OLDER ADULTS LEAD HEALTH REVOLUTION

ONE STEP AT A TIME

HEALTHWAYS SilverSneakers FITNESS

Today's older adults are more active than ever before, with a passion and dedication to fitness that has resulted in positive health outcomes, higher quality of life and fulfillment at every age.

PROFILE OF OLDER ADULT FITNESS

Participants of Healthways SilverSneakers® Fitness, the nation's leading fitness program designed exclusively for older adults, are leading the health revolution class by class.

83% of SilverSneakers participants enjoy aerobic activity 3 or more times per week (up from 78% last year)

65% of SilverSneakers participants are married

46% of SilverSneakers participants never had a fitness center membership before joining SilverSneakers

SilverSneakers group exercise classes:

- SilverSneakers Classic
- Healthways CardioFit
- SilverSneakers Circuit
- SilverSneakers Yoga
- SilverSneakers Splash

SilverSneakers FLEX™ classes:

- Latin Dance
- Yoga
- Tai Chi
- Spinning
- Walking Groups

EXERCISE + SOCIALIZATION = COMPLETE WELL-BEING

SilverSneakers participants recognize that complete well-being is best achieved at the intersection of fitness and socialization.

41% of SilverSneakers participants attend class to socialize

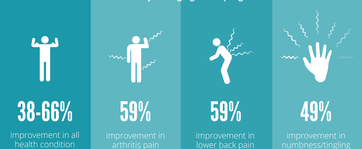
35% of SilverSneakers participants attend with a significant other

60% of SilverSneakers participants attend with a friend

30% use both SilverSneakers classes as well as fitness center amenities

ACTIVE ADULTS ACHIEVE HEALTH IMPROVEMENTS

SilverSneakers participants enjoy health improvements as a result of belonging to the program.



38-66% improvement in all health condition categories

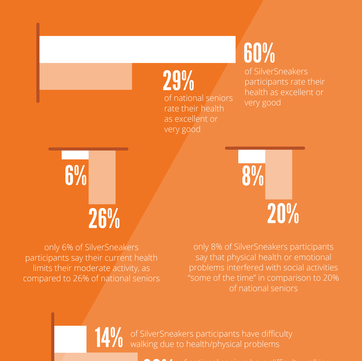
59% improvement in arthritis pain

59% improvement in lower back pain

49% improvement in numbness/tingling

ACTIVE OLDER ADULTS OUTPACE PEERS

SilverSneakers participants outpace their non-member peers in every category.



FOR MORE INFORMATION ABOUT THE ANNUAL MEMBER SURVEY OR SILVERSNEAKERS FITNESS VISIT...

silversneakers.com/health-survey-2013

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HEALTHWAYS SilverSneakers FITNESS

Source: Healthways SilverSneakers® 2013 Annual Member Survey
Source: Medicare Health Outcomes Survey 2012