

SILVERSNEAKERS® FITNESS

REACH THE LARGEST DEMOGRAPHIC



"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*

silversneakers.com



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silversneakers.com



PROGRAM BENEFITS

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.



"I don't
come to an
exercise class.

**I come to a social group
that exercises."**

- Judy S., Freestone Recreation
Center, Gilbert, AZ



MEMBER MARKETING SAMPLES



EXERTION CHART

Get inspired!
Pick your fitness and target at silversneakers.com/newabc123

Your member ID card is inside →

Member First Name Last Name
Address
City, ST ZIP

Congratulations!

As a member of **Health Plan Health Plan**, you now have access to Healthways SilverSneakers® Fitness program at no extra cost. Designed for all levels and abilities, SilverSneakers provides access to fitness equipment, group exercise classes and more at >10,000+ locations nationwide.

Get STRONG

Swim laps
Use free weights

Get FOCUSED

Clear your mind to reap
Mind Balance in the club

Get SOCIAL

Join an evening group
Make friends in a dance class

Start today! It's as easy as

Take this ID to a location (or book)
Ask for a tour.
Use the equipment, swim laps or try a group class.

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IMET

See how your activity level compares to members like you.
silversneakers.com/newabc123

Q&A

What is SilverSneakers?
SilverSneakers is a valuable program provided by your health plan at no extra cost. It gives you access to exercise equipment, group classes and social events.

How many SilverSneakers locations can I access?
You have access to more than 10,000+ locations nationwide. Based on your membership as you live at any time. You can also try SilverSneakers E&P classes online at community centers. See your full location list and class schedule, visit us online.

What can I expect on my first day?
If you're new to exercise, don't worry! Nearly half of our members had never been to fitness locations like this until they joined SilverSneakers. Remember to wear comfortable shoes and loose-fitting clothing, and bring your member ID card to get started.

Remember, you can enroll at multiple locations at any time!

QUESTIONS?
Visit silversneakers.com/faq or call 1-888-423-4632 (TTY: 711), Monday through Friday, 8 a.m. to 8 p.m. EST.

Visit our newest fitness location

City	City
Location Name	Location Name
Address	Address
Date and time	Date and time
Special event information	Special event information

Questions?
Call: 1-888-423-4632 (TTY: 711), Monday through Friday, 8 a.m. to 8 p.m. EST.

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There's something new on the horizon

HEALTHWAYS SilverSneakers FITNESS

High Plan Member
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NEW LOCATION CARD

Get fit your way

Healthways SilverSneakers® Fitness program gives you options. Work out where, when and how you want – at no extra cost. Check out all the ways to use this innovative program offered by Medicare health plans across the nation.

- Work out indoors**
 - more than 10,000+ fitness locations
 - all basic amenities and SilverSneakers group exercise classes
 - easy enrollment with your SilverSneakers ID card
- Go outside with FLEX™**
 - all local parks, recreation centers and clubs with bring-commodities to select locations
 - online class locator and enrollment
- Step it up wherever you are**
 - ClearSneakers Support for at-home online go
 - personalized for your lifestyle and fitness level
 - choice of general fitness, strength, walking or yoga kit
- Connect online**
 - track to assess your health and track your activity
 - request advice plus meal plans and healthy recipes
 - support from the SilverSneakers community

To find partner health plans and fitness locations, request your SilverSneakers ID card, enroll in FLEX, download a Step kit or get more details, visit silversneakers.com or call SilverSneakers Customer Service at 1-888-423-4632 (TTY: 711), Monday through Friday, 8 a.m. to 8 p.m. EST.

Sign up for SilverSneakers today!

Facebook.com/SilverSneakers

HEALTHWAYS SilverSneakers FITNESS

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FEATURES FLYER





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.



BECOME AN INSTRUCTOR

“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.



CHECKLIST — WHAT TO DO NEXT?

**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.