



SILVERSNEAKERS

Quick Guide for
Agents and Brokers



Sales Resource Guide for You

We hope this guide helps kick-start the conversation about SilverSneakers.



Dig deeper into a library of additional resources by visiting our dedicated sales agent hub at [*SilverSneakers.com/MarketingResources*](https://SilverSneakers.com/MarketingResources)

There you'll find:

- sales guides, including our sales training video
- member-facing marketing materials
- promotional videos, including testimonials from SilverSneakers members
- helpful quick links for members

Provider Resource Portal



If you're working with Provider groups in the community, visit our dedicated resources hub at [*go.silversneakers.com/preferredagents*](https://go.silversneakers.com/preferredagents)





SilverSneakers in the **Gym**

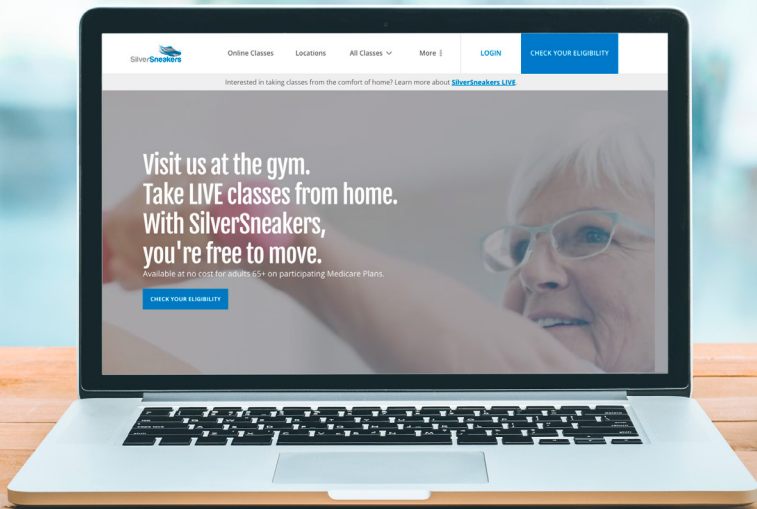
Connecting members using our best-in-class network of fitness locations¹ and signature classes² designed for all fitness levels:

- Thousands of participating locations¹ in all 50 states
- Ability to enroll at multiple locations at the same time
- SilverSneakers classes² designed for all levels
- Various classes and amenities available
- Access to Pickleball courts at many of our fitness locations

SilverSneakers in the **Community**

Providing opportunities for members to connect with others in their community and engage with SilverSneakers outside of a traditional fitness center.

- Group activities and events including shared meals, holiday celebrations and class socials
- Multiple class formats including cardio, dance, and yoga
- Various venues such as medical centers, parks, and community centers
- Search online community classes on [SilverSneakers.com](https://www.silversneakers.com)!



SilverSneakers at Home

Extending engagement into the home where members can access SilverSneakers digitally whenever and from wherever they desire.

SilverSneakers Member Portal

- Tivity Health® provides all members access to an exclusive member portal. Members have access to articles, videos, blogs and other digital media on a wide range of topics including fitness, motivation, nutrition and overall well-being.
- Members can also get their member ID and shop from the SilverSneakers store.
- Enhancements to the SilverSneakers.com portal allow members to receive fresh, relevant content to enrich their lives.

Click to review the SilverSneakers Resources and share the **SilverSneakers Member Portal Overview** video with prospects.

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



SilverSneakers On-Demand

SilverSneakers On-Demand workouts provide members with an opportunity to engage with SilverSneakers whenever they choose, and the **On-Demand programs** offer members daily and weekly challenges, videos or exercises to keep them engaged and on track. These programs support mental and physical health and fall prevention.

Resources include:

- **Aerobics Classes** – Develop stamina and improve body coordination.
- **Mind & Body Exercises** – Improve balance, increase strength and relieve stress.
- **Fall Prevention Program** – 12 weeks of exercise routines, educational tips and drills designed to help members reduce their risk of falling.

