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# VISIT OUR DEDICATED SALES AGENT HUB



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

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NOT FOR MEMBER DISTRIBUTION



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# SALES GUIDE FOR AGENTS AND BROKERS

BROKER USE ONLY



## **WELCOME TO YOUR SILVERSNEAKERS® SALES GUIDE!**

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 many Medicare Advantage plans and select Medicare Supplement plans at no additional cost to members. A more successful sales season can depend on how well you message the value of SilverSneakers to your clients.

SilverSneakers has a nationwide network of participating gym and community locations, where members can enroll in as many as they'd like. SilverSneakers also offers hundreds of online classes led by specially trained instructors 7 days a week, through SilverSneakers LIVE. There are also hundreds of on-demand videos available 24/7.

SilverSneakers continues to look to the future to provide the best solutions to help our members live their best lives where they are.

**Thank you for keeping SilverSneakers top of mind in your sales conversations!**



## QUICK LINKS

Quick member eligibility check for agents:  
[Check.SilverSneakers.com](https://www.silversneakers.com)

Spanish website:  
[SilverSneakers.com/Espanol](https://www.silversneakers.com/Espanol)

Customer service number for agents:  
**1-888-338-5034**

Customer service number for members:  
**1-888-423-4632**  
(TTY 711) Monday - Friday 8 a.m. - 8 p.m. ET

## SOCIAL MEDIA CHANNELS



Facebook:  
[Facebook.com/SilverSneakers](https://www.facebook.com/SilverSneakers)



Instagram:  
[Instagram.com/SilverSneakers](https://www.instagram.com/SilverSneakers)



YouTube:  
[YouTube.com/TheSilverSneakers](https://www.youtube.com/TheSilverSneakers)

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# SALES RESOURCE GUIDE FOR YOU

We hope this SilverSneakers primer gets the conversation started. Dig deeper with an arsenal of resources when you visit our dedicated Medicare sales agent hub.



**LEARN MORE**

[SilverSneakers.com/MarketingResources](https://www.silver Sneakers.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.



**LEARN MORE**

[SilverSneakers.com/Providers](https://www.silver Sneakers.com/Providers)



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](https://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.

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# 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:

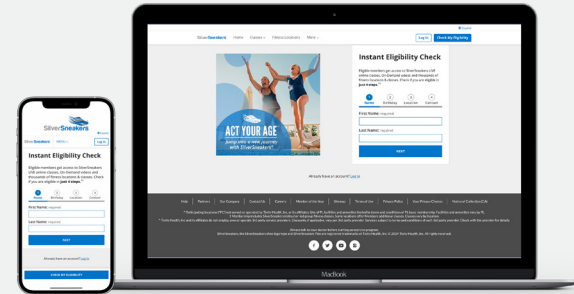
- › Educational seminars (open to all)
- › Community health fairs or seasonal festivals (open to all)
- › Health plan hosted new member orientation or member retention meetings

## NOMINATE A PARTNER LOCATION



Nominate a fitness center to join our SilverSneakers network using the following link:

<https://OnlineSubmission.TivityHealth.com/>



## GETTING STARTED

An easy enrollment process helps members get started and on their way to a healthier lifestyle.

### 1. Locate their SilverSneakers Member ID number.

- › The easiest way for members to find their member ID number is to **activate their free online SilverSneakers account**.
  - › Members should go to **SilverSneakers.com** to create an account, by clicking on the “Check My Eligibility” link, provide the necessary information and create a password to access their member ID and more.
- › If the member does not have an email address, brokers can assist the member by going to **Check.SilverSneakers.com**.

### 2. Once an account is created, members can explore everything SilverSneakers has to offer.

- › View their member ID number.
- › Find a location nearby - members have access to thousands of participating locations, with the ability to enroll in as many as they'd like.
  - › At participating locations, members must show their ID number and complete the location's enrollment process to get started.
- › Check out the hundreds of online classes and workshops offered on SilverSneakers LIVE, led by specially trained instructors, 7 days a week.
- › Workout at home with hundreds of videos on SilverSneakers On-Demand.

