



One Pass

Stand out from the competition by offering a total solution for Medicare 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. Over 15 million people will have access to One Pass™ by 2024. With One Pass, you can:



Design the ideal fitness network that meets your members' preferences, demographics and goals. Choose from more than 26,000 fitness locations, including on-demand digital and livestreamed 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 health care costs.

26K+

fitness locations

Medicare members can access a best-in-class fitness network and an extensive digital library¹

2.4X

more members surveyed who are aging in to Medicare perceive One Pass as the better solution vs. the leading competitor²

72%

of product users surveyed were more likely to renew their Medicare membership because of the One Pass benefit²

\$250

less health care spend annually for One Pass members who use the benefit 2X/week³

Optum

The evolving landscape of senior health

It's estimated that 7.8% of deaths among adults ages 70 and older can be attributed to physical inactivity.⁴ And the percentage of older adults with multiple chronic conditions increased from 46% to 52% between 2020 and 2021. Health plans must evaluate whether their Medicare fitness offerings are meeting their seniors' changing physical, social and cognitive needs.

Here's how One Pass can help:



Best-in-class fitness network and extensive digital library

- **Largest Medicare fitness network** in the industry with more than 26,000 gyms, including large national brands and small boutique studios
- **15K+ 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** to allow 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
- **Ability to stream fitness** classes and online workout videos through Smart TVs*
- **Complimentary access** to 90,000+ virtual and in-person social activities and events¹
- **Home kits** for strength training, yoga and dance for seniors who prefer working out at home



Meal and grocery delivery services to make it easier to prioritize nutrition

- **Delivery of healthy meals** designed by chefs and dietitians to support nutrition needed for common health conditions and dietary preferences
- **Free membership** for grocery and household delivery services through leading retailers*
- One Pass experience on **youronepass.com** making ordering grocery and household essentials easier for members



A proven partner to deliver results for Medicare beneficiaries

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

Visit optum.com/onepass or contact your One Pass sales representative for more information.

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).

4. [America's Health Rankings Senior Report 2023](#).

* Coming soon to One Pass plans.



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