



Fitness and Social Trends Among Seniors in a Post-Pandemic Era

Q2 2021 Results

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At Tivity Health®, we are the leader in delivering physical activity, social connection, nutritional education and complementary health solutions to seniors nationwide. We engage people, partners and communities in a shared mission to improve health outcomes and reduce health care costs. The approach we take is data-driven and member-centric, personalizing and guiding the member experience. We empower members to live healthier, happier, longer - together.

This is Tivity Health: With 1:4 Medicare enrollees eligible for our programs today, we are committed to becoming the modern destination for healthy living.



The gold standard in senior fitness programs



An affordable, convenient gym network benefit with 12,000 gyms nationwide



Holistic wellness solutions



Convenient senior nutrition solutions

Executive Summary

Overview

Quarter 2, 2021 national surveys with seniors aged 65+ to understand physical activity and social connection among:

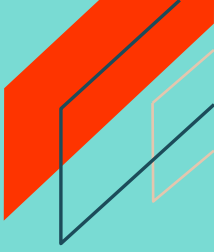
- Medicare Advantage plan enrollees in general
- SilverSneakers® eligible members as a separate cohort

Key Findings

- Seniors will engage in outdoor activities such as walking, hiking and cycling during the summer and early fall.
 - Lack of motivation is the main hurdle for lack of physical activity.
- Six in ten seniors have already returned or are planning to return to the gym as it helps establish a routine and provides equipment options.
- In general, we expect a “hybrid” approach to fitness going forward.
- The inability to visit with friends and family in-person has disrupted seniors’ lives and, in some cases, exacerbated feelings of social isolation.
 - The use of streaming has been one solution to overcome this.



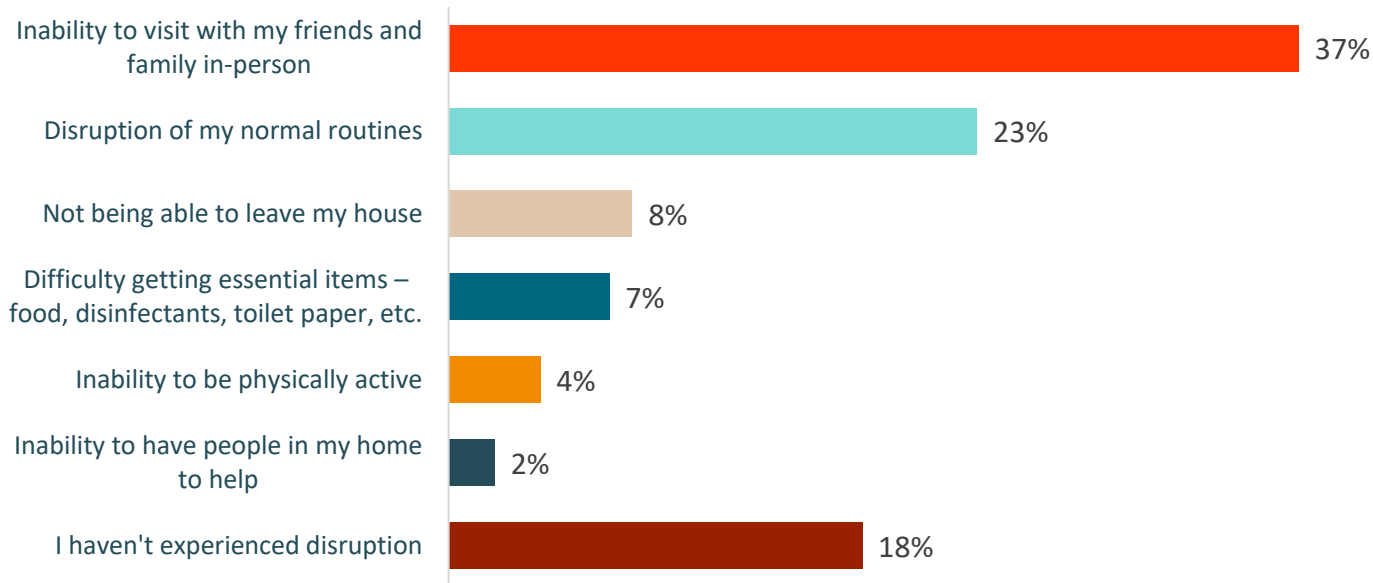
COVID-19 Impact On Seniors



Impact on Seniors

The inability to visit with friends and family is “top of mind” for impacting seniors' lifestyles.

