



A new partnership designed to drive more Medicare-eligible consumers to YOU.



PlanEnroll's Partnership with Tivity Health SilverSneakers

For this program, PlanEnroll and SilverSneakers co-branded marketing is leveraged to drive consumers interested in the SilverSneakers benefit to a PlanEnroll landing page. This provides a unique opportunity to you as an agent to help these consumers find a plan with this benefit.

How do SilverSneakers leads come to you?

1. Consumers interested in SilverSneakers are directed to a co-branded PlanEnroll landing page to learn more about MA plans and the SilverSneakers benefit.
2. Consumers can submit their information so that you can reach out to offer assistance in finding MA plan options that includes the SilverSneakers benefit.
3. Consumers will receive automated follow-up emails, always directing them to you as their designated agent for guidance and enrollment.

Getting Started

How do you start getting leads for this program?

1. Complete the PlanEnroll training on Training.PlanEnroll.com if you have not already.
2. Complete the SilverSneakers-specific trainings to ensure your knowledge of the SilverSneakers program and its value to consumers. Find the trainings right at trainings.planenroll.com/tivity.
3. Register for a MedicareCENTER account (if you don't already have one) to access your personal agent website (pURL).
4. Register for LeadCENTER and create a Realtime Lead Campaign with lead type "SilverSneakers PlanEnroll (Realtime Lead)".
5. Click the "I'm Available" switch in MedicareCENTER or LeadCENTER to receive real-time calls or data leads.



That's it! You'll begin receiving inbound leads specific to the SilverSneakers program.

It's time to differentiate yourself. Get started today with this new opportunity.