SilverSneakers LIVE

- On the member portal and via the SilverSneakers GO mobile app, SilverSneakers LIVE online classes and workshops are offered daily and are focused on exercise and overall well-being.
- Members can access hundreds of classes for all levels & abilities, taught 7 days a week by specially trained instructors.
- Many SilverSneakers Community network instructors also offer live online classes.

Click to watch a **SilverSneakers Classic express class** that's only 10 minutes!

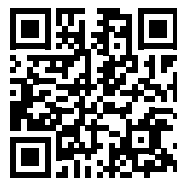


SilverSneakers GO App

- This mobile app is the SilverSneakers on-the-go companion, providing exercise guidance that can be adjusted based on ability.
- Available on iOS and Android devices
- Members can:
 - access their 16-digit SilverSneakers ID
 - find locations and classes nearby
 - access 90+ customizable, on-the-go workouts
 - engage in several self-guided walking programs
 - participate in meditation programs
 - get reminders about upcoming workouts and stay connected
 - broadcast SilverSneakers On-Demand classes to a smart TV or device

Download the **SilverSneakers GO mobile app** for you to use in the community. It's a great way to access our network of locations and SilverSneakers Community classes when talking with prospects and members.

SilverSneakers.com/GO



"I don't know what I'd do without these live classes. I do the On-Demand ones too, but the live ones get me up and on schedule. I am so grateful to everyone at SilverSneakers for making this happen!"



Burnalong™

In addition to SilverSneakers LIVE Instructor led classes, your members are now connected to a diverse, online community featuring curated wellness classes for all interests and abilities, included as part of the SilverSneakers experience. Members should log onto their member portal at [SilverSneakers.com](https://www.silversneakers.com) and click the Burnalong tile to get started.

What's included:

- Class recommendations based on specific goals, preferences and interests
- Members can monitor their habits, track health progress and engage in chronic conditions content
- Members can access Burnalong's inclusive classes, in multiple languages on any device, anytime

Click to review the SilverSneakers Resources and share the **SilverSneakers Member Portal Overview** video with prospects.

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





Tuition Rewards® Partnership

FREE access to College Tuition Discounts at more than 400 private colleges and universities!

- Participating location visits = Tuition Rewards Points
- 1,000 points at registration, 250 points each month with 7+ visits
- Discounts spread over 4 years, good for up to 1 full year tuition

Note: SilverSneakers LIVE online classes, Community classes, and in-gym visits count towards Tuition Rewards Points! On-Demand video visits do not qualify for Tuition Rewards Points.

For more info, visit or email us at:
SilverSneakers.TuitionRewards.com
support@sagescholars.com



Easy Enrollment Process

Members can get started quickly and easily in several ways:

1. Locate their SilverSneakers Member ID in any of these ways:

- Visit [SilverSneakers.com](https://www.silversneakers.com) and use the Check Your Eligibility link
- Use check.silversneakers.com for members who don't have an email address
- Download our SilverSneakers GO app
- Call our Member Experience Center and speak with one of our representatives

2. Create a SilverSneakers Account & Enroll

- Members can create a FREE online account at [SilverSneakers.com](https://www.silversneakers.com) to view their SilverSneakers member ID and access:
 - **SilverSneakers LIVE**
A variety of online classes and workshops
 - **SilverSneakers On-Demand**
200+ exercise videos and programs
 - **SilverSneakers GO Mobile App**
90+ on-the-go workout programs
- At a participating gym or SilverSneakers Community class, members take their SilverSneakers member ID and complete the simple forms to enroll.

3. That's it! Members are ready to get started

Instant Eligibility Check

Eligible members get access to on-demand videos, thousands of fitness locations, classes, & amenities. Check if you are eligible in **just 4 steps.**TM

1 Name 2 Birthday 3 Location 4 Contact

First Name: Silver ✓

Last Name: Sneakers ✓

NEXT

Date Of Birth:

10 ✓ 27 ✓ 1954 ✓

< BACK NEXT

Eligible members get access to on-demand videos, thousands of fitness locations, classes, & amenities. Check if you are eligible in **just 4 steps.**TM

1 Name 2 Birthday 3 Location 4 Contact

Email: youremail@address.com

Phone: Phone Number (optional)

☒ Keep me up to date with SilverSneakers® and Tivity Health emails

By providing your email address and/or any other personal information, as defined under applicable law, you acknowledge that you are agreeing to our use of your information as provided in our [Privacy Policy](#).

