

FAQ on Corporate Name Change

Why is Healthways changing its name?

As part of our transaction with Sharecare, Inc. in July, 2016, we sold the Healthways name, which was primarily associated with the population health services division of the company. We wanted to develop a new corporate brand to represent our focus which includes our SilverSneakers, Prime and WholeHealth Living solutions, and our commitment to developing products and services to enable healthier aging.

How does this change affect the SilverSneakers?

The SilverSneakers product will not be changing in terms of the services offered and the name will remain the same.

When will Participating locations and members see a difference in the SilverSneakers logo?

As part of our transaction agreement with Sharecare, we have until the end of 2017 to transition from the Healthways name. So, while we want to start using Tivity Health as soon and as often as possible, it will be an ongoing process. Our new logo will begin to appear on our website and other digital avenues early Q1.

What about other printed materials available through the portal or on the IRC?

Materials will be updated throughout 2017 and replaced on the IRC and portal as they are updated. Instructors and locations can continue to use documents available on the portal and IRC until new materials are available. Once materials are updated they will replace all existing documents currently on the portal and IRC.

Will Member ID cards be updated?

Member ID Cards will be updated as current inventory is depleted. We have been planning on replacements and have managed inventory carefully to make this switch happen as early as we can.

Will my day-to-day contact change as part of this brand transition?

There should be no disruption in service, including your primary contact. Your contact will continue to be the same person that you have always worked with.

Will this name change affect the kinds of products and services you offer?

The transition to Tivity Health will not impact or disrupt the service that our partners and members have experienced, or come to expect, from Healthways. We will continue to deliver in-demand solutions to help locations attract and retain members, and expert resources to create healthy opportunities and sought-after solutions.

Where can I learn more about the new brand?

Visit our new website at www.tivityhealth.com, and look for us on LinkedIn and Twitter.