

# SilverSneakers®

---

Lisa Austen, Account Executive

September, 2021



# Engage with SilverSneakers in your:

**GYM**

**COMMUNITY**

**HOME**



# SilverSneakers



## Access to Nationwide Fitness Locations

A free fitness benefit with access to fitness thousands of locations nationwide<sup>1</sup>



## National Reciprocity

The ability to enroll at multiple locations at the same time – no limit to the number of locations where you participate



## Signature SilverSneakers classes

Proprietary programming for older adults to accommodate a wide range of physical activity interests and ability levels



## Social Connections

Social opportunities where members can form genuine connections with others



## Digital Offerings

Averaging 3,000 virtual events per week through SilverSneakers On-Demand™ and SilverSneakers LIVE™ classes and workshops



*Always talk with your doctor before starting an exercise program.*

1. Participating locations (“PL”) are not owned or operated by Tivity Health, Inc. or its affiliates. Use of PL facilities and amenities is limited to terms and conditions of PL basic membership. Facilities and amenities vary by PL.

# SilverSneakers Digital Features

## Exclusive Member Portal

Enhancements to the SilverSneakers.com portal deliver fresh, relevant content to enhance overall health and wellbeing

## SilverSneakers On-Demand™

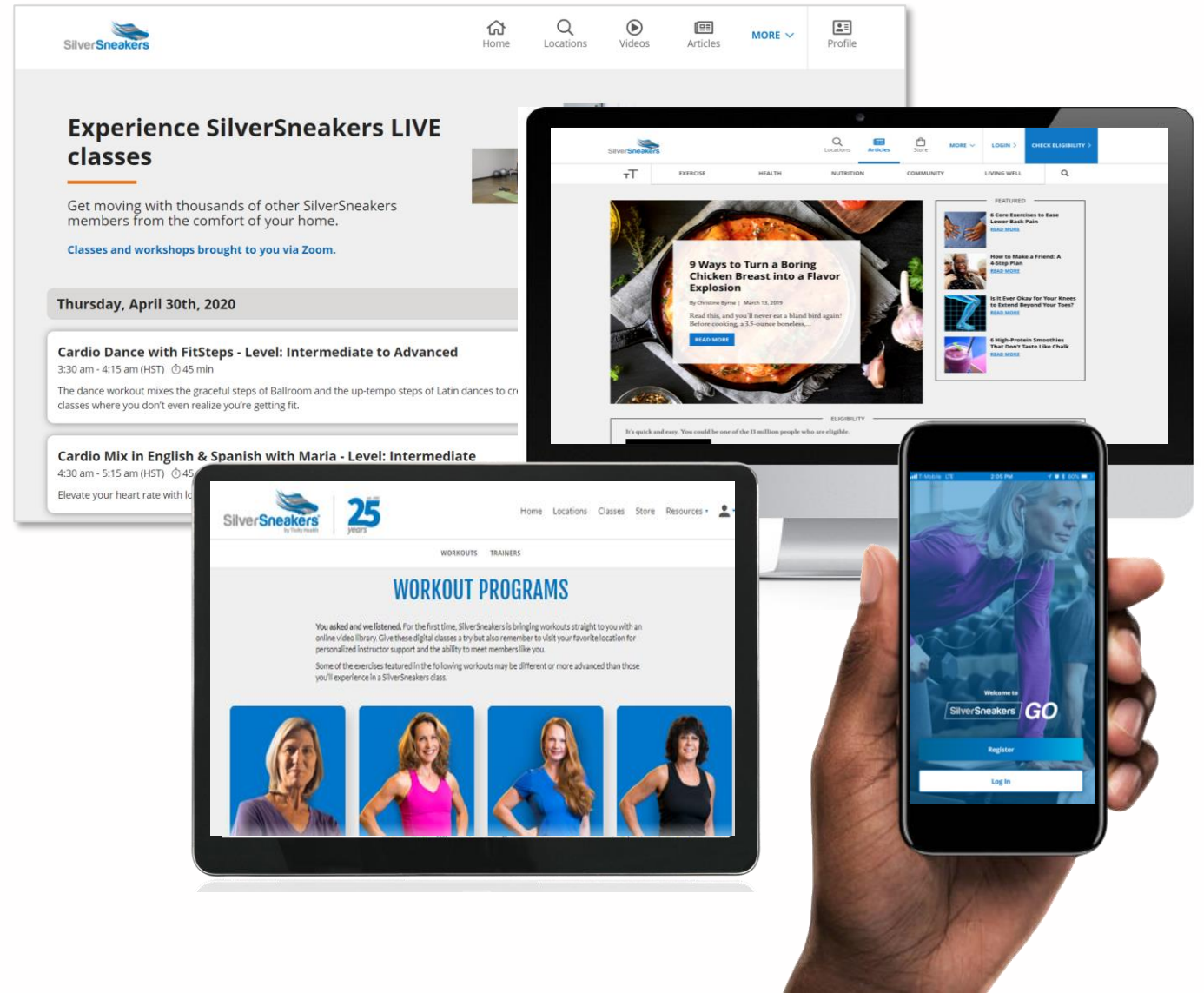
Follow-along videos and programs with various formats to support cardiovascular strength, endurance, flexibility and mental health

