the health plan's membership, this difference can mean the retention of a significant number of members, all of whom are participating in a program that promotes physically active lifestyles.

Annual Voluntary Disenrollment



Responses from 8,400 SilverSneakers enrollees who completed the 2008 annual member survey survey support these findings. Based upon their experience with SilverSneakers:

- 61% said the likelihood of their remaining with their current health plan had improved or greatly improved.
- 71% said the likelihood of their recommending their health plan to friends or family had improved or greatly improved.
- 83% rated their health plan an 8, 9, or 10 on a scale of 1-10, with 10 being the best.
- 58% said they were likely to choose another health plan offering SilverSneakers if it were no longer available through their current plan.

www.silversneakers.com

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