



Health care costs among members enrolled in the program were 11% lower than among non-participants

Case Study: Medica

Investigator: The Institute for the Study of Aging
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A claims analysis performed on data from Medica’s Medicare Plans by the Institute for the Study of Aging (ISOA) provides significant evidence that the SilverSneakers® Fitness Program reduced health care costs and improved health status in the first year of program participation. The study examined the following hypotheses using health care cost data and annual health status surveys completed by participants:

1. Participation in SilverSneakers will reduce health care costs.
2. Among SilverSneakers participants, more frequent participation in the program will result in lower health care costs.
3. SilverSneakers will improve the health status of participants over time.

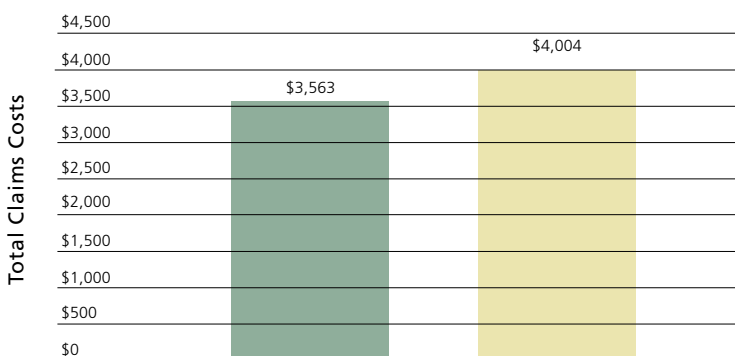
Research concluded that **health care costs among members enrolled in the program were \$441 (11%) lower than among a matched control group of non-participants.** Significantly lower inpatient hospital, skilled nursing facility, and home health costs were observed among the SilverSneakers members. Baseline health care costs were not significantly different between the SilverSneakers and control groups.

While the 11% savings was spread across the whole group of members enrolled in SilverSneakers, there was a relationship between the number of times they went to a fitness center and their health care costs. **Savings were driven by those members who went to a fitness center at least twice a month.** Those averaging 1.4 fitness center visits per week contributed the largest savings — \$1,018 over those who enrolled in the program but barely participated. **More frequent program participation also increased the likelihood of members reporting better health.**

For Medica’s roughly 3,000 members enrolled in SilverSneakers through August 2004, this type of savings translates into approximately \$1.3 million for the members’ first year of the program.

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SilverSneakers Members vs. Matched Control Group Regression-Adjusted Mean Costs in First Year



Difference in adjusted first year costs = \$441 per member.
Baseline costs were not significantly different.