## Live Interactive Classes

SilverSneakers LIVE™ classes and workshops are offered daily, and are focused on exercise and overall wellbeing

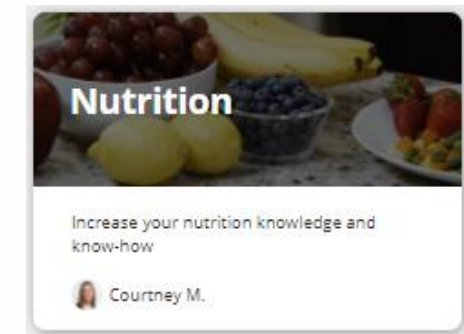
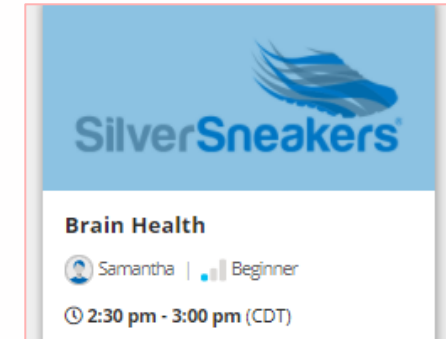
## SilverSneakers GO™

This mobile app is the SilverSneakers on the go companion, providing exercise guidance that can be adjusted based on ability



# Beyond Fitness with SilverSneakers

- **Brain Health:** Education, movement and practical tips designed to help preserve and enhance memory and brain health.
- **Fall Prevention:** Programs supporting balance and stability to help prevent falls.
- **Stress Management Strategies:** Mindfulness practices and education tips designed to help you build resiliency and manage stress more effectively.
- **SilverSneakers BOOM MIND:** The best of yoga, Pilates, and barre combined in a mind-body mat workout. Build endurance while increasing flexibility.
- **31-Day Fit for Life Challenge:** SilverSneakers Fit for Life Challenge can help you get moving in the right direction with fun videos and great tips.
- **Nutrition:** This series of videos will teach you the basics and provide you with tips on shopping, reading labels, deciding what to cook and more.
- **Emotional Wellbeing:** Videos and articles providing tips and tools to manage stress, improve clarity and reduce anxiety.



# SilverSneakers STEPS®

*Self-directed fitness options*

## Strength Kit



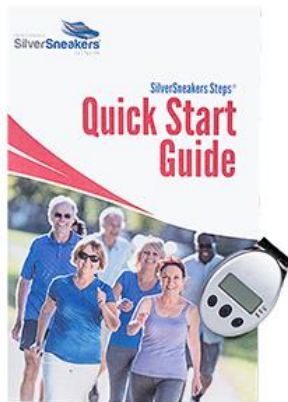
Includes handbook,  
resistance bands, and  
door hangar

