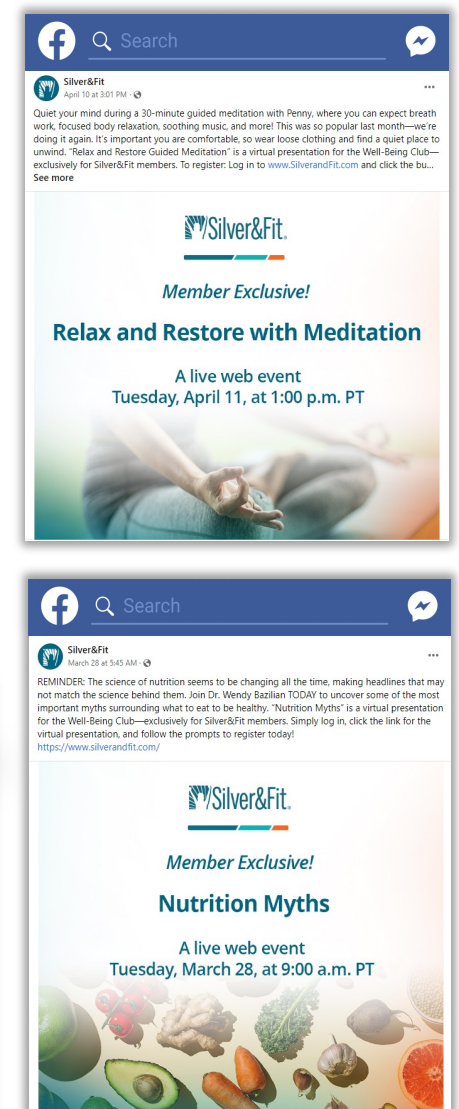
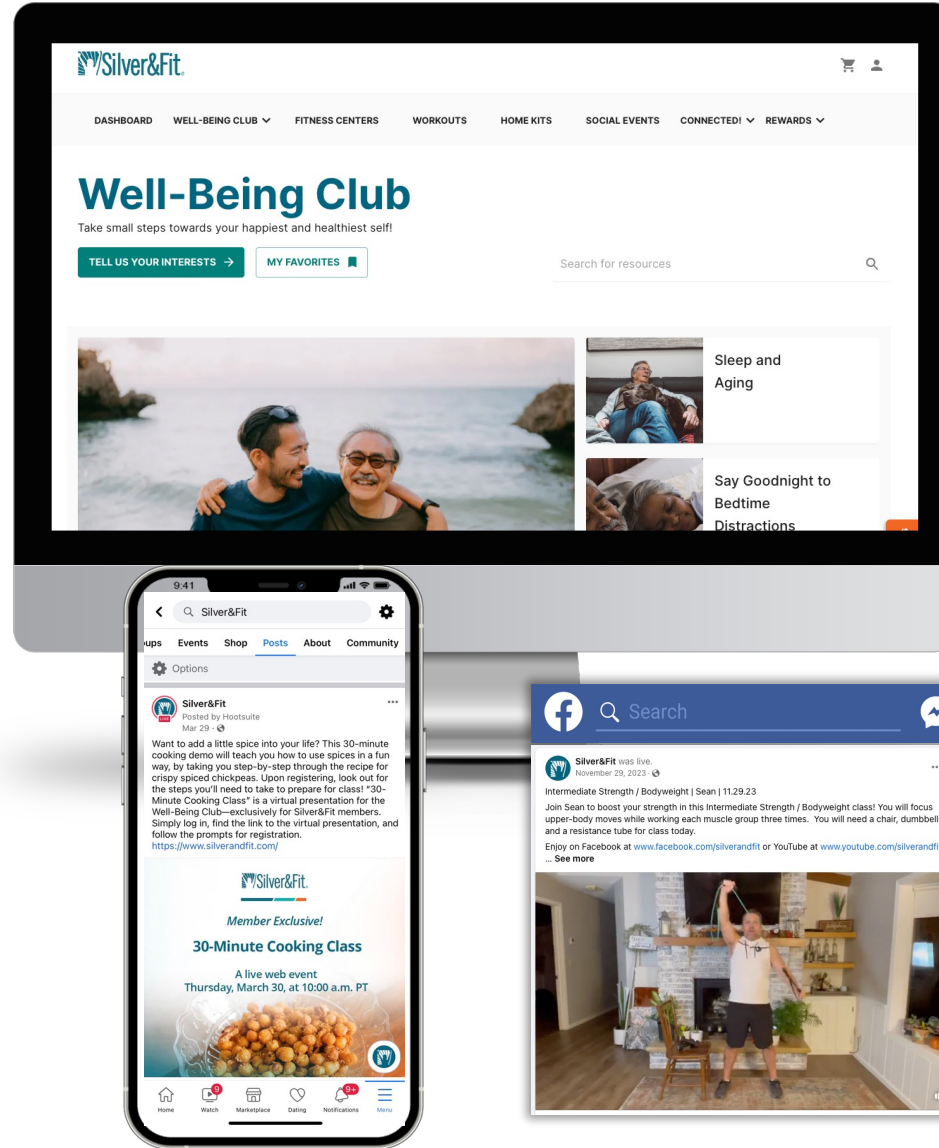


