

SILVERSNEAKERS

Finding community through health and fitness

Seniors who adopt a physically active lifestyle may improve their well-being, longevity and independence while reducing their health risks. SilverSneakers® by Tivity Health® is the nation’s leading community fitness program available to more than 15 million eligible Medicare seniors. SilverSneakers empowers members and drives sustainable behavior change through convenient access to our nationwide fitness network, a variety of programming options and activities that incorporate physical well-being and social interaction.

Our engaging and effective programming generates strong return on investment for our clients, making SilverSneakers the smart choice for Medicare Advantage plans, Medicare Supplement insurers and plans with group retirees.

Proven results

25

Years of evidence-based programming

42%

SilverSneakers members had no prior fitness membership

95%

Members consistently give SilverSneakers high ratings

A comprehensive approach

For qualified health plan members, SilverSneakers provides:

- A basic fitness membership²
- Signature SilverSneakers group fitness classes²
- Health education workshops
- Nationwide access to thousands of fitness locations¹
- Fun social activities and networking
- SilverSneakers On-Demand™ online workout videos that feature tips on fitness and nutrition
- SilverSneakers GO™ mobile app with workout programs, location finder and more

The benefits of SilverSneakers



Lower Healthcare Costs

A study published in the Centers for Disease Control journal Preventing Chronic Disease found that SilverSneakers participants incurred \$500 less in total health care costs during the second year and had fewer hospital admissions in years one and two compared with the control group. More frequent participation was associated with greater cost savings.³



Manage Risk

94% of SilverSneakers participants report “Excellent,” “Very Good,” or “Good” health compared to 87% of non-participants.⁴



Improve Acquisition

80% of participants said SilverSneakers was important in their decision to join their health plan.⁴



Improve Retention

61% of respondents said that if SilverSneakers were no longer available through their health plan, they would likely switch to another plan.⁴



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.
3. Managed-Medicare Health Club Benefit and Reduced Health Care Costs Among Older Adults Huong Q Nguyen, Ronald T Ackermann, Matthew Maciejewski, Ethan Berke, Marsha Patrick, Barbara Williams, James P LoGerfo
Prev Chronic Dis. 2008 Jan; 5(1): A14. Published online 2007 Dec 15.
PMCID: PMC2248797 <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2248797/>
4. 2018 SilverSneakers Annual Participant Survey

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