



Axia Health Management has established itself as an expert in identifying the critical success factors involved in designing and delivering evidence-based physical activity and preventive health programs for older adults. Today, our success continues to be measured by our ability to leverage these core competencies to ensure that each client program exceeds expectations.

Overcoming Barriers to Exercise

Whether it's affordability, intimidation, motivation, accessibility or health and safety concerns, Axia Health Management addresses real and perceived barriers through a comprehensive, proactive approach that combines ongoing marketing and communications, purposeful program design, dedicated staffing, extensive network development and training.

Designing and Implementing Comprehensive Health Improvement Programming that Drives Behavior Change

SilverSneakers® Fitness Program group exercise classes are developed by fitness experts and are designed for older adults who are fit and physically active as well as those who are not active, unfamiliar with exercise, or entering post-rehabilitation programs, and everyone who enjoys a positive, upbeat social environment. Exercises include work for all major and minor muscle groups, addressing strength, flexibility, muscular endurance, balance, coordination, agility, speed and power.

Developing Quality Fitness Center Networks that Support Program Objectives

Fitness centers are carefully selected to minimize distance barriers for members and maximize enrollment and participation in SilverSneakers. Axia Health Management conducts thorough research on every fitness center and makes its selections based on strict quality assurance criteria such as condition and variety of equipment, cleanliness, senior-friendly staff, social programs, safety and ease of access.

Marketing to Engage Members and Strengthen the Health Plan's Message

The Axia Health Management marketing services staff is dedicated to providing clients with strategic marketing support, creative direction, print production and fulfillment of all SilverSneakers member marketing materials. Our marketing team is responsible for the design and implementation of member communications strategies that promote enrollment and participation in SilverSneakers through targeted direct mail, outbound call campaigns and a variety of other communications vehicles.

Assessing and Reporting Program Performance and Impact

Axia Health Management works closely with each health plan to track the performance of the SilverSneakers Fitness Program in order to demonstrate program effectiveness and return on investment. Monthly Benefit Performance Reports present program enrollment and participation data as well as visit tracking and trending. Annual reports include Member Satisfaction Surveys and Health Status Surveys of health plan members enrolled in SilverSneakers.

Applying and Integrating Our Programs in a Variety of Health Plan Settings

Axia Health Management has demonstrated its ability to successfully deliver the SilverSneakers Fitness Program to a diverse group of health care clients, including Medicare Advantage plans, Medicare Supplement carriers and Medicare Cost plans. In addition, our programs are flexible and can be implemented effectively in metropolitan and urban settings as well as suburban and rural locations.

