



# *Healthy Aging & Exercise Program*



# Healthy Aging & Exercise Program Components

A glimpse at the 2025 Silver&Fit® program:

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## 1. Fitness Membership Choices: 25,000+



Participating fitness centers, YMCAs, studios, and other fitness experiences

## 2. Virtual & Home Services



15,000+ On-Demand Workout Videos



Silver&Fit Connected!™ Activity Tracking



Digital Workout Plans



Well-Being Club

## 3. Configurable Choices



EmpoweredDecisions!™ Advanced Coaching for Physical Function & Movement



Live 1:1 Coaching



FitnessCoach® Virtual Personal Training



Rewards



Home Fitness Kits



Listing of 120,000+ Social Clubs



# Something For Everyone®

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With the 2025 Silver&Fit program, your members can get fit with a wide variety of fitness options, digital tools, and well-being resources designed to meet their unique needs.

## Fitness Membership Choices: 25,000+

- **Standard Network** include fitness centers, YMCAs, gender-specific or instructor-based options, senior centers, sessions at fitness, yoga, or Pilates studios, and more.  
**Member cost:** \$0 (or small member fee determined by health plan).
- **Premium Network** include higher-priced fitness centers, unique experiences like swimming centers, rock climbing gyms, rowing centers, and sessions at yoga or Pilates studios, and more.  
**Member buy-up price:** \$60 – \$200 a month. Substantial discounts on most memberships.

## Virtual & Home Services

- **15,000+ On-Demand Workout Videos**  
Members can enjoy an extensive library, which includes videos designed for older adults, on the Silver&Fit website.
- **Digital Workout Plans**  
After taking a short questionnaire, members will receive on-demand workout videos and guidance to help them reach their fitness goals.
- **Silver&Fit Connected! Tool**  
Members can track their activity on 250+ wearable fitness trackers and mobile apps.
- **Well-Being Club**  
Members can enjoy a personalized approach to fitness, well-being, and social connection through online resources, community building opportunities, live virtual classes, and more.

## Configurable Choices

- **EmpoweredDecisions! Advanced Coaching for Physical Function & Movement**  
This self-pay option helps members get fit, prevent injury, and overcome pain.
- **FitnessCoach Virtual Personal Training**  
Members can challenge themselves with live virtual sessions with a certified personal fitness trainer (\$30 per session member fee).
- **Home Fitness Kits**  
Members receive one Home Fitness Kit per benefit year and can select from options that may include wearable fitness tracker, walking/trekking, Pilates, strength, swim, and yoga kits.
- **Live 1:1 Coaching**  
Coaches provide one-on-one sessions via phone, video, or chat to discuss exercise, nutrition, social isolation, and more.
- **Rewards**  
By tracking activity through the Silver&Fit website, members can earn rewards like collectible hats and pins.
- **Listing of 120,000+ Social Clubs**  
Members can connect with their communities by exploring the social clubs available in their area, like archery, hiking, gardening, volunteering, and more.

## Community Engagement

- Free Public Workouts  
The public can join the Silver&Fit program on Facebook Live and YouTube for free workouts.



## Support Services

- Digital support tools and website
- Digital fitness center profiles with over 100,000 photos
- Product branding and promotion by Engage! Creative Group™



Net Promoter Score<sup>1</sup>



Member Satisfaction<sup>1</sup>

### Learn More:

855.328.2746 | [Info@SilverandFit.com](mailto:Info@SilverandFit.com)

[SilverandFit.com](https://SilverandFit.com)



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<sup>1</sup>2023 Member Satisfaction Survey

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