

HEALTHWAYS 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 HEALTHWAYS SILVERSNEAKERS FITNESS®



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 gym.
- » **Additional revenue.** You will receive compensation based on program participation, plus opportunities for supplemental revenue (personal training, massage, family referrals).
- » **Participation during off-peak hours.** With the program, you will have increased participation during typically off-peak hours.
- » **Program support.** Healthways provides staff support 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](https://www.silversneakers.com), where members can find your location.
- » **Social Media:** The SilverSneakers Facebook page, located at [facebook.com/silversneakers](https://www.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 love my SilverSneakers location. The staff are friendly and helpful; I feel comfortable there. SilverSneakers is a win-win situation!"

- Harriet S., Phoenix, AZ



MEMBER MARKETING SAMPLES



EXERTION CHART

Health Plan Logo

Your member ID card is inside →

Member First Name Last Name
Address
City, ST ZIP

Member Plan Name Last Name
Number
silversneakers.com

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 >13,000+ locations nationwide.

Get STRONG

Build tone
Use free weights

Get FOCUSED

Clear your mind & keep
Pivot balance in tact

Get SOCIAL

Join an activity group
Make friends in a fun class

Start today! It's as easy as

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

©2015 Healthways

IMET

See how your activity level compares to members like you.

silversneakers.com/new/abc123

Q&A

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

How many SilverSneakers locations can I access?
You have access to more than 13,000+ locations nationwide. Find out more locations as you live at any time. You can also try SilverSneakers FREE classes offered at community centers. To see a 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 have never been to a fitness location before they joined SilverSneakers. Remember to wear comfortable shoes and loose-fitting clothing, and bring your member ID card to get started.

Locations near you

Locations online

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.

Health Plan Logo

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.

©Important Plan Information

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There's something new on the horizon

HEALTHWAYS SilverSneakers FITNESS

Health Plan Logo

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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**
 - choose from 13,000+ 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 living communities to select from
 - online class locator and enrollment
- Step it up wherever you are**
 - SilverSneakers Support for at-home activities
 - designed 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 classes, order 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™.
- » 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.



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 email instructions, register and log into the Healthways portal.
- » Review the agreement, complete the location information and the payment setup.
- » Upload the certificate of liability.
- » Complete the W-9 form.

2. Get Set: Next Steps You Need to Take

- » Register for and complete training.
- » Verify the reporting method.
- » Identify reporting software and send the sample reporting file to your Healthways Representative.
- » Enter location amenities on the Healthways portal.
- » Introduction to Healthways Representative

3. Go: Celebrate a Successful Launch

- » Begin enrolling members
- » Complete brief onboarding survey