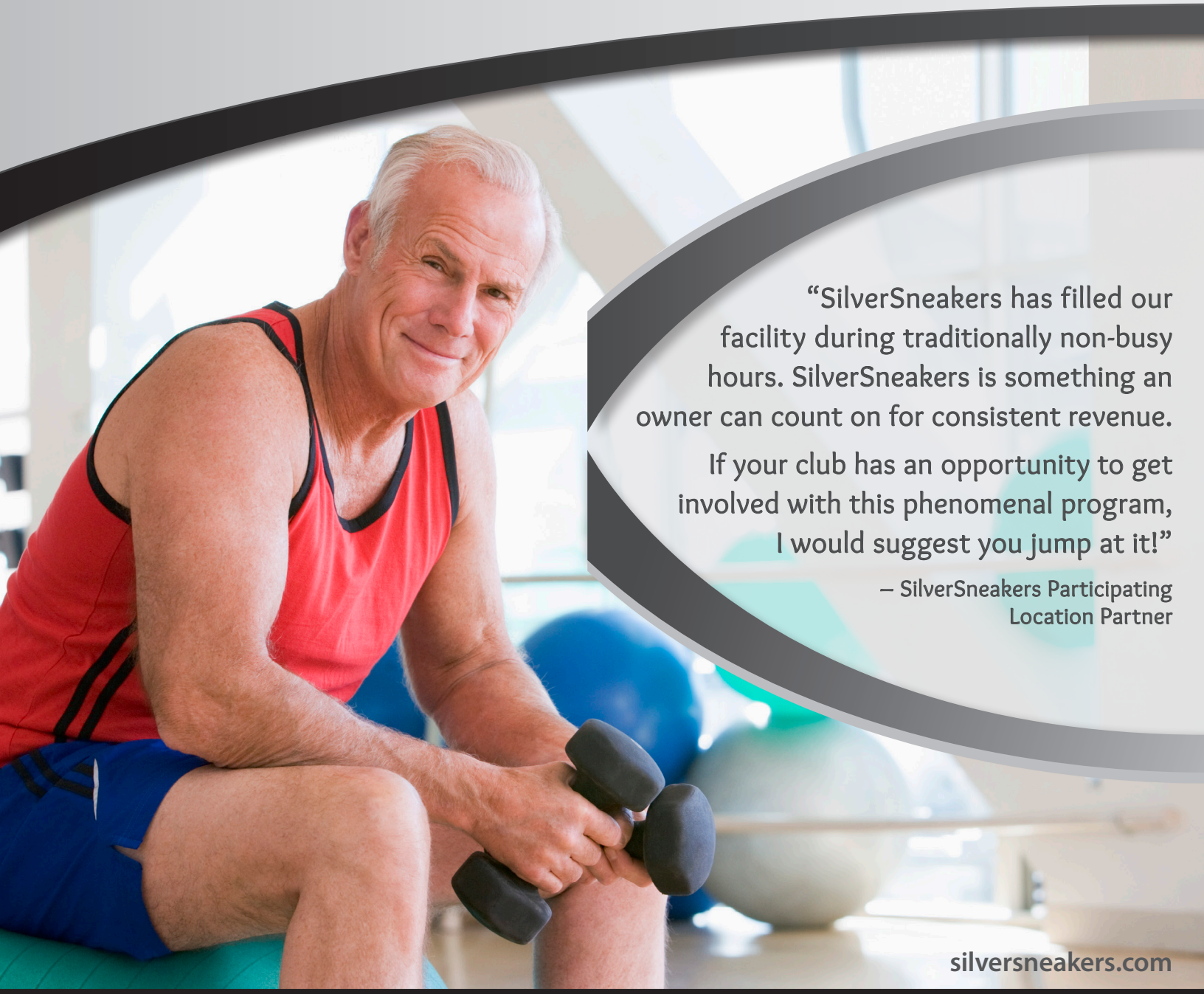


SILVERSNEAKERS®

REACH THE LARGEST DEMOGRAPHIC



“SilverSneakers has filled our facility during traditionally non-busy hours. SilverSneakers is something an owner can count on for consistent revenue.