## Yoga Kit



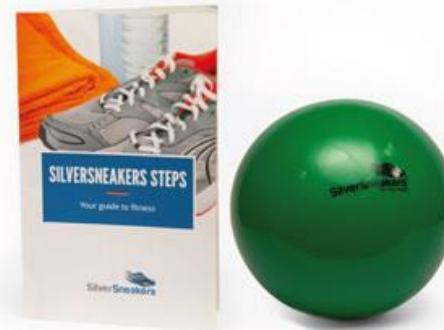
Includes handbook,  
of basic yoga poses and  
instructions, yoga strap

## Walking Kit



Includes handbook and  
pedometer

## Toning Kit



Includes handbook,  
SilverSneakers ball



# Rewards for Engagement



- **FREE access to College Tuition Discounts**  
(more than 400 private colleges and universities)
- **Discounts spread over 4 years**, good for up to 1 full year tuition
- **Participating location visits = Tuition Rewards Points**
- **1,000 points at registration**, 250 points each month with 7 visits

[SilverSneakers.TuitionRewards.com](https://www.SilverSneakers.TuitionRewards.com)



# Non-Member Offerings

## Facebook Live Instructor-led Workouts

All the benefits of a SilverSneakers class in the comfort of your own home

- Available to anyone via Facebook, a platform many seniors are already familiar with
- Hosted 1-2x per week on the SilverSneakers Facebook page

## SilverSneakers YouTube

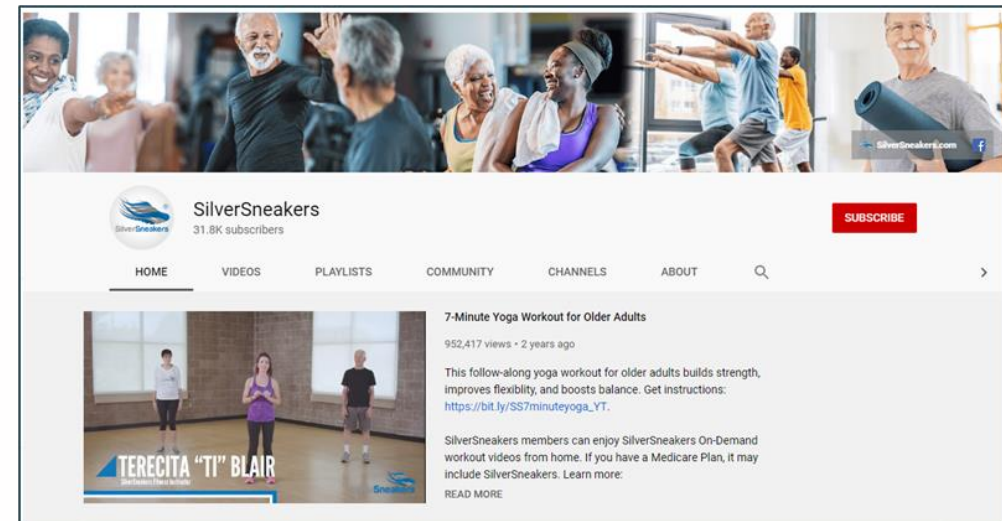
A variety of workouts, exercises and nutrition tips available to all

- Hosted by several SilverSneakers instructors and partners
- Senior-focused with varying levels of difficulty
- [www.youtube.com/user/TheSilverSneakers/](http://www.youtube.com/user/TheSilverSneakers/)

## SilverSneakers Non-Member Accounts

SilverSneakers “fan” accounts available to those who are not yet eligible for membership

- On-Demand fitness videos available 24/7
- SilverSneakers GO™ mobile app with ability to track/log workouts





# New Sales Resource!

[SilverSneakers.com/preferredagents](https://www.silversneakers.com/preferredagents)

## A New Way to Stay Connected:

- Training videos
- FAQs
- Sales flyers
- Email content
- Program information
- Member testimonial videos
- Social media posts
- And regularly added new content!

NOT FOR MEMBER DISTRIBUTION



### ACQUIRE NEW MEMBERS WITH SILVERSNEAKERS

At Tivity Health®, our goal is to help you attract more members to the plans you sell. SilverSneakers® is a trusted and sought-after brand that's available to members through select Medicare plans at no additional cost. A more successful sales season can depend on how well you message the value of SilverSneakers to your clients.