Caused Most Disruption to Your Life During the Pandemic



Disruption to my normal routines

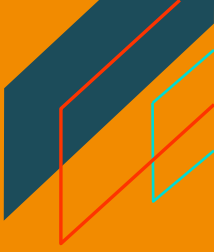


I haven't experienced disruption



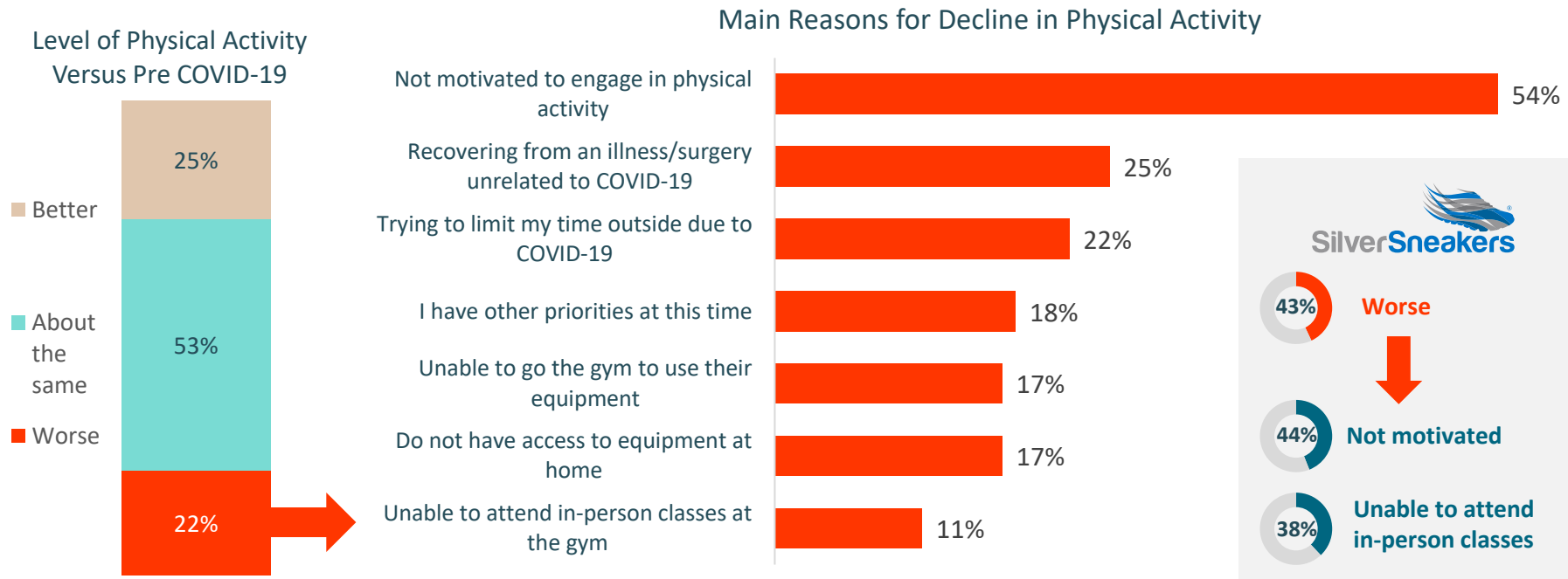
Inability to be physically active

Physical Activity



Covid-19 Impact on Physical Activity

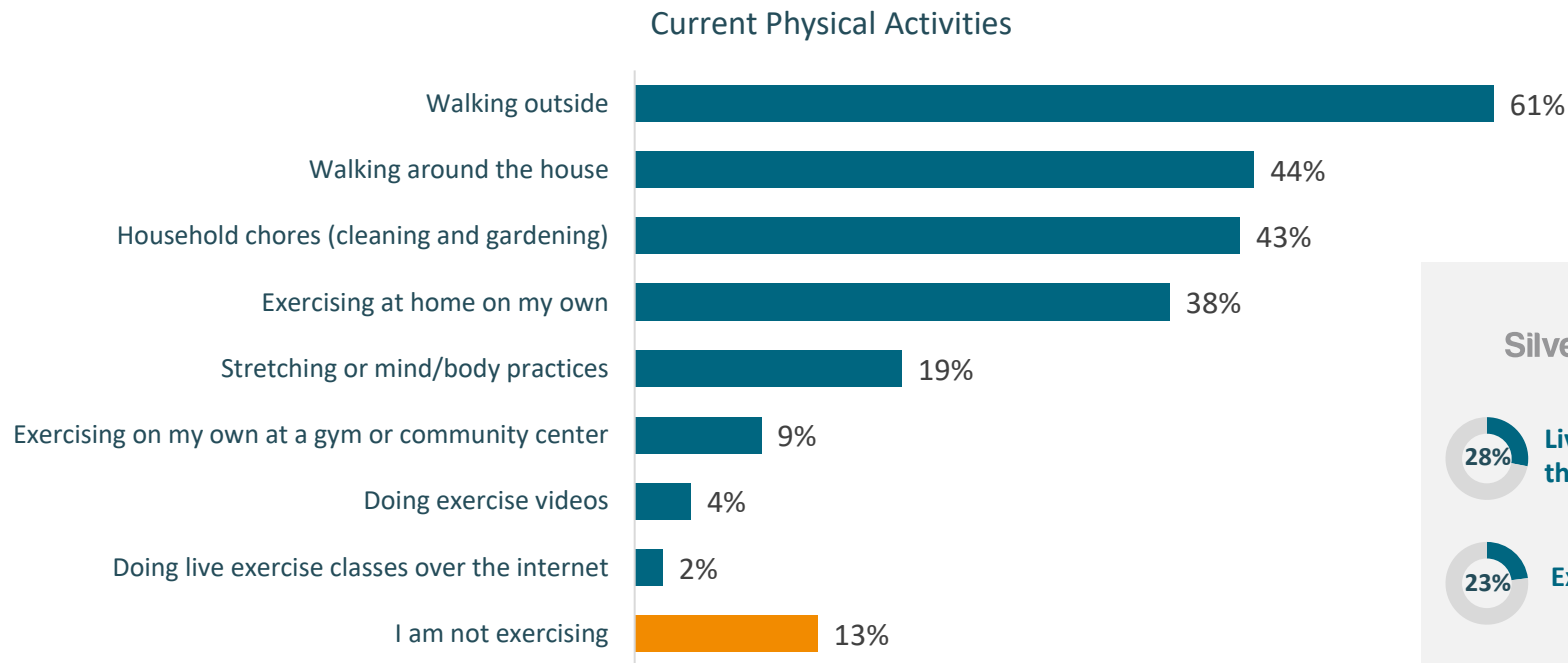
Lack of motivation is the main cause of a decline in physical activity during the pandemic.



*How would you rate your level of physical activity now compared to the beginning of COVID-19?
What do you think has led to this decline in your physical activity?*

Physical Activity Behavior

Walking is the most common form of physical activity
in which seniors participate.

