

INTRODUCING Fitness Rewards with CollegeSave®



Offer more to your members while encouraging fitness with this innovative college tuition discount program.

Physical activity enhances health, yet getting your members moving can be a challenge. CollegeSave encourages physical fitness by rewarding frequency of workouts with significant tuition discounts at leading private colleges and universities.

“With CollegeSave, your members are rewarded for improving their health and fitness each time they participate in SilverSneakers.”

Boosts your members’ health

The goal of CollegeSave is to increase physical activity while supporting higher education. Studies show that regular exercise can promote weight loss, build bone density, increase energy, improve insulin sensitivity, decrease blood pressure, and more.¹

Reward SilverSneakers participation

CollegeSave lets your SilverSneakers members deduct the cost of up to a full year’s tuition at many of “America’s Best Colleges and Universities”² – just by staying active. Participating members earn a \$250 tuition discount for their choice of a college-bound student each month they make 7 visits to the gym – plus a \$1000 discount for signing up.

Attract members to your plans

SilverSneakers plus CollegeSave add powerful perks to your health plan choices. In addition to offering your members access to a wide variety of fitness facilities and classes, members can now make their workouts deliver double: improved health plus college discounts. Best of all, CollegeSave builds brand affinity with your next generation of health plan members.



Signing up

Members earn \$1000 in tuition points just for signing up for CollegeSave. One or more children in the member's extended family or other designee are eligible to become the beneficiary of the tuition discount.

Earning points

Every month your participating member makes 7 visits to a fitness location, the program adds \$250 in tuition savings to their CollegeSave account with no limit to the points they can earn.

How much can be saved?

Members can save up to one full year's worth of tuition costs for each student enrolled. The savings are applied in four equal installments over the four years of enrollment at participating schools.

Who funds the program?

The colleges cover 100% of the cost of the tuition discounts making it possible for your members to enjoy this valuable benefit with no cost to the health plan. \$74.2 million in tuition discounts were redeemed in 2016. Over 4 million families are served by the program.

Which schools are participating?

Nearly 400 private colleges and universities in 46 states participate. 80% are on the U.S. News & World Report List of America's Best Colleges and Universities. Visit collegesave.org/silversneakers for the complete list.

Who can be a beneficiary?

SilverSneakers members can save for college for their family members, loved ones, or friends – pretty much any college bound student from infancy to junior year in high school.



To learn more about Tivity Health's CollegeSave Tuition Savings Program, contact us at **1-877-210-1307 (TTY: 711)** or visit our website at collegesave.org/silversneakers