



Health and Wellness Initiatives



Healthways SilverSneakers® Fitness Program is designed to address the main areas of disease/disability in the older-adult population, including:

Diabetes

Beginning and keeping good health habits is key to helping control diabetes type 2. Walking, stair-climbing, low-impact activities and weight training are some exercises recommended for older adults at risk.

Hypertension

Exercise and diet help manage hypertension. Some exercises recommended for hypertension include brisk walking, moderate aerobic classes and low-impact activities.

Depression

Exercise has been shown to be as effective as medication in reducing depression symptoms among patients with major depressive disorder and has been associated with lower relapse rates.

Tobacco Cessation

Exercise has been shown effective in short- and longer-term smoking cessation rates. It is also effective in minimizing weight gain among those who quit tobacco use.

Weight Management

Exercises that have shown benefit in obese adults include brisk walking and strength training.

Congestive Heart Failure

Exercise training is associated with improved symptoms, exercise capacity and functional well-being in patients with CHF. Optimal results may be achieved when exercise is combined with peer-group support and health education regarding lifestyle changes.

Osteoporosis

Exercises that focus on bone health include weight-bearing and resistance exercises such as walking, stair climbing, low-impact activities and weight training.

Osteoarthritis

Aerobic and resistance exercises such as walking and weight-training are effective in reducing pain, improving range of motion and reducing disability.



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Physical and Fiscal Benefits of SilverSneakers

SilverSneakers reduces the barriers to exercise, promotes social interaction and encourages healthy lifestyle activities through the following program elements.

Healthways SilverSneakers® Fitness Program is the nation's leading evidence-based physical activity and preventive health program that allows people who are eligible for Medicare to take greater control of their health. Our years of older adult wellness experience sets SilverSneakers apart as a valuable health plan benefit. We not only provide a healthy living experience for members but a comprehensive, turnkey fitness benefit solution that's easy to implement, track and measure. As you incorporate wellness into your mix of benefit offerings it's important to have a solid foundation of credible data. We can offer you customized reporting so you can plan future initiatives to keep your member on the track of healthy living.

Purposeful Program Design

- Free basic fitness membership
- SilverSneakers classes
- Health education and social activities
- Systematic integration with existing health plan initiatives
- Self-directed options

Dedicated Staffing Resources

- Senior AdvisorsSM
- SilverSneakers Class Instructors
- Instructor Coordinators
- Local Account Managers
- Client Relations team
- Training
- Outcomes analysts, network specialists, marketing support

Marketing and Communications

- Targeted marketing and outreach programs to members
- Leveraging existing health plan communications channels
- Behavior change and healthy lifestyle focus
- Extensive public relations and media exposure
- Member outreach through fitness center network
- A decade of expertise marketing the benefits of physical activity to older adults
- My Healthways interactive member Web site

Standardized Performance and Impact Measurement and Reporting

- Annual health status and member satisfaction surveys (SF-12®)
- Monthly utilization tracking and reporting
- Member profiles (demographics, risk profile, behavior change)

Network Development & Quality Assurance

- GeoAccess® mapping of members to ensure convenience and accessibility
- Rigorous screening, selection, audit processes and safety standards
- Network locations feature independent fitness centers, YMCAs, Curves, nonprofits and targeted national providers
- Network leveraged as a platform for health plan activities
- National reciprocity

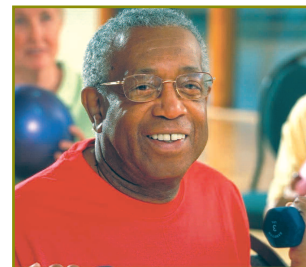
Integration, Training and Program Quality Assurance

- Comprehensive training of key health plan and fitness staff
- Integration with health management initiatives
- Provider outreach and education
- Integration with sales initiatives
- Support materials for use by clients

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Enroll today

in the SilverSneakers® Fitness Program.



If your health plan includes the SilverSneakers Fitness Program as part of your benefit package, you can participate at any SilverSneakers location.

The SilverSneakers Fitness Program includes:

Basic Membership Benefits

Get more active with people just like you. Use steam and sauna rooms, heated pool, body conditioning classes, strengthening tools and more. Each of the fitness locations is selected for its warm, friendly and safe environment.

Fitness Classes Including SilverSneakers

SilverSneakers classes are perfect for Medicare-eligible members and will benefit you regardless of your fitness level. You'll increase your strength and flexibility and start to feel good all over! Chairs are also available if you would like a little extra support. SilverSneakers classes are safe, fun and taught by certified instructors.

Senior AdvisorSM Assistance

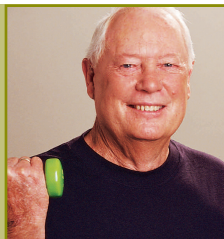
A helpful, specially trained Senior Advisor is waiting to greet you and acquaint you with the SilverSneakers Fitness Program. The Senior Advisor is on hand to help you choose the activities that are appropriate for you and generally to make you feel welcome!

Social Events

SilverSneakers includes special events where you can make new friends with great people just like you!

Questions? Call
Pre-Enrollment from
8 a.m. to 8 p.m.,
Monday through Sunday,
at 1-800-610-2660;
TTY 1-800-387-1074.

www.silversneakers.com



Lists of participating locations are updated regularly. Please visit www.silversneakers.com for the latest list.



Touching Lives

Empowering older adults to take control of their health

Healthways SilverSneakers® Fitness Program features a unique blend of physical activity, preventive health and socially oriented programming that enables older adults to take greater control of their health. **SilverSneakers members receive:**

- **A free basic membership** at a local participating location with access to conditioning classes, exercise equipment, pool, sauna and other amenities that accompany the basic membership
- **Access to any participating location across the nation when traveling**
- **SilverSneakers classes** designed exclusively for older adults who want to improve their strength, flexibility, balance and endurance
- **Health education seminars** and other events that promote the benefits of a healthy lifestyle

SilverSneakers Classes

Health Improvement

Cardiovascular endurance
Muscle strength and endurance
Flexibility
Body composition

Skills Improvement

Reaction time
Hand-eye coordination
Agility
Balance

Impact of Regular Physical Activity

Primary Prevention

Reduces the risk of:

- Heart disease
- Stroke
- Hypertension
- Type 2 diabetes
- Colon cancer
- Breast cancer
- Osteoporosis
- Falls and related injuries

Increases strength
Boosts metabolic rate
Reduces body fat percentage
Improves blood sugar tolerance
Reduces insulin resistance
Increases bone mineral density
Improves cognitive function
Assists with weight management

Secondary Prevention

Improves cardio-respiratory function
Lowers blood pressure
Reduces blood triglycerides
Increases HDL
Reduces medication dependence
Lessens depression and anxiety
Heightens thermoregulation sensitivities
Reduces morbidity and mortality
Improves weight control
Reduces joint and back pain

Tertiary Prevention

Prolongs independence
Enhances social well-being
Improves health status
Enriches quality of life

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