

HEALTHWAYS SILVERSNEAKERS® FITNESS PROGRAM

**Improve the health and well-being
of older adults – become one of our
valued participating location partners**

“SilverSneakers has filled our facility during traditionally non-busy hours. When the economy downturned, SilverSneakers was something an owner could count on for consistent revenue versus the discretionary income that comes from other club services such as personal training or Pilates. If your club has an opportunity to get involved with this phenomenal program, I would suggest you jump at it!”

– *Fitness on the Move, FL*
*SilverSneakers Participating
Location Partner Since 2005*



HEALTHWAYS IS ONE OF THE LARGEST
AGGREGATORS OF FITNESS CENTERS IN
NORTH AMERICA.



TABLE OF CONTENTS - QUICK FIND

Click on a topic below for additional information.

What is Healthways?

3

What is SilverSneakers?

3

How are locations considered to offer the SilverSneakers program?

3

What are the benefits of offering the SilverSneakers Program?

3

What types of marketing support will I receive?

4

What do I need to do?

5

What does Healthways provide to me?

5

What types of classes can I offer to my members?

6

What is the process to become a SilverSneakers class instructor?

6

How does the program work?

7



WHAT IS HEALTHWAYS?

Healthways is the leading provider of specialized comprehensive Health and Care SupportSM solutions to help millions of people maintain or improve their health and, as a result, reduce overall health care costs. Since 1981, Healthways has developed programs that are designed to help healthy individuals stay healthy, reduce risk factors for certain diseases and conditions, and promote the best possible health for those already affected by disease.

What are the benefits of offering the SilverSneakers Program?

WHAT IS SILVERSNEAKERS?

The award-winning SilverSneakers Fitness Program is the nation's leading fully-funded Medicare exercise program for older adults.

Born out of the need for a fitness program tailored specifically to the Medicare-eligible population, SilverSneakers was developed in 1992 to engage and reach a population that may have never been to a fitness location, help them overcome fears and encourage them to participate in physical activity.

Our comprehensive program addresses the physical, mental and social needs of Medicare-eligible members (usually 65-plus). Adults over age 65 who adopt a physically active lifestyle can substantially improve their health to get more out of life. Providing a comprehensive yet easy-to-use fitness program is proving to be a viable solution for health plans, their members and participating locations. SilverSneakers members of a sponsoring health plan receive a basic membership at little or no cost that includes the opportunity to participate in the signature SilverSneakers group exercise classes and use other amenities. **There are currently more than 1.7 million members across the country enrolled in SilverSneakers.**

How are locations considered to offer the SilverSneakers program?

The SilverSneakers providers in our network are considered based on a variety of strengths that include:

- convenience and ease of access
- location in the community
- quality and variety of equipment
- attentiveness and friendliness of staff
- safety and cleanliness
- desire to help keep older adults healthy

Healthways offers valuable health and wellness benefits to its members, creating a great opportunity for you. Here are some highlights:

- **Additional revenue.** You will receive compensation based on program participation, plus opportunities for supplemental revenue (personal training, massage, family referrals).
- **Healthways support.** Healthways provides staff support to your location.
- **Free class equipment.** An initial SilverSneakers class equipment package is provided at no cost.
- **Free training.** Healthways provides free ACE and AFFA-accredited training for SilverSneakers class instructors.
- **Optimized participation.** With the program, you will have increased participation during typically off-peak hours.
- **Expanded reach.** With SilverSneakers you can successfully reach a population that wouldn't normally go to a fitness location.
- **Marketing support.** You will receive marketing support to attract members and increase participation.



WHAT TYPES OF MARKETING SUPPORT WILL I RECEIVE?

The Healthways marketing team is constantly hard at work to increase SilverSneakers member enrollment and participation at your location directly and through our 60+ health plan partners. Here are just a few examples of how we promote your location:

- **Direct Mail:** Wide varieties of targeted pieces are mailed to potential and current SilverSneakers members on an ongoing basis.
- **Websites:** SilverSneakers' website, silversneakers.com, features a robust search tool for members to find locations, which is used by more than 1,000 visitors daily. Many of our health plan partners display participating locations on their websites and/or a link to silversneakers.com, where members can find locations.
- **Phone:** Ongoing outbound call campaigns, interactive voice response (IVR) welcome calls and outreach calls are conducted. Additionally, our health plan partners' customer service teams answer inbound calls to provide members with their closest participating location.
- **Facebook:** The SilverSneakers Facebook page, located at facebook.com/silversneakers, has more than 47,000 fans. Our team frequently posts content encouraging fans to find their participating location by visiting the SilverSneakers website.
- **Health Plan Partner Collateral:** We provide sales flyers and benefit packet materials to our health plan partners to aid in their acquisition, enrollment and retention marketing efforts.
- **More!** Many additional tools are available to help you promote your location.



