Broker Newsletter Content – SilverSneakers Virtual

SilverSneakers

SilverSneakers® is the nation’s leading community fitness program designed especially for seniors and promotes greater health engagement and accountability by providing members with regular exercise (strength training, aerobics, flexibility) and social opportunities at thousands of fitness locations1 nationwide. SilverSneakers promotes whole health wellness providing members with the opportunity to make friends, maintain independence and conquer their health goals, through various in-person and online offerings at no additional cost to them.

For more than 30 years, health plans and employer groups have seen the benefits of partnering with SilverSneakers, the premier fitness program for seniors. While the program does include access to thousands of gyms, SilverSneakers is not just a “gym membership.” In fact, SilverSneakers offers members many ways to get and stay active at home or on the go, including a variety of SilverSneakers LIVE online classes and workshops and SilverSneakers On-Demand videos led by specially trained instructors, for all fitness levels and abilities.

SilverSneakers includes cutting-edge proprietary programming, an expansive high-quality network of traditional fitness centers and community-based classes2, CMS-compliant marketing, extensive account management support, credentialed fitness specialists and much more. We encourage your prospective members to sign up for a free online account at SilverSneakers.com and browse the website!

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.

2. Membership includes SilverSneakers instructor-led group fitness classes. Some locations offer members additional classes. Classes vary by location.

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