



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. With One Pass®, you can:



Design the ideal fitness network that meets your members' preferences, demographics and goals. Choose from more than 28,000+ 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.

28K+

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

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The evolving landscape of senior health

56 million Americans are 65 and older, with projections estimating that the population of older adults will grow to 94.7 million in 2060.⁴ Currently 1 in 5 older adults in the United States have at least one chronic health condition⁵. 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 28,000+ gyms, including large national brands and small boutique studios
- **42K+ 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 2023.
2. UHG, RenewActive Tracker, Wave 2 Report, March 2020 (based on participant interviews).
3. RenewActive value study, July 2023 (average savings).
4. [Administration on Aging, 2021 profile of older Americans.](#)
5. [National Council on Aging, The inequities in the cost of chronic disease: Why it matters for older adults.](#)

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