



TIVITY HEALTH PRIME® FITNESS

Empower people to improve
their well-being – become
one of our valued fitness
location partners



Tivity Health is one of the largest
aggregators of fitness centers in
North America.



TABLE OF CONTENTS - QUICK FIND

Click on a topic below
for additional information.

What is Tivity Health?	3
What is Prime?	3
What are the benefits of offering Prime?	3
What do I need to do?	4
How does the program work?	5



WHAT IS TIVITY HEALTH?

Tivity Health is the leading provider of specialized comprehensive solutions to help millions of people maintain or improve their health and, as a result, reduce overall health care costs. Since 1981, Tivity Health has developed programs that are designed to help healthy individuals stay healthy, reduce risk factors for certain diseases and conditions, and promote the best possible health for those already affected by disease.

WHAT IS PRIME?

The Prime Fitness network exposes you to revenue, referrals and rewards – at no cost to you. Our experience and expertise work for you to deliver results.

Together, we can make your fitness location the most attractive in the community to those covered by health insurance plans and employees of major companies with a focus on corporate wellness. As we help keep people healthy by offering quality products and dedicated service, we encourage partners to join us who are just as passionate about improving peoples' lives.

We invite you to take advantage of a partnership where we do the work and you reap the benefits.

What are the benefits of offering Prime?

Prime offers you the opportunity to reach more prospective members, sign them up and keep them coming back. Here are some highlights:

- **Additional revenue.** You will experience zero cost to acquire new members, greater potential for additional membership sales, compensation based on utilization, plus opportunities for supplemental revenue (massage, personal training and other services).
- **Referrals.** You'll see an increase in referred members due to public relations and marketing support from Tivity Health, major employer groups and health plans with members in your area, and family and friends being referred by current Prime members.
- **Rewards.** Become part of a network that provides a turnkey program with minimal administrative costs, dedicated Tivity Health support team, member incentives and ongoing member engagement and retention initiatives.



WHAT DO I NEED TO DO?

- Provide Prime members with a no-cost basic membership.
- Designate an energetic staff member to provide a 30-minute orientation.
- Partner with our Provider Services Liaisons to ensure the successful implementation of the program.
- Utilize the web-based Tivity Health Fitness Provider Portal to maintain staff accounts, verify member eligibility, obtain materials, receive training, etc.
- Report monthly utilization using an electronic tracking system.

It is through partnerships such as yours that we can continue to achieve our mission to improve the health and well-being of our members. We seek passionate partners who share our values and commitment to success.





HOW DOES THE PROGRAM WORK?

Tracking member visits maximizes your revenue potential.

Utilization Reporting

Existing Computerized Tracking System

Use your existing computerized member tracking system for recording program members' visits each month.

- Provide eligible members with your existing membership card.
- Create a unique membership group or code.
- Track program member visits as you currently track standard member visits.
- Create an electronic report of member usage and submit as an email attachment by the fifth of each month.
- Create a text file or Excel spreadsheet including the information shown below:
 1. Program member's unique ID at your location
 2. Tivity Health 16-digit ID number (found on program member's Tivity Health ID card)
 3. First name (entered in your system as it appears on the program member's Tivity Health ID card)
 4. Last name (entered in your system as it appears on the program member's Tivity Health ID card)
 5. Date of visit
 6. Time of visit



READY TO GET RESULTS? Visit us online at tivityhealth.com.