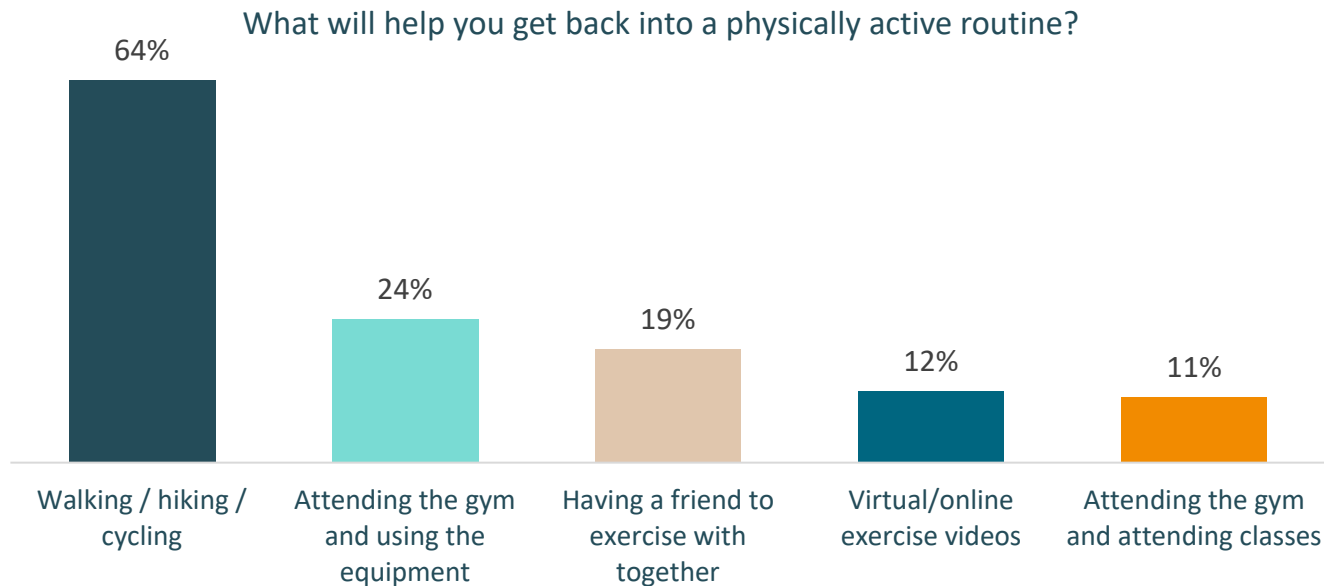


Future Physical Activity

Aerobic exercises such as walking, hiking and cycling remain important to help seniors maintain or get back into a routine.



Plan to exercise in the next 3 months



Plan to exercise in next 3 months



Virtual/online exercise videos



Attending the gym & attending classes



Attending the gym & using equipment

Digital Solution Use & Retention

The majority of SilverSneakers respondents will continue to participate in digital exercise offerings even after going back to the gym.

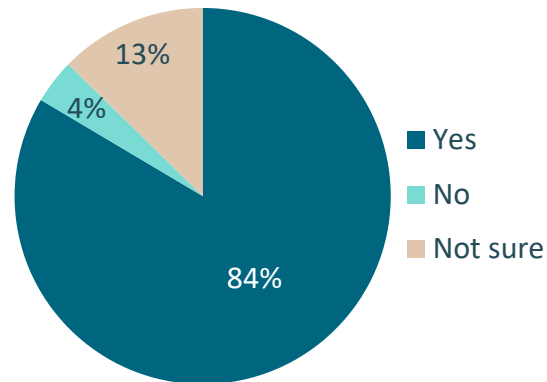


56%

SilverSneakers members have participated in digital exercise offerings.


10% of gym-goers in the **general population** participated in a virtual/digital fitness solution during the pandemic.

