



Our Story

Leading the Way for Improved Well-Being

For millions of older adults, the path to improved well-being starts with SilverSneakers® Fitness. Founded in 1992 by Mary Swanson, SilverSneakers has been helping its members take charge of their health for more than 24 years by partnering with health plans to provide convenient access to a comprehensive fitness solution. The program provides access to fitness and wellness facilities, proprietary and group exercise classes led by certified instructors, online resources, social events and a support network of other participants across the nation.

Inspired by her father, who, after surviving a heart attack at age 51, pledged to improve his quality of life with regular physical activity, Mary set out to fill a void in the health care continuum that would provide cost-effective, preventative benefits, and make health care more viable in the long run through increased engagement and individual accountability.

Working closely with insurance companies, Mary carved a niche in the industry and realized her vision of improving the health and well-being of everyone the program touches. Her father's commitment, coupled with her determination to see him succeed, laid the foundation for the business model that would evolve to become the nation's leading fitness program for older adults.

Proven Health Benefits

According to the SilverSneakers [Annual Participation Survey](#), 84 percent of participants complete moderate to vigorous aerobic activity three or more times per week, a testament to the program's ability to engage members in their own well-being. Additionally, 94 percent of participants state that they are in good or excellent health, and 90 percent report more energy to accomplish daily activities. Members also utilize preventative care more often, are admitted to the hospital less, and have lower overall healthcare costs.

In addition to the physical benefits, SilverSneakers improves mental and emotional well-being through social events, access to health resources and educational seminars and program camaraderie – which keeps members coming back. In fact, 73 percent of participants attend class with a friend and 49 percent say other members help motivate them to exercise.

Innovative Options for Every Intensity Level

Today, SilverSneakers continues to help its members maintain healthy lifestyles with an array of options that meet them where they are in their fitness journey. Participants have access to more than 13,000 fitness and wellness centers across the country, and the proprietary programming is comprised of nine classes with varying intensity levels, from favorites like SilverSneakers Classic and CardioFit, to the newer Healthways BOOM® classes, designed for more active individuals, including baby boomers.

The program's offerings also reach far beyond the gym with the SilverSneakers FLEX™ network, engaging participants with access to more than 70 unique exercise classes offered at convenient

locations including local parks, recreation centers and retirement communities. From yoga and Latin dance to walking groups and boot camps, FLEX participants enjoy a variety of options tailored to their interests.

Learn More

Currently, one in five older adults is eligible for a SilverSneakers Fitness benefit through the nation's leading Medicare Advantage health plans, Medicare Supplement carriers and group retiree plans. [Check your eligibility today](#) or contact SilverSneakers Customer Service for more information:

Call toll-free 1.888.423.4632

Visit silversneakers.com