Websites



Direct Mail



It is through partnerships such as yours that we can continue to achieve our mission to improve the health and well-being of our members. We seek passionate partners who share our values and commitment to success.



WHAT DO I NEED TO DO?

- Provide SilverSneakers members with a no-cost basic membership.
- Designate an energetic staff member to serve as members' Program AdvisorSM.
- 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 free workshop and teach the class.
- Partner with our Provider Services Liaisons to ensure the successful implementation of the program.
- Utilize 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.

WHAT DOES HEALTHWAYS PROVIDE TO ME?

We want you to have everything you need to be a success!

Participating locations are required to have specific equipment for SilverSneakers classes. (Standard provided equipment quantity is 30; quantity may be less depending on the number of eligible health plan members in your area or the size of your group exercise space.)

Equipment and Materials

- **SilverSneakers Ball:** Lightweight branded plastic resistance ball, six to eight inches in diameter
- **Chair:** Padded, stackable, steel gauge, armless chair with a carrying handle at the top. Folding chairs, patio chairs, and pool deck chairs are not acceptable.
- **Resistance Tubing:** Elastic tubing with handles on each end; variety of resistances.
- **Hand-Held Weights**
- **SilverSneakers Window Decal**
- **SilverSneakers Music CD**
- **Physical Exertion Chart**

Available to Download

- **Takeaway Flyers**





WHAT TYPES OF CLASSES CAN I OFFER TO MY MEMBERS?

We are excited to bring you new formats and classes as they become available!

SIGNATURE CLASS: SILVERSNEAKERS CLASSIC

Functional improvement is the focus of this creative multi-level conditioning class. Members move through a variety of exercises designed to increase muscular strength, range of movement, and activity for daily living skills. Hand-held weights, elastic tubing with handles, and a SilverSneakers ball are offered for resistance, and a chair is used for seated and/or standing support. Using SilverSneakers music to enrich the experience, the instructor leads participants through basic choreography moves.

SilverSneakers Class Structure

- Start-up music is provided, with an option to purchase additional selections.
- Class times range from 45 to 60 minutes.
- Classes are available to members at least twice a week on non-consecutive days.
- Best participation has been experienced during older-adult-friendly times (10 a.m. to 2 p.m.).
- Initial equipment package for the SilverSneakers class is provided at no cost.

Additional SilverSneakers class formats:

SilverSneakers Circuit is a non-impact standing class with alternating intervals designed to increase cardiovascular and muscular endurance.

SilverSneakers Cardio is a low-impact class that includes easy-to-follow upper-body strength, abdominal conditioning, stretching and relaxation exercises.

SilverSneakers Splash is an aquatic class that improves agility and flexibility while addressing cardiovascular, strength and endurance conditioning.

SilverSneakers Yoga is a universal class designed specifically to target balance, range of movement, restorative breathing and mind-body integration improvement.

WHAT IS THE PROCESS TO BECOME A SILVERSNEAKERS CLASS INSTRUCTOR?

To become an instructor, you must:

- 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 SilverSneakers Signature Class instructional workshop (workshop is four hours in length)



HOW DOES THE PROGRAM WORK?

Tracking member visits maximizes your revenue potential.

Utilization Reporting

Existing Computerized Tracking System

Using your existing computerized member tracking system for recording program members' visits each month.

- Provide eligible members with your existing membership card.
- Create a unique membership group or code.
- Track program member visits as you currently track standard member visits.
- Create an electronic report of member usage and submit as an email attachment by the fifth of each month.
- Create a text file or Excel spreadsheet including the information shown below:
 1. Program member's unique ID at your location
 2. Healthways 16-digit ID number (found on program member's Healthways ID card)
 3. First name (entered in your system as it appears on the program member's Healthways ID card)
 4. Last name (entered in your system as it appears on the program member's Healthways ID card)
 5. Date of visit
 6. Time of visit



Ready to get results? Visit us online at healthways.com.