Silver&Fit

Well-Being Club Launch

The Silver&Fit social media team supported the launch of the Well-Being Club with frequent informational posts that drove event registration spikes.



Silver&Fit

Well-Being Club Launch

Supported the launch of the Well-Being Club by creating and implementing live-streaming best practices with the UI/UX team.

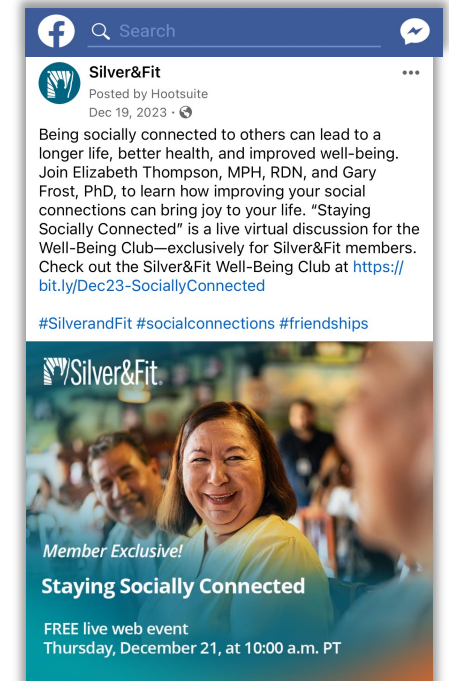
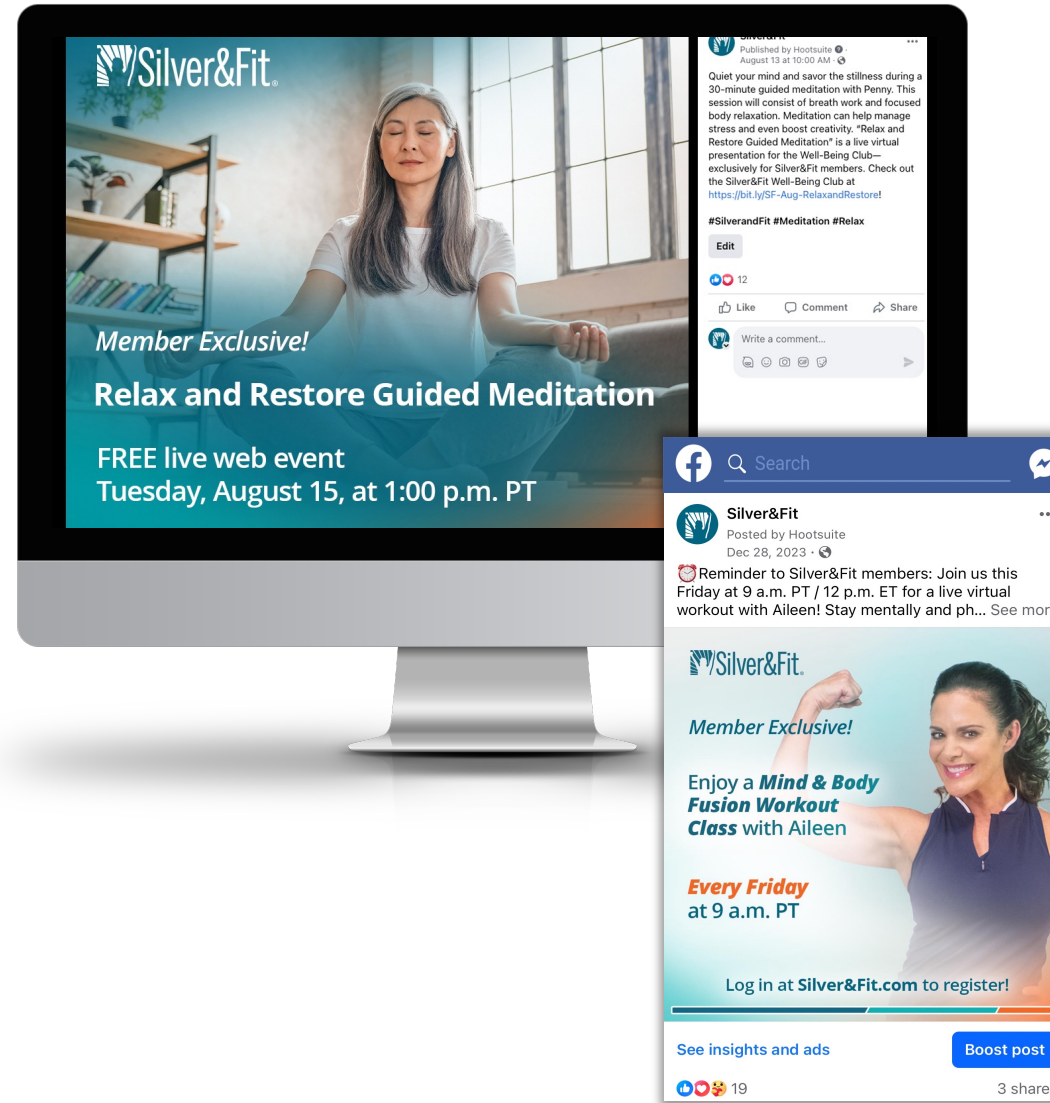
Promoted the Well-Being Club launch through social media assets and a mailer.