Will continue to use digital offerings in addition to the gym

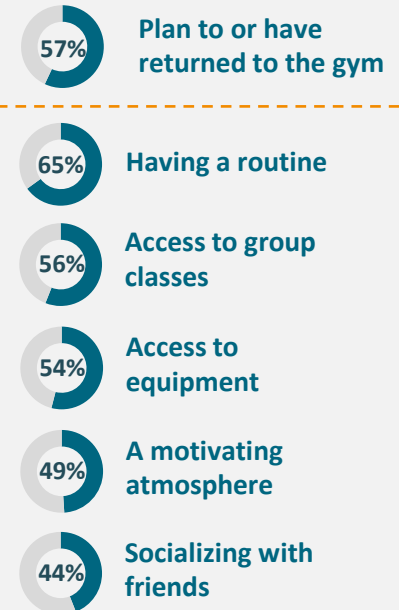
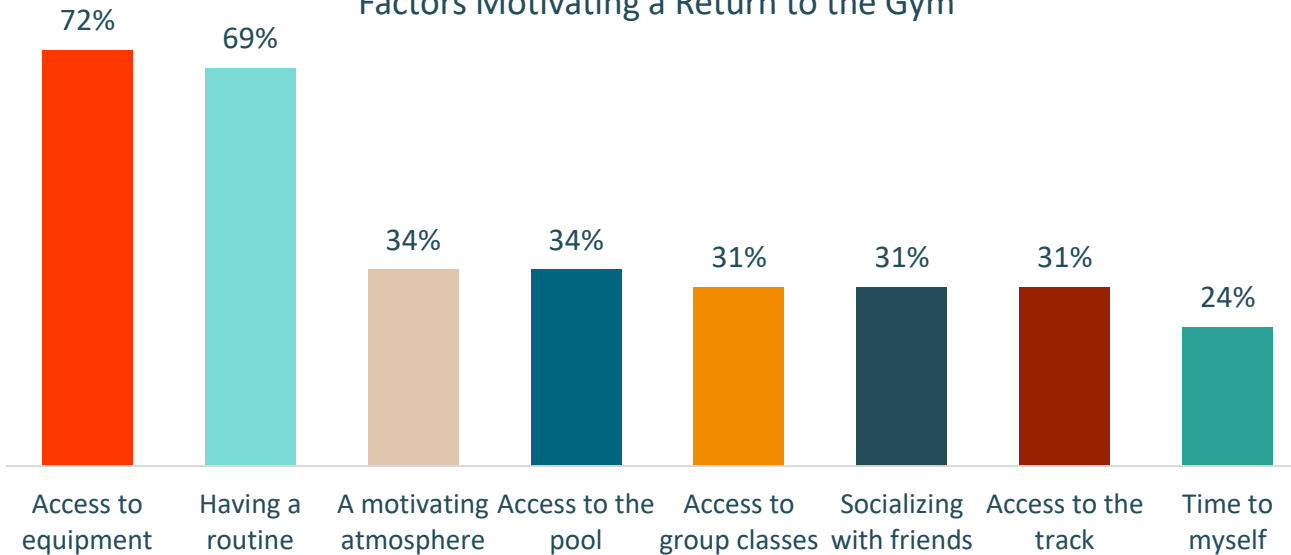


Returning to the Gym

Among gym-goers, access to equipment and having a routine are the most important motivating factors for returning to the gym.

