



## ATTRACT MORE MEMBERS TO THE PLANS YOU SELL BY UNDERSTANDING THE VALUE OF SILVERSNEAKERS

At Tivity Health™, our goal is to help you attract more members to the plans you're selling. SilverSneakers® is a trusted and loved brand. A more successful sales season can depend on how well you message the value of SilverSneakers to your clients.

### THE SILVERSNEAKERS EXPERIENCE

SilverSneakers is *much more* than an exercise program – it's a way for you to help achieve your *best health in mind, body and spirit*.



A free fitness benefit with access to 15,000+ fitness locations nationwide



Signature SilverSneakers classes designed for all fitness levels and led by trained instructors



The ability to enroll at multiple locations at any time



SilverSneakers FLEX® classes offered outside the traditional gym setting



Guidance from dedicated fitness staff



Social connections through events such as shared meals, holiday celebrations and class socials



Online resources (fitness location directory, articles, videos, and more)



## LIFESTYLE IMPACT OF SILVERSNEAKERS<sup>1</sup>

**88%**

Participants responded that SilverSneakers has improved their quality of life

**58%**

Participants report that they have made new and valuable friendships through SilverSneakers

**93%**

Participants report "Excellent," "Very Good," or "Good" health compared to 84 percent of non-participants.

## VALUE OF USING SILVERSNEAKERS AS A SALES TOOL<sup>1</sup>

**81%**

SilverSneakers participants indicated that SilverSneakers was an **important** reason for joining



**61%**

Participants report they would be very likely or somewhat **likely** to switch plans if SilverSneakers were not offered

Get more info at

[go.silversneakers.com/preferredagents](https://go.silversneakers.com/preferredagents)

or call 1-888-423-4632 (TTY: 711) Monday through Friday, 8 a.m. to 8 p.m. ET.



<sup>1</sup>Source: 2017 SilverSneakers Annual Participant Survey  
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