

SILVERSNEAKERS®

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



TABLE OF CONTENTS

QUICK FIND

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](#)

[Our classes](#)

[Checklist – what to do next](#)



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.** Tivity Health, Inc. provides ACE, AFAA, AEA and ACSM 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.** Tivity Health, Inc. 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 SilverSneakers 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 25,000 people visit silversneakers.com each day. Your location will be displayed on the Location Finder, which helps 185,000 visitors search for convenient SilverSneakers participating locations each month.
- » **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 95,000 fans and more than 2,600 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!** On the Participating Location portal, 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., SilverSneakers member



MEMBER MARKETING SAMPLES



SILVERSNEAKERS FITNESS NOW AVAILABLE HERE! HERE!



SilverSneakers® is a complete wellness program which includes:

- A no-cost membership at this location!
- Use of all basic club amenities
- Access to an exclusive website featuring expert fitness advice, a thriving online community and vast resources for living a healthy life

Are You Interested?

Check your eligibility at silversneakers.com

SLIM JIM TAKEAWAY

Your member ID card is inside → **Get inspired!**

Member First Name Last Name: _____
 Address: _____
 City, ST ZIP: _____

Congratulations!

As a member of **Health Plan Health Plan**, you now have access to the 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 Swim laps. Use free weights.
Get FOCUSED Calm your mind in yoga. Find balance in Tai chi.
Get SOCIAL Join a walking group. Make friends in a dance class.

Start today! It's as easy as:

1. Use this ID to locate (or look) for a club.
2. Use the equipment, swim laps or try a group class.

QUESTIONS? Visit silversneakers.com/faq or call 1-888-463-8277 (T1V) Monday through Friday, 8 a.m. to 8 p.m. ET.

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 exercise equipment, group classes and social events.

How many SilverSneakers locations can I access?
 You have access to more than 13,000+ locations nationwide. Find it in any location as you like at any time. You can also try SilverSneakers F.I.T.® classes offered at community centers. To see a full list of locations for and details of benefits, visit our website.

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 before they joined SilverSneakers. Remember to wear comfortable shoes and clothing, bring your member ID card to get started.

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

Better health is around the corner.

Post! Missed a few workouts?
 Now is the perfect time to get back into a routine. Report friends at SilverSneakers®. Fitness are here to help!

Quick reminders:
 You have access to more than 13,000 locations nationwide. You can enroll at multiple locations, at any time. Your benefits grant you access to group exercise classes, fitness equipment, pools and social events.

See inside for a SilverSneakers location that was just added near you.

A SilverSneakers location was just added to your area!

Location Name: _____
 Address: _____
 City, State, ZIP: _____

QUESTIONS?
 1-888-463-8277 (T1V) Monday through Friday, 8 a.m. to 8 p.m. ET.

NEW LOCATION CARD

Congratulations on taking this important step toward a healthier lifestyle.

Find your closest SilverSneakers fitness location at silversneakers.com/locations.

Getting started is easy.

1. Find your closest SilverSneakers location.
2. Take your SilverSneakers card or personal ID number to the location.
3. Use this location and start your first day at no extra cost!

Your personal SilverSneakers ID number is your ticket to fitness.

If you don't have your card go to silversneakers.com/card to print a card, or simply write your ID number in the space below.

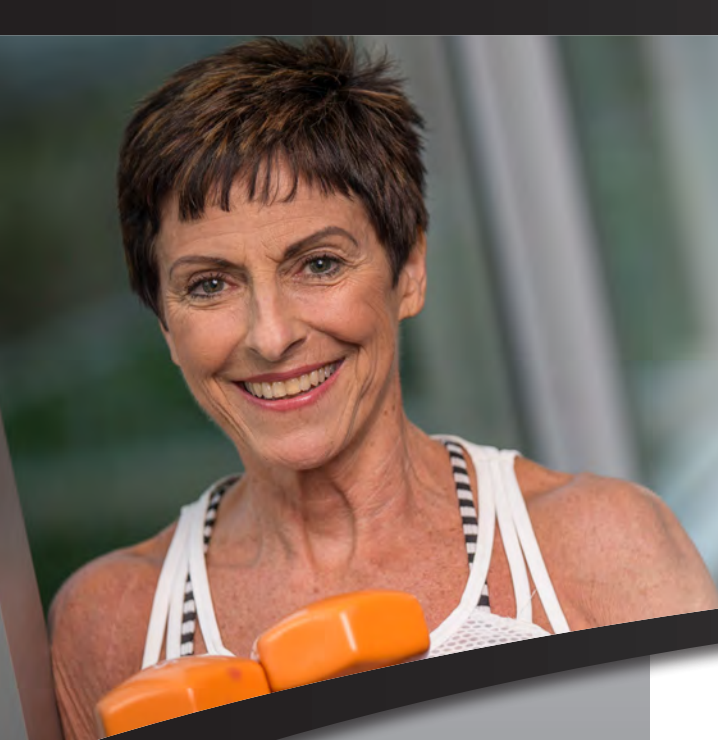
Take your ID number to the location and start getting active!

Location amenities:
 ___ Exercise equipment ___ Whirlpool
 ___ Swim laps ___ SilverSneakers classes
 ___ Pool ___ Sauna ___ Other: _____

QUESTIONS?
 1-888-463-8277 (T1V) Monday - Friday 8 a.m. - 8 p.m. ET

NEW MEMBER WELCOME FLIER





HOW DO I GET STARTED?

REQUIREMENTS:

- » Provide SilverSneakers members with a no-cost basic membership, and Tivity Health, Inc. 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 Tivity Health 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.tivityhealth.com/Instructors>

INSTRUCTOR BENEFITS:

- » You'll have access to IRC, Instructor Resource Center, a dedicated website 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.



OUR CLASSES

WHAT ARE THE BENEFITS OF OFFERING SILVERSNEAKERS CLASSES?

- » They're designed specifically for older adults.
- » They target a rapidly growing age demographic.
- » They can be modified to accommodate all fitness levels and abilities.
- » They're valuable for non-peak hours: Many in the target demographic look for daytime offerings.
- » They're easy to roll out, we provide your initial equipment package, and we provide on-site workshops to train instructors.

"Our SilverSneakers class has greatly improved my life. It is a real motivation to get moving every day and find new friends."

– Barbara S., SilverSneakers member

SIGNATURE CLASSES

- » Classic
- » Circuit
- » CardioFit
- » Yoga
- » Splash
- » Stability

SILVERSNEAKERS BOOM™ CLASSES

- » MOVE IT
- » MUSCLE
- » MIND



CHECKLIST – WHAT TO DO NEXT

**WELCOME to
TIVITY HEALTH!**

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 Tivity Health Fitness Provider Portal.
- » Review the agreement, and 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 Tivity Health Fitness Provider Portal.
- » Introduce yourself to Provider Service Liaison.

3. GO: CELEBRATE A SUCCESSFUL LAUNCH

- » Begin enrolling members.
- » Complete brief onboarding survey.