



Costs for regularly attending SilverSneakers members were 30% lower than for non-participants\*

## Case Study: Highmark Blue Cross Blue Shield

### Improving Health and Reducing Health Care Costs

A recent analysis by Highmark Blue Cross Blue Shield demonstrated how participation in the SilverSneakers® Fitness Program reduced the rate of health care cost increases. The one-year observational study included 2,382 Security Blue (Medicare Advantage) members participating in SilverSneakers. This group represented 20% of Highmark's total active participants in the program.

The SilverSneakers study group was matched to approximately 8,000 health plan members not participating in the program based upon current and prospective risk scores as well as demographics. The analysis showed that while claims costs increased for members overall, costs for the SilverSneakers members were 30% lower than for non-participants.

Moreover, costs for the most active members who averaged four fitness center visits per week actually decreased during the first year of the program.

Highmark concluded that the SilverSneakers Fitness Program demonstrated a positive return on their investment when considering:

- The documented cost avoidance for the study group
- Potential cost avoidance for other active participants
- The program's influence on new member acquisition
- The program's influence on member loyalty and retention
- Lowered member risk due to increased physical activity
- Positive media exposure for Highmark in the community

*\*The study cohort was limited to members who attended a fitness center at least eleven out of twelve months during 2004, the first year the benefit was offered to the members. Members of both cohorts were required to have at least twelve full months of Highmark enrollment in both the prior-year and post-year study periods. Incurred claims from one year prior to the benefit offering (2003) were compared with claims from the first year of the benefit (2004).*



SilverSneakers 2004 Participants vs. Matched Control Group PMPY Cost Index by Visit Range

