



# One Pass

Stand out from the competition by offering a total solution for members' physical, mental and social well-being.

Empower your members to live their healthiest lives with the industry's largest Medicare gym network, an extensive digital fitness library, and cognitive and social offerings to meet seniors' unique needs. With One Pass™, you can:



**Design the ideal fitness network** that meets your members' preferences, demographics and goals. Choose from more than 25,000 fitness locations, including on-demand digital and live streamed fitness classes as well as customizable workout builders.



**Differentiate your plan** with benefits tailored for seniors, including cognitive and social programs, plus services like healthy meal delivery.



**Get customizable** plan design, pricing and marketing support to build brand equity and make the transition from other fitness benefit providers seamless.

Count on a proven partner to attract and retain more plan members while lowering lower health care costs.

## 25K

**fitness locations**

Medicare members can access a best-in-class fitness network and an extensive digital library<sup>1</sup>

## ~13M

members have access to One Pass<sup>1</sup>

## 2.4X

more members surveyed who are aging in to Medicare perceive One Pass as the better solution vs. the leading competitor<sup>2</sup>

## 72%

of product users surveyed were more likely to renew their Medicare membership because of the One Pass benefit<sup>2</sup>

## \$250

less health care spend annually for One Pass members who use the benefit 2X/week<sup>3</sup>

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## Differentiating your offering is crucial

With a growing number of baby boomers aging in to Medicare, an anticipated rise in chronic conditions, and the impact of COVID-19, plans must evaluate whether their Medicare product is differentiated enough to stand out from competitors and meet seniors' changing behaviors and needs. Only One Pass offers:



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### Best-in-class fitness network and extensive digital library

- **Largest Medicare fitness network** in the industry with more than 25,000 gyms, including large national brands and small boutique studios
- **Thousands of on-demand digital fitness videos** and livestreaming fitness classes, plus workout builders to customize workouts and provide guidance on how to perform exercises
- **Multi-location access** allows members to use multiple gyms during the same month, with no waiting period



### Holistic health resources for physical, mental and social well-being

- **Complimentary personalized online brain training program** for improved cognitive health
- **Complimentary access** to 20,000+ virtual and in-person social activities and events<sup>1</sup>
- **Home kits** for strength training, yoga and dance for seniors who prefer working out at home
- **Delivery of healthy meals** designed by chefs and dietitians to support nutrition needed for common health conditions and dietary preferences



### A proven partner to deliver results

- **Customizable network and pricing** help you choose the most cost-effective program for your members based on use
- **A proven track record effectively of transitioning members** from competitive brands
- **Expertise in engaging members** with comprehensive marketing campaigns and a mobile-responsive web experience

1. One Pass internal analytics/book of business 2022.
2. UHG, RenewActive Tracker, Wave 2 Report, March 2020 (based on participant interviews).
3. RenewActive value study, July 2020 (average savings).

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