



SILVERSNEAKERS

Your Key to a Successful Sales Season



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. A more successful sales season can depend on how well you message the value of SilverSneakers to your clients.

In the past year, SilverSneakers has increased our virtual engagement with a robust schedule of live classes, an expanded ready-when-you-are video library, and enhancements in the ways we're able to connect with those who want what SilverSneakers has to offer.

It's a differentiator like no other, and it's never been better.

We're excited to tell you more about it in this e-book designed to give you what you need to know to leverage the value of SilverSneakers when selling Medicare plans.

Best to you, and thank you for keeping SilverSneakers top of mind in your sales conversations!

Table of Contents

[Sales Resource Center](#)..... p.4

[SilverSneakers in the Gym](#) p.5

[SilverSneakers in the Community](#) p.6

[SilverSneakers at Home](#) p.7

[Exclusive Member Portal](#) p.7

[On-Demand Videos & Programs](#) p.8

[Live Interactive Classes](#) p.9

[SilverSneakers GO App](#) p.10

[Tuition Rewards Partnership](#) p.11

[Easy Enrollment Process](#) p.12



Sales Resource Center for You

We hope this SilverSneakers primer gets the conversation started. Dig in deeper with an arsenal of many other resources when you visit our dedicated Medicare sales agent hub at [SilverSneakers.com/Marketing Resources](https://www.silversneakers.com/marketing-resources).

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



SilverSneakers in the **Gym**

Connecting members using our best-in-class network of fitness locations¹ and signature classes² designed for all fitness levels

- Thousands of participating locations¹ in all 50 states
- Ability to enroll at multiple locations at the same time
- SilverSneakers classes² designed for all levels
- Various classes and amenities available



