

## FACT SHEET

**Forever Fit offers life-enriching wellness and fitness products and services for older adults.**

### Boosting seniors' physical activity and health

Life after retirement isn't what it used to be. Older adults are living longer and doing more, and as they age, the need for health and wellness through exercise, mind/body therapies and diet increases. Continuously barraged with discouraging national statistics about the poor health conditions and disease levels among their population, older adults are responding by taking a more active role in decisions that affect their health. They are also more open to opportunities that address and prevent potential health problems. Healthways Forever Fit<sup>®</sup> is a program designed for busy older adults with personal goals to take charge of their health.

Forever Fit offers life-enriching wellness and fitness products and services for older adults through a comprehensive network of nearly 30,000 practitioners and an extensive fitness center network of over 10,000 locations. The Forever Fit program gives members the tools needed to tailor a program to meet their needs and allows older adults at all fitness levels to increase their physical activity and improve their health at their own pace.



The Forever Fit program offers individuals the following programs as covered benefits with additional value-added discounts:

- Membership at a participating fitness center
- Discounts for an extensive network of exercise and movement practitioners, including yoga, Pilates, and Tai Chi instructors and personal trainers
- Substantial savings off the newsstand price of selected health and fitness magazines
- Access to online education tools via the award-winning WholeHealthMD.com

Forever Fit offers a flexible product design, customized to ensure differentiation in the marketplace, and helps manage risk and lower healthcare costs.

#### PROGRAM BENEFITS:

- **Easy-to-use adult fitness program for older, active adults**
- **Higher energy output physically with more acute mental focus**
- **More than 10,000 locations nationally for convenient access**