Physical and Fiscal Benefits of SilverSneakers

SilverSneakers reduces the barriers to exercise, promotes social interaction and encourages healthy lifestyle activities through the following program elements.

Healthways SilverSneakers® Fitness Program is the nation's leading evidence-based physical activity and preventive health program that allows people who are eligible for Medicare to take greater control of their health. Our years of older adult wellness experience sets SilverSneakers apart as a valuable health plan benefit. We not only provide a healthy living experience for members but a comprehensive, turnkey fitness benefit solution that's easy to implement, track and measure. As you incorporate wellness into your mix of benefit offerings it's important to have a solid foundation of credible data. We can offer you customized reporting so you can plan future initiatives to keep your member on the track of healthy living.

Purposeful Program Design

- Free basic fitness membership
- SilverSneakers classes
- Health education and social activities
- Systematic integration with existing health plan initiatives
- Self-directed options

Dedicated Staffing Resources

- Senior Advisors℠
- SilverSneakers Class Instructors
- Instructor Coordinators
- Local Account Managers
- Client Relations team
- Training
- Outcomes analysts, network specialists, marketing support

Marketing and Communications

- Targeted marketing and outreach programs to members
- Leveraging existing health plan communications channels
- Behavior change and healthy lifestyle focus
- Extensive public relations and media exposure
- Member outreach through fitness center network
- A decade of expertise marketing the benefits of physical activity to older adults
- My Healthways interactive member Web site

Standardized Performance and Impact Measurement and Reporting

- Annual health status and member satisfaction surveys (SF-12®)
- Monthly utilization tracking and reporting
- Member profiles (demographics, risk profile, behavior change)

Network Development & Quality Assurance

- GeoAccess® mapping of members to ensure convenience and accessibility
- Rigorous screening, selection, audit processes and safety standards
- Network locations feature independent fitness centers, YMCAs, Curves, nonprofits and targeted national providers
- Network leveraged as a platform for health plan activities
- National reciprocity

Integration, Training and Program Quality Assurance

- Comprehensive training of key health plan and fitness staff
- Integration with health management initiatives
- Provider outreach and education
- Integration with sales initiatives
- Support materials for use by clients

www.silversneakers.com

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