

SilverSneakers 30th Anniversary Timeline



SilverSneakers Milestones

- 1992:** SilverSneakers was launched in October of 1992 by Healthcare Dimensions founder, Mary Swanson, whose father served as inspiration for the nation's industry-leading fitness program.
- 1992-1996:** The SilverSneakers Classic program started as a chair-based fitness program with fifteen locations in Phoenix and Tucson, Arizona.
- 2004:** SilverSneakers Circuit was created as the second signature class. The program was being offered at 1,000 network locations nationwide.
- 2004:** SilverSneakers' growth skyrockets from 15 health plan partners in a dozen states to 41 in 29 states.
- 2006:** SilverSneakers Yoga was launched
- 2006-2008:** SilverSneakers partnered with Medicare Advantage plans and grew from 1,000 to over 10,000 network locations.
- 2009:** The SilverSneakers Facebook page was created.
- 2013:** SilverSneakers launched the SilverSneakers FLEX® network, a community fitness network with more than 70 types of unique classes taught in convenient neighborhood locations, such as churches, recreation centers, senior living communities, etc.
- 2013:** SilverSneakers reached 10 million eligible members and 50 million visits.
- 2014:** SilverSneakers launched SilverSneakers BOOM®: A revolutionary fitness series designed for Baby Boomers and active older adults offering fast-paced, higher intensity group exercise classes. SilverSneakers created pages on Twitter and Pinterest.
- 2015:** SilverSneakers reached 1 million SilverSneakers FLEX® network visits.
- 2017:** The company rebranded to Tivity Health.
- 2018:** SilverSneakers reached 100 million visits and 500 thousand SilverSneakers.com accounts.
- 2019:** SilverSneakers reached 2 million SilverSneakers FLEX® network visits and 1 million SilverSneakers.com accounts.
- 2020:** Tivity Health appointed Richard Ashworth as President and CEO.
- 2020:** SilverSneakers reached 2 million SilverSneakers.com accounts.

2021: Tivity Health announced a digital transformation launch into a virtual suite of fitness and holistic health offerings, interest-based social connection opportunities, mental enrichment and personalized SilverSneakers member content.

2021: [Evaluating a Healthy Aging Program's Impact on Health Outcomes in Medicare Advantage Beneficiaries](#)

In a study released with Avalere Health, Tivity Health used real-world data and analytics to create an evidence-based account of the value of the SilverSneakers program relative to healthcare costs, utilization, and overall improvement.

2022: SilverSneakers members of participating health plans can enjoy the benefits of two new innovative partnerships launched this year to increase mental enrichment and social connectivity:

- Stitch, the world's largest social community helping older adults create enriching social connections by offering an opportunity to connect both online and in-person around shared interests.
- GetSetUp, a virtual learning platform, designed specifically to provide mental enrichment activities for seniors, offering a wide range of online classes through an intuitive video platform.

References for earlier milestones:

<https://www.tennessean.com/story/money/industries/health-care/2017/01/10/healthways-now-called-tivityhealth/96378636/> (2017 bullet)

<https://www.athleticbusiness.com/operations/programming/article/15140850/silversneakers-program-seeing-success> (2004 bullet)