



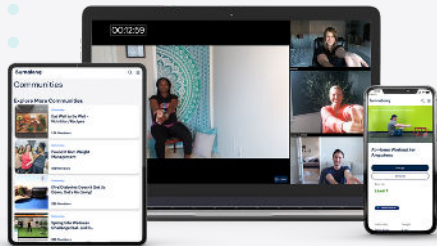
# Digital + In-person Health Solution with over 10,000 fitness locations nationwide

**burnalong**



## WHO WE ARE

We are an end-to-end digital and in-person health and wellbeing solution for your members. We combine our industry-leading platform with immersive experiences, and ongoing enablement, to drive meaningful impact for your health plan.



## WHO WE HELP

Corporations (from Fortune 100 to local brands), government, municipalities, health plans, and health systems.

## WHY WE ARE DIFFERENT

### 1 Choice, diversity, and locality

**50,000+**

On-demand  
and live classes

**10,000+**

Fitness  
locations<sup>1</sup>

**7,500+**

Local  
instructors

**70+**

Holistic  
categories

### 2 Social connection

**Group classes**

**Supportive communities**

**Digital accounts for family & friends**

### 3 Personalization and insights

**Measure engagement**

**Track enrollment**

**Category trends**

**AI-powered experiences**

### 4 Inclusive

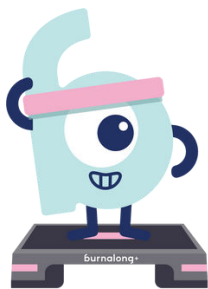
**Adaptive programs**

**Multilingual support**

## INTRODUCING **burnalong+**

Combining digital and local fitness, health and wellbeing in one holistic offering.

Burnalong offers a hybrid wellness solution, with access to in-person fitness locations and live, local and on-demand classes. Members no longer need to choose between in-person or virtual-only options.



### 10,000+ fitness locations

Access our world-class network of highly recognized brands.

### Multi-location access

Members can access any participating location with one membership.

### Market differentiation

Plan can subsidize part, all, or none of the membership fee.



[www.burnalong.com](http://www.burnalong.com)



[info@burnalong.com](mailto:info@burnalong.com)



(855)494-6377



"Our agency's mission is to take care of America's healthcare, therefore, we too must be well."

Michele Saggese, Centers for Medicare & Medicaid Services



## WHY PLANS CHOOSE US

### Member Satisfaction

Class reviews are analyzed regularly to ensure members are loving classes and programs. 4.6 out of 5-star rating.

### Holistic Health

Programming addresses physical, emotional, nutritional & social support.

### Care Management

Distinguished Health Enhancement Programs provide members self-directed classes in between visits.

50,000+ On-demand & live classes + 10,000+ Nationwide fitness locations

## KEY RESULTS

3X more engagement than industry-standards

39% of classes taken are non-fitness categories

68% of users self-describe as "struggling" at start

## HOW IT WORKS

- 1 Identify your population (Risk/ASO/ACA).
- 2 Leverage our turnkey marketing playbook for enrollment and engagement.
- 3 Group reporting, data deep-dives, trend analysis, & actionable insights for teams.



## WHAT BURNALONG DELIVERS VS. COMPETITORS

- Single, holistic solution for virtual and in-person fitness, health and wellbeing, for everyone
- Digital sub-accounts for family and friends
- A platform built for social support and motivation: live and group classes with option to invite family and friends and interest and condition-based support communities
- Content as diverse as the interest of your members, focusing, impacting DE&I
- Beyond basic reporting with trend analysis on individual or line of business
- Members are supported in classes and communities by instructors and users with similar interests and demographics

- ① Access to Fitness locations provided by Tivity Health Services, LLC, an affiliate of Burnalong, Inc. Fitness locations are not owned or operated by Tivity Health or its affiliates. Burnalong+ Subscription with fitness location access option entitles subscriber to use the fitness location facilities and amenities available to the holder of a basic membership at the fitness locations. Facilities and amenities vary by location.
- ② Facilities and amenities vary by fitness location. Check with participating fitness location for hours of access.

**burnalong+**