SILVERSNEAKERS® FITNESS

REACH THE LARGEST DEMOGRAPHIC







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?



silversneakers.com



PARTNER with SILVERSNEAKERS



Join a nationwide network of more than 13,000 participating fitness locations.



Gain access to more than 12 million potential members.

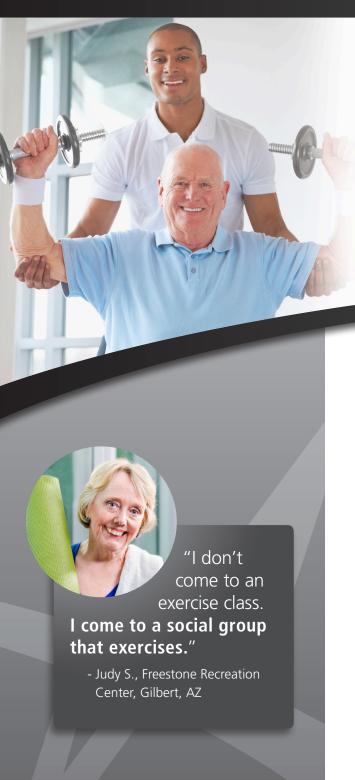


Bring brand recognition to your location with SilverSneakers, the nation's leading exercise program for active older adults.

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.













NEW LOCATION CARD



FEATURES FLYER







"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

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.





WELCOME to HEALTHWAYS!

Partnering with us is a fast and easy process.

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.

