

Special Bulletin

For professional and facility providers

July 16, 2025

MA Member Benefit Update: Fitness Vendor to Change on Aug. 1

For 2025, Highmark offered our Medicare Advantage (MA) members a fitness benefit through FitOn Health. However, unforeseen challenges have made it difficult for some members to fully enjoy their fitness benefit this year.

To ensure members have access to a fitness program that's reliable and easy to use, Highmark is switching our fitness vendor to SilverSneakers, **effective Aug. 1, 2025**.

Program Features

Many members are familiar with SilverSneakers, as the company provided member fitness benefits in 2024, and offers the following:

- **Over 17,000 fitness locations:** SilverSneakers partners with thousands of gyms, community centers, and other facilities across the country.
- **A variety of classes:** A large selection of classes designed for all fitness levels.
- **Online resources:** On-demand workout videos, healthy living tips, and more.
- **Mobile app:** Members can use fitness programs on the go, track and schedule activities, find locations, and view their member ID.

Your patients will still have access to their current fitness benefit through FitOn Health until July 31.

What Does This Mean for Members?

- For members **new to SilverSneakers**, they can create an account on Aug. 1 by visiting [SilverSneakers.com](https://www.silversneakers.com) or calling SilverSneakers at 888-423-4632 (TTY 711).
- If members previously had a SilverSneakers benefit through Highmark or another health plan, their SilverSneakers member ID# remains the same.
- Members can find a gym by visiting **SilverSneakers.com** and clicking **Location Search**.
- If a member is using a gym not currently in the SilverSneakers network, our Member Service team will reach out with more information on how to find a participating location.

- To access SilverSneakers benefit, members should show their Highmark member ID to the desk attendant at any SilverSneakers gym location.

We appreciate your partnership and understanding as we navigate this change with our membership.

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SilverSneakers is a registered mark of Tivity Health Inc. Tivity Health Inc., is a separate company that administers the SilverSneakers program.

FitOn Inc. is a separate company that administers fitness benefits.

