



# Healthways Prime Fitness

## Healthier People, a Healthier Bottom Line

Healthways is an industry leader in the development and ongoing management of high-quality fitness networks, including our extensive SilverSneakers Fitness® program network.

The cost of physical inactivity and sedentary behavior is staggering. Some studies indicate that as much as 87.5 percent of all healthcare claims are driven by lifestyle choices.<sup>1</sup> Excess weight and a sedentary lifestyle are even risk factors for one-quarter to one-third of all common cancers in the United States.<sup>2</sup>

Physical activity is a key component to improving and maintaining an individual's overall well-being. When a person increases physical activity from zero to one time per week to more than three times per week, his or her medical costs can decrease by \$2,202 per year.<sup>3</sup>

Busy schedules and higher costs are the top two barriers to exercise. So how do you overcome those barriers? Healthways Prime® Fitness is a convenient and flexible solution designed to get your population active and engaged in their health. As their health improves, so does your bottom line.

### Prime Delivers

With Prime, participants have access to a huge network of over 10,000 fitness centers nationwide. The Prime network includes:

- National chains
- Women-only facilities
- Community centers
- Recreation centers
- Locally owned facilities

This variety of locations, class offerings, equipment and amenities helps participants easily find the ideal location to meet their needs. Participants can locate centers in the network and support their fitness goals with clear, easy-to-use online resources.

Program sponsors benefit from an array of industry-leading capabilities:

- Member outreach and awareness programs
- Robust, detailed reporting, including:
  - Outcomes reporting
  - Monthly or quarterly aggregate enrollment and utilization reporting
- Ongoing quality assurance, administration and support

### **Investing in Your People Is Good Business**

An independent study of one Prime client with approximately 5,000 enrollees in the program found participants' medical-only claims decreased by \$1.02 million after the first year of the program when compared with the previous year. During that same time, medical-only claims from non-program participants rose 5 percent.<sup>4</sup>

Healthy people, and a healthier bottom line — that's the power of Prime.

<sup>1</sup> Indiana University-Purdue University Fort Wayne Study, 2007.

<sup>2</sup> American Cancer Society, *Cancer Facts & Figures 2012*. Atlanta: American Cancer Society, 2012.

<sup>3</sup> Cross, M. "Spend Money on Healthy People." *Managed Care*, August 2004.

<sup>4</sup> Health Care Service Corporation (HCSC) study, 2011.

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