

HealthCare Dimensions/SilverSneakers® Fast Facts

Utilization

How many older adults are eligible for the SilverSneakers® Fitness Program benefit through their Medicare health plans?

As of March 2004, over 1.4 million people (22% of all Medicare Advantage members and over 200,000 Medigap members) have access to the program nationally through 24 health plans.

How many eligible members are enrolled in the program?

In our more mature markets, 20-30% of eligible members have enrolled in SilverSneakers®. During the first year the program is made available to health plan members; we expect to see 6-10% of them join.

About 40% of SilverSneakers® enrollees participate in any given month.

How often do SSFP enrollees visit our fitness centers?

During 2004 we anticipate that an average of 20,000 SilverSneakers® members per day will visit a network fitness center. Participants average 7 visits per month. That's in addition to any exercise they may get outside of the fitness center!

How many fitness centers are in the SilverSneakers® network?

Our network consists of over 700 fitness centers with more than 2,150 trained instructors leading classes at these locations.

Demographics

How old are our SilverSneakers® members?

The average age of our SSFP members is 74 years, and 16% are 80 years or older.

Are most of the SSFP enrollees women?

43% of the enrollees are men – the same percentage as the eligible health plan membership.

Which members are attracted to SilverSneakers?

The SSFP attracts diverse members from all ethnic, education, and income groups. We make special effort to translate materials as necessary and to select fitness centers in all neighborhoods where there is a concentration of members. The program attracts the same percentage of Medicare eligible men that is present in the general population (43%).

65% of our enrollees report having multiple chronic conditions common among older adults, such as hypertension, arthritis, cardiovascular disease, chronic lung disease, diabetes and depression.

Safety

Is this program safe for older members, especially those with health concerns?

Thousands of older adults, most of them with chronic conditions like cardiovascular disease, hypertension, diabetes, arthritis, or osteoporosis, participate in the program every day. Care is taken to screen members during enrollment and refer them for medical clearance when necessary.

Reports submitted by our fitness centers when an incident occurs that could have resulted in an injury reflect a physical activity program that is at least as safe as most office environments. Only 18% of all reported incidents result in injury, and the majority of injuries are minor.

Lifestyle Behaviors

Do most of the SilverSneakers® members have a history of being physically active?

More than 75% of the program enrollees report that they were not meeting the recommended amount of exercise – 30 minutes a day for most, if not all, days of the week. 17% of members report exercising less than once a week. This group is especially at risk for higher medical costs.

The majority (60%) of our enrollees tell us they haven't been members of a health club/fitness center prior to joining SilverSneakers.

Do people change their physical activity behavior after joining SilverSneakers®?

Members typically increase their exercise frequency by 1-2 days per week after joining SilverSneakers®. There is also a 77% reduction in the number of enrollees exercising less than once a week! In fact, 55% of members who reported being sedentary (exercising 0-1 times per week) before joining, now report being active (exercising 3 or more times per week).

Impact on Member Health

What impact do we see on our members' health status?

Our SilverSneakers® members report less difficulty with activities of daily living such as walking and getting in/out of chairs than older adults nationally, despite having the same types of chronic conditions.

Their physical and mental health status scores are consistently higher than those reported for this age group nationally on the Medicare Health Outcomes survey. Members who participate regularly in the program maintain their health over time instead of watching it decline with age.

85% of members report that their overall health has improved since joining SilverSneakers®, 58% say their diet is healthier, and 40% say they participate in social activities more often.