Silver&Fit

Well-Being Club Launch

- Over the course of 2023, the Well-Being Club hosted 203 events
- Q3 to Q4 saw a dramatic shift in Well-Being Club engagement with a 346% increase
- The number of members who follow the Club's Virtual Event Hub skyrocketed over the course of the year with a 436% increase from Q1 to Q4



2023 Silver&Fit Well-Being Club Launch

Founded in 1987, American Specialty Health (ASH) has been at the forefront of innovation in the health and fitness space with musculoskeletal provider network management, fitness and exercise programs, health improvement programs, and consumer health plan services as part of their vast portfolio. Among more than a dozen product offerings is its Silver&Fit® program, a best-in-class senior healthy aging and exercise program for Medicare members. Since its inception in 2007, the Silver&Fit program has continuously expanded and reshaped its offerings to meet the constantly changing demands of the marketplace and better match the needs of its member population.

With a desire to continue to provide Something for Everyone® to its members, the Silver&Fit program debuted a brand-new digital space on January 1, 2023, called the Well-Being Club. This members-only offering has evolved from the Resource Library, an online repository for articles and videos on healthy aging topics, into a more personalized online member experience promoting community and healthy aging. The evidence-based, expertly curated Well-Being Club platform, available through the [Silver&Fit](#) website, helps members identify their motivations, goals, and preferences through a simple questionnaire and then prioritizes the most effective activities, virtual classes, on-demand workout videos, and other resources to help each individual achieve their goals at their own pace.

In particular, the live virtual classes and events, which range from workouts to lifestyle seminars to virtual tours and more, have proven to be the cornerstone of the Well-Being Club offering. The Silver&Fit team has found them to be a crucial addition for all members, but especially for its more rural and traditionally underserved communities. The virtual events offer a completely new way for members to connect with the larger Silver&Fit member community and lessen social isolation, a specific concern for the older adult population which was exacerbated by the COVID-19 pandemic.

Over the course of 2023, the Well-Being Club hosted 203 events. By the end of the summer, the number of event attendees had doubled, which meant an increase in the number of classes offered by the end of the year. Q3 to Q4 saw a dramatic shift in Well-Being Club engagement with a 346% increase. Additionally, the number of members who follow the Club's Virtual Event Hub skyrocketed over the course of the year with a 436% increase from Q1 to Q4.

Social media efforts have had a direct impact on Well-Being Club member registration and attendance as well. Initially, the Social team posted about the offering anywhere from 5-7 times a month, but increased that to 11-15 posts per month as the Well-Being Club expanded in popularity. As the year progressed and especially into Q4, the Social team also began to see a very direct correlation between Well-Being Club posts and spikes in registration. On days when informational posts about Well-Being Club events were posted, there was an increase in registrations, which fell off in the days following the post. In total, social efforts brought 679 visits to the Well-Being Club landing page in Q4. Coupled with other Marketing efforts, like a postcard mailer that was mailed to around 3.3 million Silver&Fit members and emailed to about 400,000 Silver&Fit members, there was a definite cross-team effort to make Well-Being Club growth a priority in 2023.

The popularity of the offering has only increased since the start of the new year with a record number of attendees signing up for virtual events in January, which shows the value members find in the Well-Being Club and the new possibilities for expansion in this area throughout 2024.