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





## SILVERSNEAKERS IN THE GYM

Connecting members using our best-in-class network of fitness locations<sup>1</sup> and signature classes<sup>2</sup> designed for all fitness levels:

- › Thousands of participating locations<sup>1</sup> in all 50 states and Puerto Rico
- › Ability to enroll at multiple locations at the same time
- › SilverSneakers classes<sup>2</sup> designed for all levels taught by specially trained instructors
- › Various classes and amenities available
- › Access to Pickleball courts at many locations (some pickleball courts and other amenities cost extra)



## PARTNER PROGRAMS

 **tuitionrewards.**

### TUITION REWARDS® PARTNERSHIP

**FREE access to College Tuition Discounts** at more than 500 private colleges and universities!

- › SilverSneakers LIVE or 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.*

**More Info:** <https://silversneakers.tuitionrewards.com/>

\* Valid through December 31, 2024



## SILVERSNEAKERS GO APP

SilverSneakers GO is **the mobile app for everything SilverSneakers**. It allows members to access fitness programs on the go, activity tracking, class scheduling, location finder, member ID and more.

More info: [SilverSneakers.com/GO](https://www.silversneakers.com/GO)



Download the SilverSneakers GO mobile app

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



## burnalong®

### BURNALONG

Through our Burnalong® offering, SilverSneakers members are connected to a diverse, online community featuring curated **wellness classes for all interests and abilities**. Members log onto their member portal at [SilverSneakers.com](https://www.silversneakers.com) and click the Burnalong tile to get started.

#### What members can do:

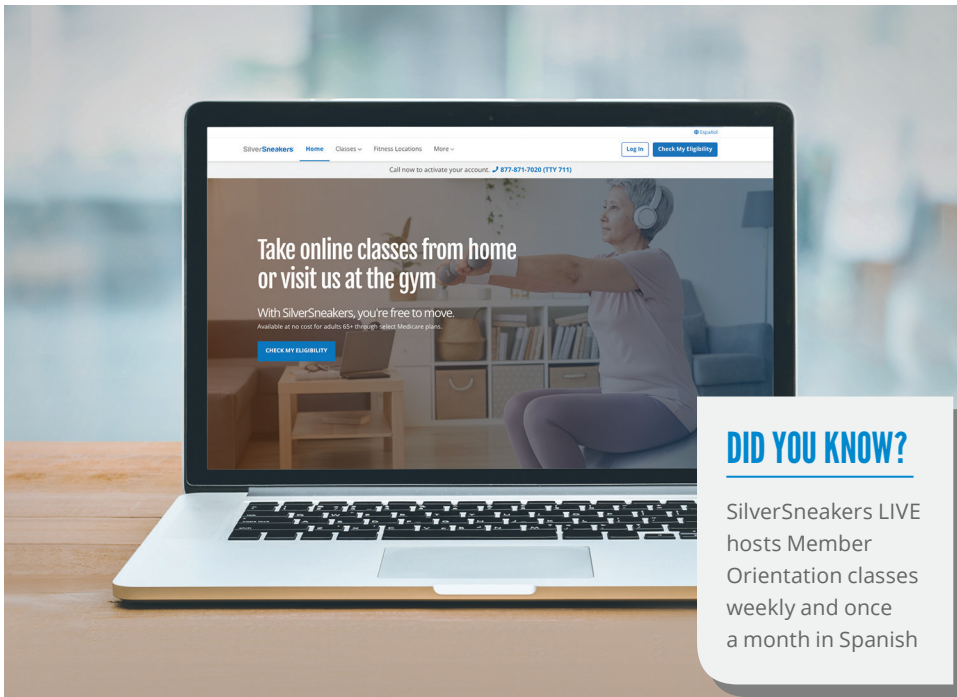
- › See class recommendations based on specific goals, preferences and interests
- › Monitor habits, track health progress and engage in classes focused on chronic conditions content
- › Access Burnalong's inclusive classes, in multiple languages on any device, anytime

## 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 value-based care facilities, 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 LIVE**

### SILVERSNEAKERS LIVE ONLINE CLASSES

- › SilverSneakers LIVE offers a variety of daily LIVE online classes and workshops, led by specially trained SilverSneakers instructors, offered 7 days a week, morning, afternoon and evening.
- › Members can access class types such as **cardio, strength, balance/stability, mindfulness/meditation**. There are also fall prevention classes geared toward education and exercises to help reduce the risk of falling, and so much more.
- › Popular classes include Gentle Stretch, Line Dancing, Walk Strong, Total Body Strength, Cardio Mix and many more.



## SILVERSNEAKERS ON THE GO

**SilverSneakers ON-DEMAND**

### SILVERSNEAKERS ON-DEMAND VIDEOS

- › SilverSneakers On-Demand is an exclusive online library of hundreds of workout classes, wellness videos and exercise programs designed specifically for seniors.
- › The **On-Demand library has videos for every fitness level** with classes that offer flexibility, balance, cardio, strength and more.
- › Videos range from easy, low-impact exercises to cardio workouts and are available 24/7.

**"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!"**

