



# Program Deliverables

The SilverSneakers® Fitness Program delivers value to health plans in terms of its influence on new member acquisition, attracting younger and healthier members, member retention, risk reduction, health improvement and maintenance, member profiling and claims cost avoidance.

## Health Improvement

SilverSneakers is designed to improve the physical and mental well-being of older adults. Members report improved health, better nutritional habits and more social interaction than before joining.

## Claims Cost Avoidance

Independent studies of health care costs among SilverSneakers members have demonstrated lower utilization of high-cost inpatient and emergency services. While medical costs rise over time for all older adults, studies have indicated a slower rise among SilverSneakers members, resulting in significant claims cost avoidance.

## Influence on New Member Acquisition

The SilverSneakers Fitness Program provides differentiation and positive messaging in the marketplace. Telephone calls to new health plan members reveal that 31% are influenced by this benefit to join their health plan.

## Health Plan Member Retention

SilverSneakers produces unprecedented member satisfaction and loyalty among members, resulting in significantly lower voluntary disenrollment rates. Members report an increased likelihood of staying with and recommending their health plan as a result of their experience with the program.

## Member Profiling

Identification of members who are at particular risk for higher health care costs due to physical inactivity and chronic disease provides opportunities for targeted messaging and outreach to these members to engage them in healthy lifestyle behaviors.

## Health Maintenance

Members participating in the program experience less deterioration of physical health status than would be expected from aging and chronic conditions. Physical activity helps older adults to delay disability into later years, improving quality of life and reducing total health care costs.

## Behavior Change

Members who exercise less than once a week put health plans at risk for high medical claims costs. The SilverSneakers Fitness Program reduces this risk by increasing the frequency of physical activity among members.

## Attracting Healthy Members

New health plan members who enroll in SilverSneakers are younger and report being healthier than the general population of older adults. The program provides these new members with an opportunity to maintain their health through healthy lifestyle activities.