Curves



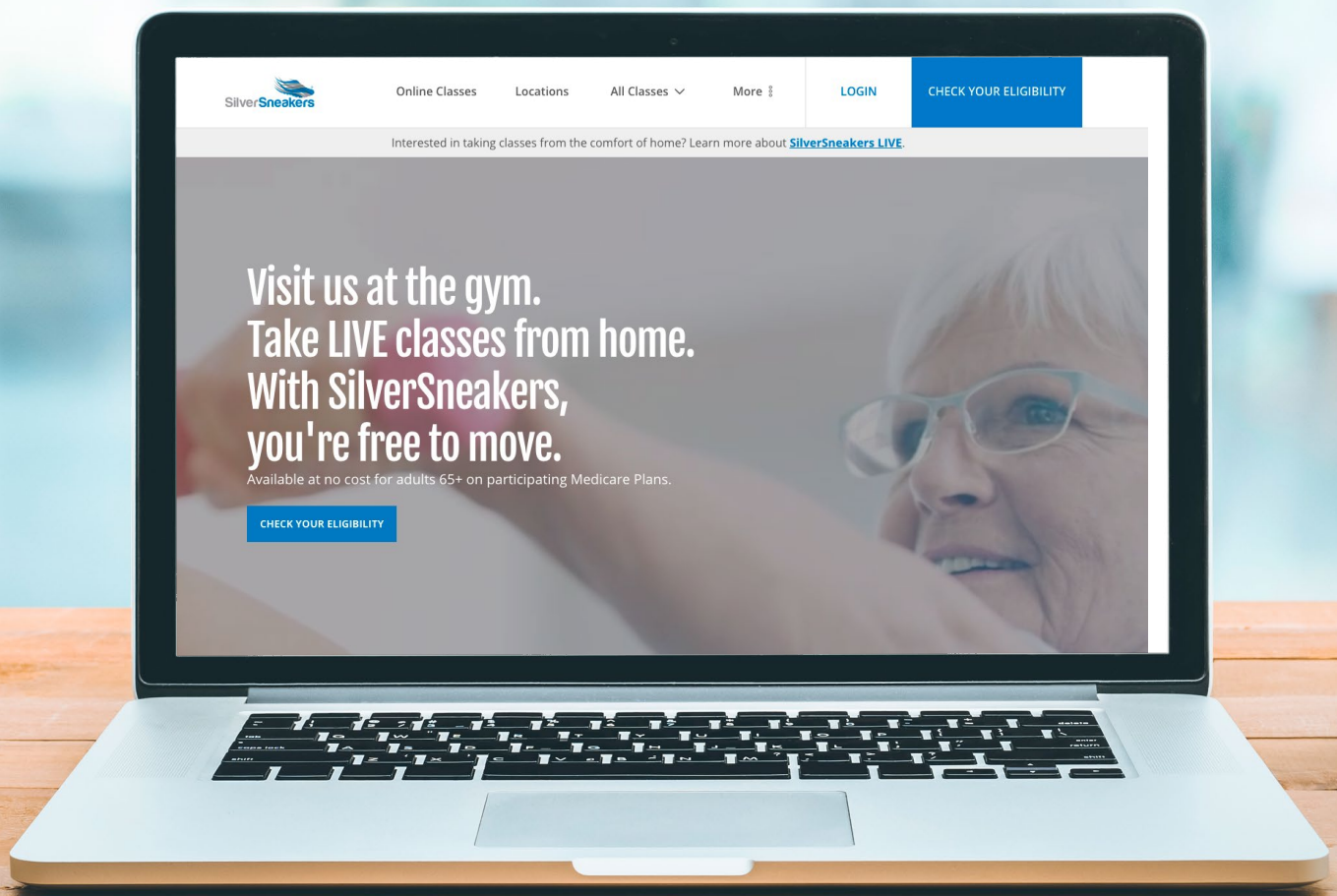
**ANYTIME
FITNESS**



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
- Classes offered outside the traditional fitness setting
- Multiple class formats including cardio, dance and yoga
- Various venues such as medical centers, parks and community centers

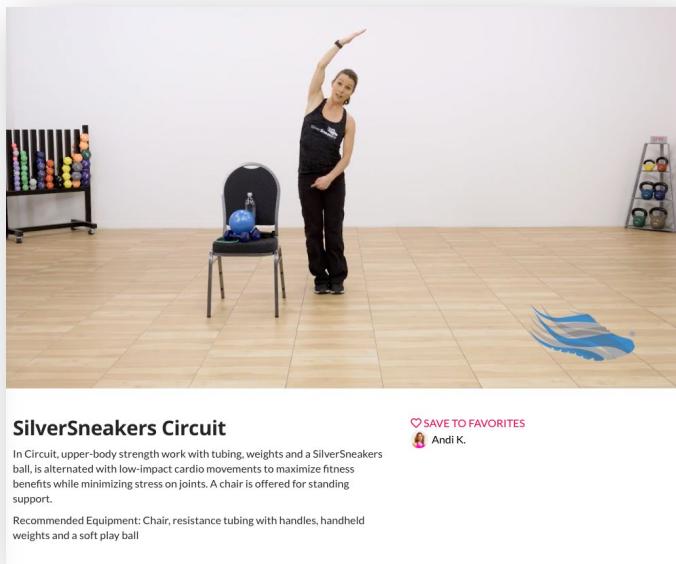


SilverSneakers at Home

Extending engagement into the home where members can access SilverSneakers digitally whenever and from wherever they desire

Exclusive Member Portal

- Tivity Health® provides all members access to an exclusive member portal. Members have access to articles, videos, blogs and other digital media on a wide range of topics including fitness, motivation, nutrition and overall well-being.
- Members can also get their member ID and shop from the SilverSneakers store.
- Enhancements to the [SilverSneakers.com](https://www.silversneakers.com) portal allow members to receive fresh, relevant content to enrich their lives.
- For member portal overview, you can share with prospects the **SilverSneakers Member Portal Overview** video on [SilverSneakers.com/MarketingResources](https://www.silversneakers.com/MarketingResources).



On-Demand Videos & Programs

- **SilverSneakers On-Demand™ workouts** provide members with an opportunity to engage with SilverSneakers whenever they choose, and the **On-Demand programs** offer members daily and weekly challenges, videos or exercises to keep them engaged and on track. These programs support strength, endurance, flexibility and mental health.
- Resources include:
 - Aerobics Classes – Develop stamina and improve body coordination
 - Mind & Body Exercises – Improve balance, increase strength and relieve stress
 - Fall Prevention Program – 12 weeks of exercise routines, educational tips and drills designed to help members reduce their risk of falling

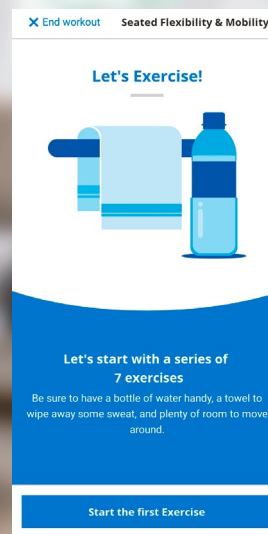
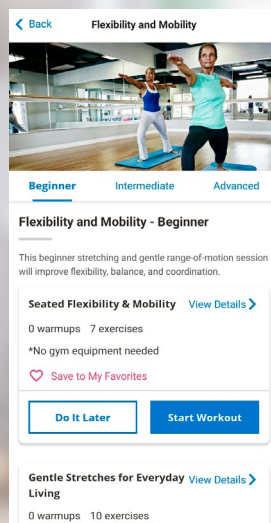
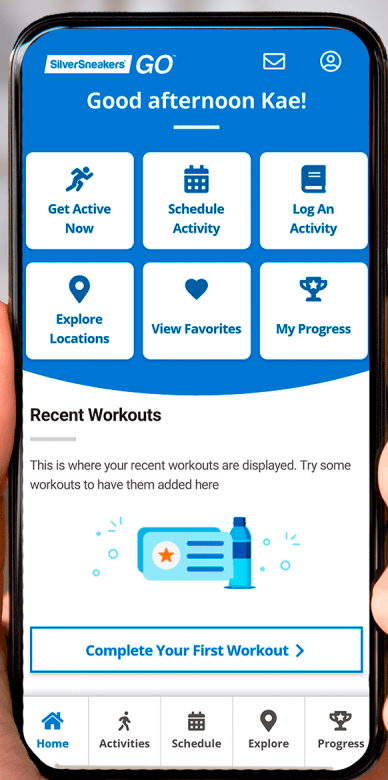


