



SilverSneakers

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.

Members can move how they want, when they want with SilverSneakers



A nationwide network of thousands of participating gym and community locations¹



The ability to enroll at multiple locations¹ at any time



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 classes² designed for all fitness levels and abilities



SilverSneakers LIVE online classes and workshops led by specially trained Instructors, 7 days a week



SilverSneakers On-Demand with 200+ online classes and workshops available 24/7



SilverSneakers GO mobile app with adjustable workout plans, location finder and more



LIFESTYLE IMPACT OF SILVERSNEAKERS³

88%

Participants report that SilverSneakers has improved their quality of life.

49%

Participants report that they have made new and valuable friendships through SilverSneakers.

95%

Participants report “Excellent,” “Very Good,” or “Good” health.

VALUE OF USING SILVERSNEAKERS AS A SALES TOOL³

65%

SilverSneakers participants indicate that SilverSneakers was an **important** reason for joining.



61%

SilverSneakers participants report they would be very likely or somewhat **likely** to switch plans if SilverSneakers was not offered.

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

(877) 871-6968 (TTY: 711) Monday through Friday, 8 a.m. to 8 p.m. ET



Encourage members to always talk with their doctor before starting an exercise program.

1. Participating locations (“PL”) not owned or operated by Tivity Health, Inc. or its affiliates. Use of PL facilities and amenities 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.

3. 2023 Annual SilverSneakers Member Survey

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