



**FLEX™**: Brought to you by Healthways SilverSneakers® Fitness program

**Improve the health and well-being of active older adults in your community:  
Become a valued FLEX instructor**

"We love the SilverSneakers program. It brings in a demographic that tends to shy away from us and instead gets them active and participating in activities that benefit them for years to come. It is a great revenue source for us, but, more importantly, it allows us to better promote health and fitness to our local residents. We look forward to being a SilverSneakers partner for many years."

*– Proud SilverSneakers participating partner since 2006*

To learn more about becoming a FLEX instructor, visit [instructor.healthways.com](http://instructor.healthways.com).



**FLEX™**  
Community  
Fitness Classes

[silversneakers.com/flex](http://silversneakers.com/flex)

# What's in FLEX for you?

The SilverSneakers FLEX program is available to **more than 10 million eligible members** of participating health plans nationwide – a large pool from which to develop a loyal following. Establish your own classes or activities to offer at your location, community and community centers, shopping centers, parks or other venues. Expand your reach, increase your revenue and help older adults in your community get fit their way.

## Benefits and features

**Additional revenue.** You will receive compensation based on member participation.

**Expanded reach.** Your classes and activities will be more accessible to the community.

**Existing member base.** SilverSneakers already has more than 2 million members, and more than 10 million are eligible for our program.

**Account specialists.** Receive support from specialists who develop and execute action plans to help you reach client acquisition goals, increase member engagement and drive utilization.

**FLEX team support.** Your own dedicated team to help with all of your FLEX program needs.

## Marketing support

The SilverSneakers marketing team will provide strategic, personalized support to attract members and increase participation. Marketing tactics may include:

**Direct mail.** Wide varieties of targeted pieces are mailed to potential and current SilverSneakers members.

**Personalized direct mail.** Templates for targeted marketing pieces will provide space for your personal information (name, location, contact information, etc.).

**Websites.** Members will be able to link to information on your classes and activities.

**Email campaigns.** Upon request, the marketing team can conduct secure, professionally designed email campaigns to current FLEX members on your behalf to promote increased visits to your classes or activities.

**Phone.** Phone support includes ongoing outbound call campaigns, interactive voice response (IVR) welcome calls and outreach calls.

**Community flyers.** SilverSneakers flyers that can be customized with your information are distributed at industry conferences, health fairs and community events.

**Facebook.** The SilverSneakers Facebook page ([facebook.com/silversneakers](https://facebook.com/silversneakers)) has more than 57,000 fans. Content is regularly updated with posts encouraging fans to participate in local SilverSneakers activities, including FLEX.

**Tool kit.** SilverSneakers provides a tool kit of templated materials that allow you to promote your activities and build your business.

## Healthways SilverSneakers Fitness program

Healthways is the leading provider of specialized comprehensive health solutions to help millions of people maintain or improve their health and, as a result, reduce overall health care costs. Developed in 1992, Healthways comprehensive SilverSneakers Fitness program encourages Medicare-eligible individuals to participate in physical activity and addresses mental and social needs. Delivered through a nationwide network of more than 11,000 participating locations, SilverSneakers is the nation's leading fitness program designed exclusively for active older adults, currently engaging more than 2 million members.