Live Interactive Classes

- On the member portal and via the SilverSneakers mobile app, SilverSneakers LIVE™ virtual classes and workshops are offered daily and are focused on exercise and overall well-being.
- Members will find multiple formats such as Strength & Balance, Yoga and SilverSneakers BOOM™ Mind, as well as educational workshops focused on healthy living topics.
- Many SilverSneakers FLEX® network instructors also offer live virtual classes.



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!"



SilverSneakers GO™ App

- This mobile app is the SilverSneakers on-the-go companion, providing exercise guidance that can be adjusted based on ability.
- Available on iOS and Android devices
- Members can:
 - access their 16-digit SilverSneakers ID
 - find locations and classes nearby
 - access 90+ customizable, on-the-go workouts
 - engage in several self-guided walking programs
 - participate in meditation programs
 - get reminders about upcoming workouts and stay connected
 - broadcast SilverSneakers On-Demand classes to a television or smart device
- More info: [SilverSneakers.com/GO](https://www.silversneakers.com/GO)



Tuition Rewards® Partnership

FREE access to College Tuition Discounts at more than 400 private colleges and universities!

- 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: Facebook Live and On-Demand video visits do not qualify for Tuition Rewards Points.

More info:

SilverSneakers.TuitionRewards.com

support@sagescholars.com

Easy Enrollment Process

Members can get started quickly and easily several ways:

1. Locate their SilverSneakers Member ID in any of these ways

- Visit [SilverSneakers.com](https://www.silversneakers.com) and use the Check Your Eligibility link.
- Download our SilverSneakers GO app.
- Call our Member Experience Center and speak with one of our representatives.

2. Create a SilverSneakers Account & Enroll

- Members can create an account at [SilverSneakers.com](https://www.silversneakers.com) to view their SilverSneakers member ID, and once they're signed up they can access:
 - SilverSneakers LIVE – A variety of virtual classes and workshops
 - SilverSneakers On-Demand – 200+ exercise videos and programs
 - SilverSneakers GO Mobile App – 90+ on-the-go workout programs
- At a participating gym or SilverSneakers FLEX class, members take their SilverSneakers member ID and complete the simple forms to enroll.

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

Instant Eligibility Check

Eligible members get access to on-demand videos, thousands of fitness locations, classes, & amenities. Check if you are eligible in **just 4 steps.** **

1

2

3

4

Name

Birthday

Location

Contact

First Name:

Silver

Last Name:

Sneakers

NEXT

✓

2

3

4

Name

Birthday

Location

Contact

Date Of Birth:

10

27

1954

< BACK

NEXT

✓

✓

3

4

Name

Birthday

Location

Contact

Zip:

85281

< BACK

NEXT

Eligible members get access to on-demand videos, thousands of fitness locations, classes, & amenities. Check if you are eligible in **just 4 steps.** **

✓

✓

✓

4

Name

Birthday

Location

Contact

Email:

youremail@address.com

Phone:

Phone Number (optional)

☒ Keep me up to date with SilverSneakers® and Tivity Health emails

By providing your email address and/or any other personal information, as defined under applicable law, you acknowledge that you are agreeing to our use of your information as provided in our [Privacy Policy](#).

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CHECK ELIGIBILITY



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.

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.

SilverSneakers, the SilverSneakers shoe logotype, Tivity Health and SilverSneakers FLEX are registered trademarks of Tivity Health, Inc. SilverSneakers On-Demand, SilverSneakers LIVE, SilverSneakers BOOM and SilverSneakers GO are trademarks of Tivity Health, Inc. All other brand names, product names, registered trademarks or trademarks belong to their respective holders. © 2021 Tivity Health, Inc. All rights reserved. SSFP1860_0821