< BACK CHECK ELIGIBILITY

**We have online Member Orientation classes weekly.
One Member Orientation class a month is in Spanish!**

Health Plan Event Guidelines

Coordinate with your SilverSneakers contact every step of the way when planning your events at participating locations.

1. Notify your SilverSneakers contact prior to contacting a location to schedule events.
2. Collaborate with your SilverSneakers contact to obtain all necessary approvals from the location.
3. Promotional materials must be approved by your SilverSneakers contact and the location. All promotions need to be outside the location and facilitated by the Health Plan.
4. Sales and prospecting is not permitted inside the location or anywhere on the premises.

Examples of suggested events to coordinate with your contact at SilverSneakers:

- Educational seminars (open to all)
- Community health fairs or seasonal festivals (open to all)
- Health plan hosted new member orientation or member retention meetings

How to Nominate a Partner Location

Use this link to nominate a Fitness Center to join our SilverSneakers network.

<https://onlinesubmission.tivityhealth.com/>



1. Participating locations ("PL") are not owned or operated by Tivity Health, Inc. or its affiliates. Use of PL facilities and amenities are limited to terms and conditions of PL basic membership. Facilities and amenities vary by PL.
2. Membership includes SilverSneakers instructor-led group fitness classes. Some locations offer members additional classes. Classes vary by location.

Tuition Rewards® are NOT awarded in cash. If all requirements have been met, by submitting the Tuition Rewards, you are guaranteeing that the student will be awarded scholarships, grants, or other awards at least equal to the amount of points submitted. Eligible students include children, grandchildren and other students in your extended family who have not yet started 11th grade. Tuition Rewards that you earn must be transferred to / allocated to a student prior to August 31st of the year that the student begins 12th grade. A student's Tuition Rewards must be submitted within ten (10) days of application to any participating college or university. Students must be admitted to participating colleges based upon standard admissions criteria. All program requirements, including deadlines and procedures, can be found in the Terms of Service at tuitionrewards.com.

Tuition Rewards points take 60 days to be reflected in your account once your monthly visit requirement is met. You will receive 1,000 points immediately upon registering for your Tuition Rewards accounts. For the month you meet the requirement to visit a participating location at least seven times you will receive the 250 points for that month after 60 days. This schedule is repeated for every month you meet the seven-visit requirement.

IMPORTANT INFORMATION

The SAGE Scholars Tuition Rewards program is offered and administered by an independent service provider, SAGE Scholars, Inc. SAGE Scholars, Inc. is not owned or operated by Tivity Health, Inc. or its affiliates.

SilverSneakers, the SilverSneakers shoe logotype, Tivity Health and SilverSneakers FLEX are registered trademarks of Tivity Health, Inc. SilverSneakers On-Demand, SilverSneakers LIVE, SilverSneakers BOOM and SilverSneakers GO are trademarks of Tivity Health, Inc. All other brand names, product names, registered trademarks or trademarks belong to their respective holders. © 2022 Tivity Health, Inc. All rights reserved. SSFP1860_0822

Quick Links

Quick Member Eligibility
Check for agents:
check.silversneakers.com

Spanish Website:
silversneakers.com/espanol

Customer Service
number for members:
[888.423.4632](tel:888.423.4632)

Customer Service
number for agents:
[888.338.5034](tel:888.338.5034)

Social Media Channels



facebook:
facebook.com/silversneakers



Instagram:
instagram.com/silversneakers



Twitter:
twitter.com/silversneakers



Youtube:
youtube.com/user/TheSilverSneakers



Visit our dedicated sales agent hub at
SilverSneakers.com/MarketingResources