If your club has an opportunity to get involved with this phenomenal program, I would suggest you jump at it!”

— SilverSneakers Participating Location Partner

silversneakers.com



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PROGRAM BENEFITS

WHAT ARE THE BENEFITS OF OFFERING THE SILVERSNEAKERS PROGRAM?

PARTNER with SILVERSNEAKERS® BY TIVITY HEALTH



Join a nationwide network of more than 13,000 participating fitness locations.



Gain access to more than 12 million potential members.



Bring brand recognition to your location with SilverSneakers, the nation's leading exercise program for active older adults.

- » **No fees!** There are no administrative fees or costs to offer our SilverSneakers program.
- » **New members.** With SilverSneakers you can successfully reach the largest age demographic and members who don't typically visit a gym.
- » **Additional revenue.** You will receive compensation based on program participation, plus opportunities for supplemental revenue (personal training, massage, family referrals).
- » **Participation during off-peak hours.** With the program, you will have increased participation during typically off-peak hours.
- » **Program support.** Tivity Health, Inc. provides staff support to your location.
- » **Marketing promotion.** **1) Gain visibility** on silversneakers.com. **2) Increase awareness** by having your location listed in the network directory on our website. **3) Direct members** to your location through SilverSneakers Customer Service.



WHAT TYPES OF MARKETING SUPPORT WILL I RECEIVE?

HERE ARE JUST A FEW EXAMPLES OF HOW WE PROMOTE YOUR LOCATION:

"I love my SilverSneakers location. The staff are friendly and helpful; I feel comfortable there. SilverSneakers is a win-win situation!"

- Harriet S., SilverSneakers member

- » **Silversneakers.com:** Approximately 25,000 people visit silversneakers.com each day. Your location will be displayed on the Location Finder, which helps 185,000 visitors search for convenient SilverSneakers participating locations each month.
- » **Health Plan Websites:** Many of our health plan partners display participating locations on their websites and/or a link to **silversneakers.com**, where members can find your location.
- » **Social Media:** The SilverSneakers Facebook page, located at **facebook.com/silversneakers**, has more than 95,000 fans and more than 2,600 Twitter followers. Our team frequently posts content encouraging fans and followers to find their participating location by visiting the SilverSneakers website.
- » **Direct Mail:** Wide varieties of targeted pieces are mailed to SilverSneakers members.
- » **Health Plan Partner Collateral:** Your location will be featured on health plan benefit packages, health plan collateral and sales materials.
- » **Phone:** Ongoing outbound call campaigns and inbound inquiries direct members to your location.
- » **More!** Additional tools and marketing kits are available to help you promote your location.

MEMBER MARKETING SAMPLES



SILVERSNEAKERS FITNESS NOW AVAILABLE HERE!

SilverSneakers® by Tivity Health

SilverSneakers® is a complete wellness program which includes:

- A no-cost membership at this location!
- Use of all basic club amenities
- Access to an exclusive website featuring expert fitness advice, a thriving online community and vast resources for living a healthy life

Are You Interested?
Check your eligibility at silversneakers.com

SLIM JIM TAKEAWAY

Get inspired!
Take your fitness and health to the next level at silversneakers.com/healthplan

Your member ID card is inside

Member First Name Last Name
Address
City, ST ZIP

Congratulations!
As a member of the Health Plan Health Plan, you now have access to the SilverSneakers® fitness program at no extra cost. Designed for all levels and abilities, SilverSneakers provides access to fitness equipment, group exercise classes and more at >13,000+ locations nationwide.