#### WITH SILVERSNKERS, MEMBERS ARE FREE TO MOVE WHEN, WHERE AND HOW THEY WANT

-  A fitness benefit with access to thousands of participating locations nationwide with various amenities!
-  The ability to enroll at multiple locations¹ at any time
-  SilverSneakers On-Demand™ with 200+ online classes and workshops available 24/7, plus SilverSneakers LIVE virtual classes
-  SilverSneakers classes² designed for all fitness levels
-  Guidance from dedicated fitness staff
-  60+ types of group activities and classes² offered outside the traditional gym setting
-  Social connections through events such as shared meals, holiday celebrations and class socials
-  SilverSneakers GO™ mobile app with adjustable workout plans, location finder and more



### BE FREE TO MOVE WITH SILVERSNKERS

SilverSneakers® is more than a fitness program. It's an opportunity to improve your confidence and connect with your community. Plus, it's included with Medicare plans at **no additional cost**. With SilverSneakers, you're free to move in the ways that work for you.

**On the go**  
SilverSneakers On-Demand™ fitness classes available 24/7  
SilverSneakers LIVE virtual classes and workshops throughout the day  
SilverSneakers GO™ mobile app with adjustable workout plans

**At participating fitness locations**  
SilverSneakers classes² at thousands of participating locations¹ with various amenities  
Enroll at multiple locations at any time  
SilverSneakers classes² designed for all levels

**Community**  
SilverSneakers classes² offered outside the gym  
Including shared meals, holiday celebrations and class socials

**Did you know?**  
**86%** of participants say SilverSneakers has improved their quality of life.³

**You may already have SilverSneakers.** If your health plan offers it, you just need your member ID to get started. Visit the website below to find out.

Find out if you have SilverSneakers and get started today.  
[SilverSneakers.com/StartHere](https://www.silversneakers.com/StartHere)

Questions? Call us.  
1-888-423-4632 (TTY: 711) Monday – Friday 8 a.m. – 8 p.m. ET



# Easy Enrollment Process

## 1 Locate your SilverSneakers Member ID (3 ways!)

- Visit SilverSneakers.com and use the Check Your Eligibility link
- Download our SilverSneakers GO app
- Call our Member Experience Center and speak with one of our representatives

## 2 Create a SilverSneakers Account & Enroll

- Digitally, you can enroll at SilverSneakers.com and access:
  - SilverSneakers LIVE™
  - SilverSneakers On-Demand™
  - SilverSneakers GO™ Mobile App
- At a participating location, take your SilverSneakers ID # and complete simple forms

## 3 That's it! You're ready to start getting active!



# FAQ's

- **How long does the SilverSneakers benefit last?**
  - SilverSneakers doesn't have a pre-assigned expiration date. As long as the member belongs to a participating health plan, they're a member of SilverSneakers.
- **Are there additional charges from a participating location?**
  - SilverSneakers includes a basic membership but add-ons like personal training may cost extra.
- **What if the member already has a gym membership?**
  - If they're already enrolled at a SilverSneakers location: the member should request the gym membership to be placed on hold.
  - If their gym membership is not a participating SilverSneakers location: the member can switch to a SilverSneakers location but would be responsible for arrangements with the gym.
  - Members can also participate in SilverSneakers classes online by logging in on the member portal at SilverSneakers.com.
- **How to Find a Participating location.**
  - Members can visit SilverSneakers.com for an interactive map showing participating locations. Search by city, state, or zip.
- **How long does it take to enroll at a SilverSneakers location?**
  - New SilverSneakers members should allow about 30 minutes for their first visit. Encourage members to call in advance and allow for more time if they're interested in taking a tour of the facility.
- **Can staff provide a tour and instructions on equipment use?**
  - Yes. Fitness staff can show members how to use equipment and give them a tour of the location with available amenities. Download SilverSneakers GO app for custom workout programs and tips on learning new exercises.
- **What should members wear?**
  - Comfortable clothing and well-fitting, athletic shoes. Light, cotton materials that are loose-fitting tend to be more comfortable for workouts.

# THANK YOU

---



**SilverSneakers**