 **60%** of gym-goers plan to or have returned to the gym.

Factors Motivating a Return to the Gym



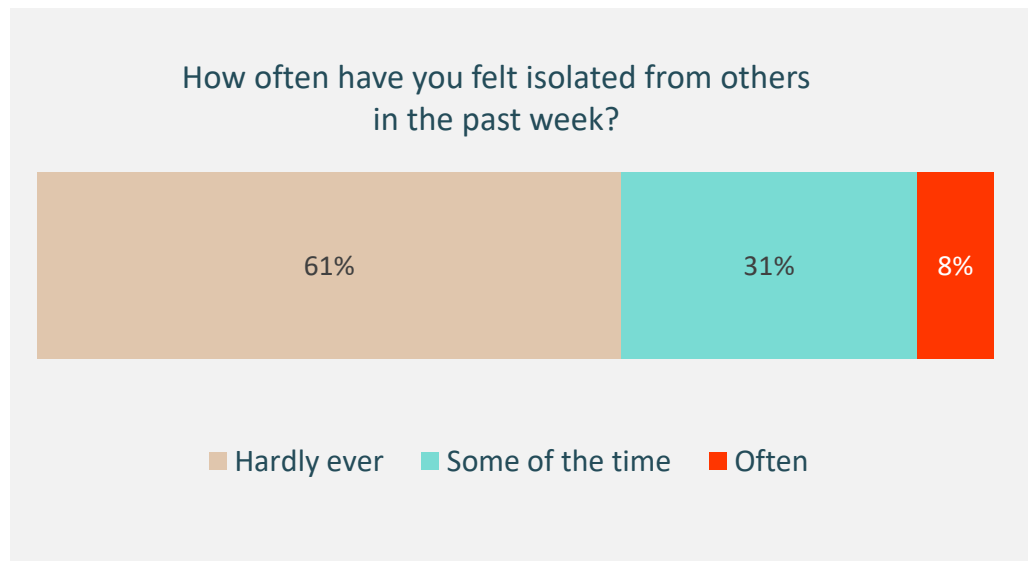


Social Connection

Feeling Socially Isolated

About four in ten seniors have at some time or another felt isolated from others in the past week.

- The inability to visit with friends is a main contributor toward this feeling.



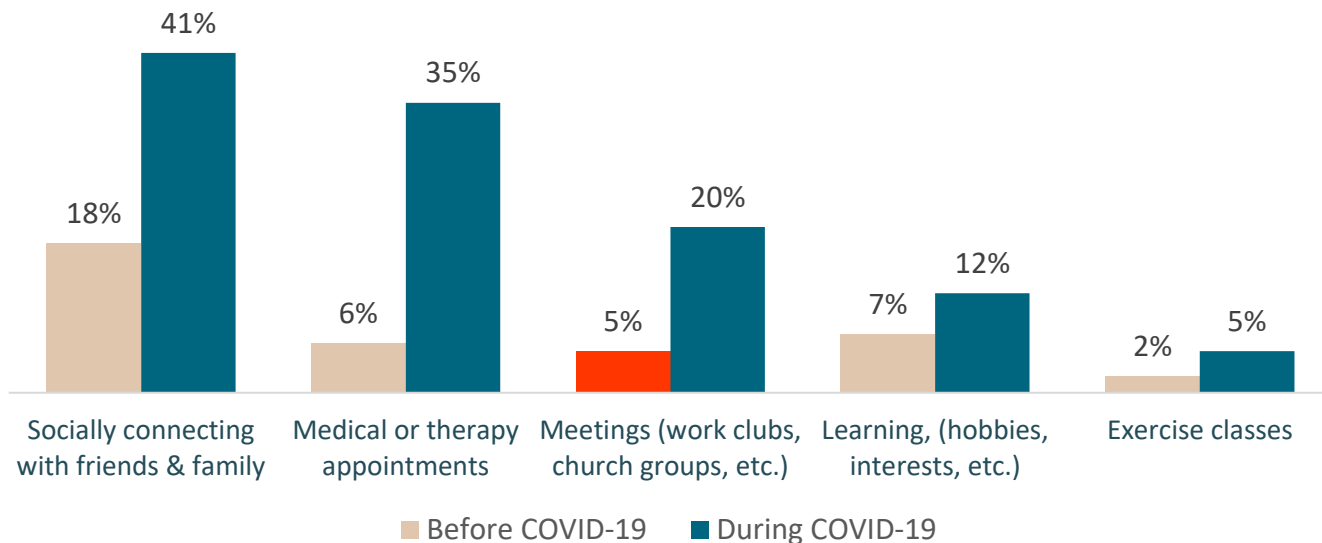
Inability to visit with friends and family is top-ranked in terms of what is causing disruption to people's lives.



Utilizing Online Video to Connect

The use of online video/streaming increased substantially during the pandemic for both social and medical purposes.

Used Video/Streaming for the Following Interactions



Have you used video calls or live streaming for any of these types of interactions?



During COVID-19:

