



# Our Prime<sup>SM</sup> Partnership

Together we form a strong partnership to improve the health and well-being of your community.

Only about 15 percent of the US population belongs to a fitness and wellness center, YMCA or health club.\* The purpose of the Prime network is to engage the other 85 percent.

The Prime network reaches new members by connecting our partners with national health plans and employer groups through fully integrated health improvement programs.

## What are the benefits of participating?

- Compensation based on program participation
- Zero cost to acquire new members
- Greater potential to draw additional membership sales in your community
- Opportunity for supplemental revenue (massage, personal training, etc.)
- Marketing and public relations support
- Online reward program to encourage frequent member participation

## Did you know?

- There is **no additional cost** to eligible members to participate in the Prime network.
- Since joining Prime, **77%** said their overall health has improved and **67%** said their diet is healthier.
- **95%** of members said that they are likely to continue participating in Prime.

*Prime 2006 Member Satisfaction Survey*

## What do you have to do?

- Enroll new Prime members and provide a basic membership
- Provide an initial 30-minute training session or personalized orientation session
- Report utilization weekly using either the electronic tracking device provided or your current tracking system



\*IHRSA Profiles of Success, 2006