Get STRONG
Swim laps
Use free weights

Get FOCUSED
Calm your mind in yoga
First balance in tai chi

Get SOCIAL
Join a walking group
Make friends in a dance class

Start today! It's as easy as

1. Use this ID to locate (see back)
2. Ask for a tour
3. Use the equipment, swim laps or try a group class

IMET

SilverSneakers
by Tivity Health

See how your activity level compares to members like you.
silversneakers.com/new/abc123

Q&A

What is SilverSneakers?
SilverSneakers is a valuable program provided by your health plan at no extra cost. It gives you access to exercise equipment, group classes and social events.

How many SilverSneakers locations can I access?
You have access to more than 13,000+ locations nationwide. Find it in many locations across the US at any time. You can also try SilverSneakers FLUX® classes offered at community venues. To see a full location list and class schedule, visit us online.

What can I expect on my first day?
If you're new to exercise, don't worry! Nearly half of our members had never been to a fitness location before they joined SilverSneakers. Remember to wear comfortable shoes and knee-friendly clothing, and bring your member ID card to get started.

Remember, you can enroll at multiple locations at any time!

QUESTIONS?
Visit silversneakers.com/faq or call 1-888-423-4623 (TIV) 711, Monday through Friday, 8 a.m. to 8 p.m. ET.

Get a new SilverSneakers ID number!

A SilverSneakers location was just added to your area!

Location Name: Address: City, State ZIP: Phone:

What are you looking for?
• Fitness equipment
• Group exercise classes
• Social events

Quick reminders:
• You have access to more than 13,000 locations nationwide.
• You can enroll at multiple locations, at any time.
• Your benefits give you access to group exercise classes, fitness equipment, pools and social events.

See inside! Here's a SilverSneakers location that will meet all your needs!

NEW LOCATION CARD

Congratulations on taking this important step toward a healthier lifestyle.
Participating in the SilverSneakers® fitness program can help you get in better, live longer and connect with others who get it.

Getting started is easy

1. Use your ID card at SilverSneakers location
2. Take your SilverSneakers card or download ID number to the location
3. Use this location and start your first class at no extra cost!

Find your closest SilverSneakers fitness location at silversneakers.com/locations.

Location name: _____
Address: _____
City: _____
Phone: (____) _____

Location amenities

_____ Exercise equipment _____ Whirlpool
_____ Swim/lap lane _____ SilverSneakers classes
_____ Pool _____ Other _____

Your personal SilverSneakers ID number is your ticket to fitness.

If you don't have your card
go to silversneakers.com/faq to print a card, or simply write your ID number in the space below:

Take your ID number to the location and start getting active!

silversneakers.com
1-888-423-4623 (TIV) 711, Monday - Friday 8 a.m. - 8 p.m. ET

NEW MEMBER WELCOME FLIER

SilverSneakers®
by Tivity Health



HOW DO I GET STARTED?

REQUIREMENTS:

- » Provide SilverSneakers members with a no-cost basic membership, and Tivity Health, Inc. will pay you for their participation.
- » Designate a staff member to serve as members' Program Advisor®.
- » Attend required virtual training for successful program launch.
- » Partner with our Provider Services Liaisons to ensure the successful delivery of the program.
- » Engage in 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.
- » Prominently display the provided SilverSneakers window decal.



CHECKLIST — WHAT TO DO NEXT

**WELCOME to
TIVITY HEALTH!**

Partnering with
us is a fast and
easy process.

Follow the three steps below to **get ready, get set and go!**

1. GET READY: WHAT WE NEED FROM YOU

- » Upon receipt of email instructions, register and log into the Tivity Health portal.
- » Review the agreement, and complete the location information and the payment setup.
- » Upload the certificate of liability.
- » Complete the W-9 form.

2. GET SET: NEXT STEPS YOU NEED TO TAKE

- » Register for and complete training.
- » Verify the reporting method.
- » Identify reporting software and send the sample reporting file to your Tivity Health Representative.
- » Enter location amenities on the Tivity Health portal.
- » Introduce yourself to Tivity Health Representative.

3. GO: CELEBRATE A SUCCESSFUL LAUNCH

- » Begin enrolling members.
- » Complete brief onboarding survey.

