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Newberry Hospital Launches Silver&Fit Exercise & Healthy Aging Program Targeted to Older Adults

New Program Offers No-Cost or Low-Cost Exercise Options for Eligible Medicare Beneficiaries

Newberry, SC (October 22, 2019) – Newberry Hospital is pleased to announce that it is now providing the Silver&Fit Exercise and Healthy Aging program at its location in Newberry, South Carolina, to help older adults achieve improved health through regular exercise. The Silver&Fit program was designed to provide Medicare beneficiaries with opportunities to improve their fitness by offering no-cost or low-cost access to contracted fitness clubs or exercise centers across the country.

"Silver&Fit is one of the fastest-growing fitness programs serving the Medicare market," said ASH Fitness Vice President Brett Hanson, MBA, MBF, DFSS, NASM-SFS. "We're pleased to be able to provide our members access and team up with the Newberry Hospital Wellness Center."

"We are thrilled to become part of the Silver&Fit national facility network," said Newberry Hospital's Robin Kruger, PT, Director of Rehab and Wellness. "At the Newberry Wellness Center, we're dedicated to helping people of all ages and health levels improve their fitness. By offering the Silver&Fit program, we can better help our maturing members maintain a regular schedule of exercise that can improve their overall quality of life. We invite our senior community to join us and experience fitness, disease prevention, social opportunities and fun at the Newberry Hospital Wellness Center."

The Silver&Fit program covers all classes offered by the Newberry Hospital Wellness Center. In addition, members can access all of the amenities available to regular club members such as fitness machines and weights. Qualified individuals or couples can call 803.405.7433 for specific information or a class schedule.

The Silver&Fit program is available to people who are Medicare-eligible and have purchased Medicare Advantage or Medicare Supplement coverage that includes the Silver&Fit program as a benefit. For more information about whether your Medicare plan includes the Silver&Fit program, please contact your health plan or 1-800-MEDICARE.

In the most recently completed survey of randomly selected Silver&Fit members, conducted by an independent research firm, 98 percent of respondents expressed overall satisfaction with the Silver&Fit fitness facility program and said they would recommend it. In addition, more than 76 percent of members said their participation in the Silver&Fit program has helped them make friends and improve their social network. Scientific evidence indicates that social and physical activity programs can improve emotional and physical well-being for older adults, as well as overall quality of life.

Since 2007, the Silver&Fit program has offered health plans evidence-based fitness and health education activities for their Medicare-eligible members and group retirees. The program provides eligible members with a fully or partially subsidized fitness membership through a broad network of more than 12,000 contracted fitness facilities nationwide, including national chains and YMCAs, as well as smaller, local community exercise centers. Silver&Fit reimburses fitness facilities on a monthly basis for all eligible and participating members.

About the Silver&Fit Exercise & Healthy Aging Program

The Silver&Fit program is an exercise and healthy aging program providing unique, evidence-based fitness and health education activities for Medicare beneficiaries and group retirees. Silver&Fit members have access to: no-cost or low-cost memberships at a participating, contracted fitness club or exercise center, or to the Silver&Fit Home Fitness program for those who prefer or need to work out at home; SilverandFit.com, a website providing health tools and resources specifically designed for older adults; *The Silver Slate* newsletter; and a toll-free customer service hotline. For more information, visit www.ASHCompanies.com or call 800-848-3555. Follow us on Facebook at www.facebook.com/SilverandFit. YouTube at www.youtube.com/silverandfit. Pinterest at www.pinterest.com/silverandfit, Twitter at @SilverandFit and Instagram at @SilverandFit.

The Silver&Fit program is a product of American Specialty Health Fitness, Inc., a subsidiary of American Specialty Health Incorporated (ASH).