

NOT FOR MEMBER DISTRIBUTION



SilverSneakers®

Sales Guide for Agents and Brokers

BROKER USE ONLY



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



SilverSneakers has a nationwide network of participating gym¹ and community locations, where members can enroll in as many as they'd like. SilverSneakers also offers hundreds of online classes led by specially trained instructors 7 days a week, through SilverSneakers LIVE. There are also hundreds of on-demand videos available 24/7.

SilverSneakers continues to look to the future to provide the best solutions to help our members live their best lives where they are.



**Thank you for keeping SilverSneakers top
of mind in your sales conversations!**



Table of Contents

Sales Resource Center.....	4
Getting Started	5
SilverSneakers in the Gym.....	6
SilverSneakers in the community.....	7
SilverSneakers at Home.....	8
Live Online classes	8
SILVERSNEAKERS ON THE GO	9
On-demand Videos	9
Silversneakers GO app.....	10
Health Plan Event Guidelines	11
Quick Links.....	13



Sales Resource **Guide** for You

We hope this SilverSneakers primer gets the conversation started. Dig deeper with an arsenal of resources when you visit our dedicated Medicare sales agent hub.

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



Learn More

SilverSneakers.com/MarketingResources

Provider Resource Portal

If you're working with provider groups in the community, visit our dedicated resources hub.

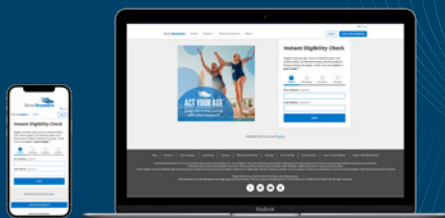


Learn More

SilverSneakers.com/Providers



Getting Started



An easy enrollment process helps members get started and on their way to a healthier lifestyle.

1 Locate their SilverSneakers Member ID number.

- The easiest way for members to find their member ID number is to **activate their free online SilverSneakers account**.
 - Members should go to [SilverSneakers.com](https://www.silversneakers.com) to create an account, by clicking on the "Check My Eligibility" link, provide the necessary information and create a password to access their member ID and more.
- If the member does not have an email address, brokers can assist the member by going to [Check.SilverSneakers.com](https://www.silversneakers.com).

2 Once an account is created, members can explore everything SilverSneakers has to offer.

- View their member ID number.
- Find a location nearby - members have access to thousands of participating locations, with the ability to enroll in as many as they'd like.
 - At participating locations, members must show their ID number and complete the location's enrollment process to get started.
- Check out the hundreds of online classes and workshops offered on SilverSneakers LIVE, led by specially trained instructors, 7 days a week.
- Workout at home with hundreds of videos on SilverSneakers On-Demand.

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



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 and Puerto Rico



Ability to enroll at multiple locations at the same time



SilverSneakers classes² designed for all levels taught by specially trained instructors



Various classes and amenities available



Access to Pickleball courts at many locations (some pickleball courts and other amenities cost extra)



Search for participating locations on [SilverSneakers.com](https://www.silversneakers.com)

1. Participating locations ("PL") not owned or operated by Tivity Health, Inc. or its affiliates. Use of PL facilities and amenities limited to terms and conditions of PL basic membership. Facilities and amenities vary by PL. Inclusion of specific PLs is not guaranteed and PL participation may differ by health plan.

2. Membership includes SilverSneakers instructor-led group fitness classes. Some locations offer members additional classes. Classes vary by location.



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:



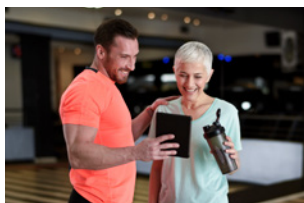
Group activities and events including shared meals, holiday celebrations and class socials



Multiple class formats including cardio, dance and yoga



Various venues such as value-based care facilities, parks and community centers



**Search for
community classes on
[SilverSneakers.com](https://www.silversneakers.com)**



SilverSneakers at Home



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

SILVERSNEAKERS LIVE ONLINE CLASSES



SilverSneakers LIVE offers a variety of daily LIVE online classes and workshops, led by specially trained SilverSneakers instructors, offered 7 days a week, morning, afternoon and evening.



Members can access class types such as **cardio, strength, balance/stability, mindfulness/meditation**. There are also fall prevention classes geared toward education and exercises to help reduce the risk of falling, and so much more.



Popular classes include Gentle Stretch, Line Dancing, Walk Strong, Total Body Strength, Cardio Mix and many more.



DID YOU KNOW?

SilverSneakers LIVE hosts Member Orientation classes weekly and once a month in Spanish



SilverSneakers on the Go



SILVERSNEAKERS ON-DEMAND VIDEOS



SilverSneakers On-Demand is an exclusive online library of hundreds of workout classes, wellness videos and exercise programs designed specifically for seniors.



The On-Demand library has videos for every fitness level with classes that offer flexibility, balance, cardio, strength and more.



Videos range from easy, low-impact exercises to cardio workouts and are available 24/7.

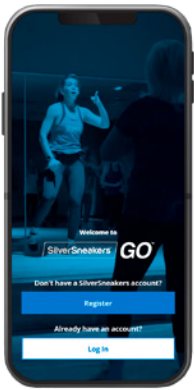


"I don't know what I'd do without these LIVE classes. I do the On-Demand ones too, but the LIVE ones get me up and on schedule. I am so grateful to everyone at SilverSneakers for making this happen!"



SILVERSNEAKERS GO APP

SilverSneakers GO is the mobile app for everything SilverSneakers. It allows members to access fitness programs on the go, activity tracking, class scheduling, location finder, member ID and more.



Download the mobile app

SilverSneakers.com/GO



Health Plan event **guidelines**

Coordinate with your SilverSneakers contact every step of the way when planning your events at participating locations.

- 1** Notify your SilverSneakers contact prior to contacting a location to schedule events.
- 2** Collaborate with your SilverSneakers contact to obtain all necessary approvals from the location.
- 3** Promotional materials must be approved by your SilverSneakers contact and the location. All promotions need to be outside the location and facilitated by the health plan.
- 4** Sales and prospecting is not permitted inside the location or anywhere on the premises.



Examples of suggested events to coordinate with your contact at SilverSneakers:

- Educational seminars (open to all)
- Community health fairs or seasonal festivals (open to all)
- Health plan hosted new member orientation or member retention meetings

Nominate a partner location

Nominate a fitness center to join our SilverSneakers network using the following link:



Learn More

<https://OnlineSubmission.TivityHealth.com/>



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2.Membership includes SilverSneakers instructor-led group fitness classes. Some locations offer members additional classes. Classes vary by location.

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Quick links

1 Quick member eligibility check for agents:
Check.SilverSneakers.com

2 Spanish website:
SilverSneakers.com/Espanol

3 Customer service number for agents:
1-888-338-5034

4 Customer service number for members:
1-888-423-4632 (TTY 711) Monday - Friday 8 a.m. - 8 p.m. ET

Social media channels



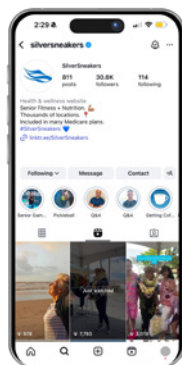
Facebook:
Facebook.com/SilverSneakers



Instagram:
Instagram.com/SilverSneakers



YouTube:
YouTube.com/TheSilverSneakers



Visit our dedicated sales agent **hub**



[SilverSneakers.com/MarketingResources](https://www.silversneakers.com/MarketingResources)

