SilverSneakers has filled our facility during traditionally non-busy hours. SilverSneakers is something an owner can count on for consistent revenue. If your club has an opportunity to get involved with this phenomenal program, I would suggest you jump at it!

– SilverSneakers Participating Location Partner
Click on a topic below to learn more.

- Program Benefits
- What types of marketing support will I receive?
  - Member marketing samples
- How do I get started?
- Become an instructor
- Checklist – what to do next?
WHAT ARE THE BENEFITS OF OFFERING THE SILVERSNEAKERS PROGRAM?

» **No fees!** There are no administrative fees or costs to offer our SilverSneakers program.

» **New members.** With SilverSneakers you can successfully reach the largest age demographic and members who don’t typically visit a participating fitness location.

» **Additional revenue.** You will receive compensation based on program participation, plus opportunities for supplemental revenue (personal training, massage, family referrals).

» **CEC Accreditation.** Healthways provides ACE, AFFA, AEA and ACM accredited training for SilverSneakers class instructors.

» **Participation during off-peak hours.** With the program, you will have increased participation during typically off-peak hours.

» **Free class equipment.** An initial SilverSneakers class equipment package is provided at no cost.

» **Program support.** Healthways provides a dedicated provider service liaison to your location.

» **Marketing promotion.** 1) **Gain visibility** on silversneakers.com. 2) **Increase awareness** by having your location listed in the network directory on our website. 3) **Direct members** to your location through Healthways Customer Service.
WHAT TYPES OF MARKETING SUPPORT WILL I RECEIVE?

HERE ARE JUST A FEW EXAMPLES OF HOW WE PROMOTE YOUR LOCATION:

» **Silversneakers.com**: Approximately 11,000 people visit silversneakers.com each day. Your location will be displayed on the Location Finder, which helps thousands search for convenient SilverSneakers participating locations.

» **Health Plan Websites**: Many of our health plan partners display participating locations on their websites and/or a link to silversneakers.com, where members can find your location.

» **Social Media**: The SilverSneakers Facebook page, located at facebook.com/silversneakers, has more than 62,000 fans and more than 1,700 Twitter followers. Our team frequently posts content encouraging fans and followers to find their participating location by visiting the SilverSneakers website.

» **Direct Mail**: Wide varieties of targeted pieces are mailed to SilverSneakers members.

» **Health Plan Partner Collateral**: Your location will be featured on health plan benefit packages, health plan collateral and sales materials.

» **Phone**: Ongoing outbound call campaigns and inbound inquiries direct members to your location.

» **More!** Additional tools and marketing kits are available to help you promote your location.

“I don’t come to an exercise class. I come to a social group that exercises.”

- Judy S., Freestone Recreation Center, Gilbert, AZ
Perceived Exertion Chart

1. Okay to go! "I feel great, and I'm breathing normally."
2. Very, very light intensity "I feel terrific. I don't even feel like I'm exerting myself."
3. Very light intensity "This is fun. I feel like I could go forever."
4. Light intensity "I'm still in shape, but I'm working."
5. Moderate intensity "I'm sweating a little. I'm working."
6. Moderate to intense "I'm exercising harder than I thought I would. I'm getting a workout."
7. Intense "The workout is hard, but I can take it."
8. Very intense "This is difficult. I'm breathing hard. I'm not sure how long I can go."
9. Very, very intense "I'm very uncomfortable. I can't talk in a normal tone of voice. I should slow down."
10. Maximum intensity "I'm completely exhausted. I must slow down immediately."
HOW DO I GET STARTED?

REQUIREMENTS:

» Provide SilverSneakers members with a no-cost basic membership and Healthways will pay you for their participation.

» Designate a staff member to serve as members’ Program Advisor.

» Offer SilverSneakers classes at least twice a week, on non-consecutive days, during older-adult-friendly times.

» Provide skilled and engaging instructor(s) to attend a workshop and teach the class.

» Attend required virtual training for successful program launch.

» Partner with our Provider Services Liaisons to ensure the successful delivery of the program.

» Engage in the web-based Healthways Fitness Provider Portal to maintain staff accounts, verify member eligibility, obtain materials, receive training, etc.

» Report monthly utilization using an electronic tracking system.

» Prominently display the provided SilverSneakers window decal.
To become an instructor:

» Be at least 18 years of age.
» Maintain a current CPR certification.
» Possess a nationally recognized certification or two- or four-year degree in physical education or health-oriented education.
» Attend the in-person workshop for each SilverSneakers class format offered.

To register, visit https://instructor.healthways.com/Instructors

INSTRUCTOR BENEFITS:

» Access to IRC, Instructor Resource Center, a website dedicated for instructors where you can register for new class certifications and find out about new workshops.
» Become a member of our SilverSneakers Facebook page.
» Receive marketing collateral.

“Seeing improvement in form and ability is exciting, but most of all I love these people. Not only are they dedicated to taking care of themselves, but they care about each other. I feel like we are one big family.”

- SilverSneakers Instructor
Follow the three steps below to get ready, get set and go!

1. Get Ready: What We Need From You
   - Upon receipt of e-mail instructions, register and log into Healthways Fitness Provider Portal.
   - Review the agreement, complete location information and payment setup W-9.
   - Upload the certificate of liability.

2. Get Set: Next Steps You Need to Take
   - Complete the training module.
   - Verify the reporting method.
   - Enter the location amenities on the Healthways Fitness Provider Portal.
   - Introduction to Provider Service Liaison.

3. Go: Celebrate a Successful Launch
   - Begin enrolling members.
   - Complete brief onboarding survey.