

**KEY HEALTH CARE PROPOSAL**

**INTRODUCTION**

Creating Advantage  
Packages & Pricing

**BENEFIT DESCRIPTIONS**

Functional Fitness  
Doctors Online  
Online Wellness

**ADMINISTRATION**

Member Experience  
Implementation Guide  
Contact Us

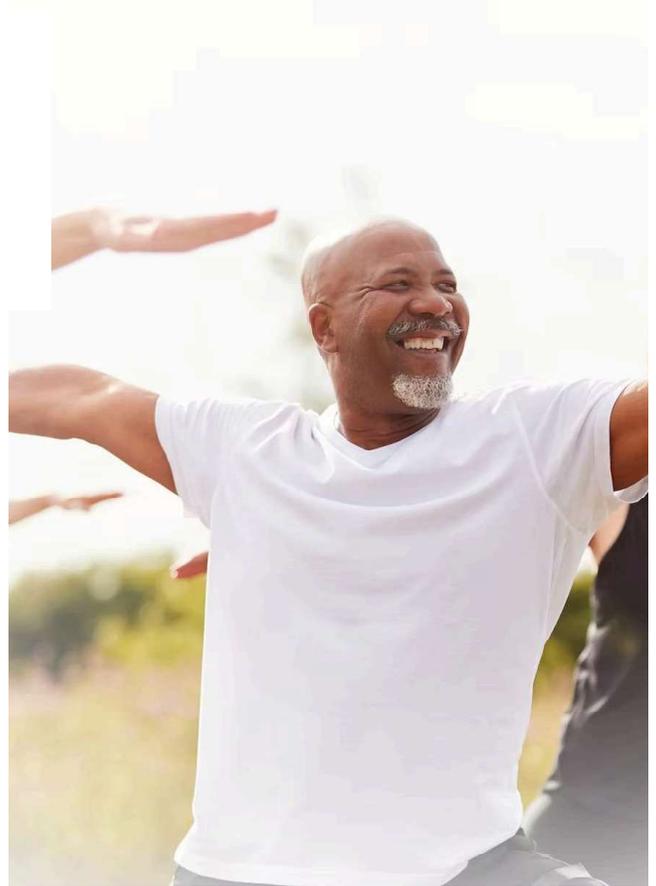
**Creating Advantage**

**Fitness Partnership Proposal**

Prepared for:



Prepared By:  
Hilda Morris, Executive Director, MHA/MBA



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## Packages & Pricing

### Wellness Program Virginia Market

Functional Fitness  
Online Wellness  
Doctors Online

### Pricing

Functional Fitness Class  
**\$37.50** Per Session  
Program Administration  
**\$30.00** Per Month  
Online Wellness Benefit  
**\$7.50** Per Member Per Month

## ADDITIONAL TERMS | SCOPE OF SERVICES

### Key Health Care will:

- Manage Staffing – Recruit, hire, and supervise qualified employees to deliver the program.
- Provide Compensation & Benefits – Pay staff wages and cover all associated payroll obligations.
- Establish Facility Partnerships – Identify and contract with nursing homes, assisted living facilities, and other appropriate sites where the program will be offered.
- Handle Administrative Responsibilities – Provide HR support, scheduling, and operational oversight.
- Maintain Insurance Coverage – Carry appropriate liability and workers' compensation insurance to protect staff and participants.
- Deliver Key Health Care's Functional Fitness Program – Provide our evidence-based program powered by SilverSneakers® and One Pass, designed to improve mobility, strength, and overall wellness.

### Co-Branding & Program Recognition

The program will be presented as Key Health Care's Functional Fitness Program – in Partnership with Firebush.

- Key Health Care will maintain program branding and quality standards to ensure consistency and recognition across all delivery sites.
- Firebush will be acknowledged as the funding partner in all marketing materials, grant reports, and community announcements.
- This co-branded approach maximizes community recognition for Firebush while preserving Key Health Care's ability to measure, replicate, and scale outcomes across multiple markets.



### Firebush's Role

We respectfully request that Firebush:



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- Write and Manage the Grant – Secure funding for the Virginia in oversee compliance reporting.
- Provide Program Exclusivity – Grant Key Health Care exclusivity delivery of the Functional Fitness Program within the Virginia market to ensure quality and consistency of service.
- Approve Program Model – Review and approve the staffing plan, facility partnership strategy, and service delivery approach.

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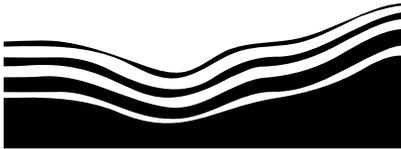
## Financial Agreement

Key Health Care will submit monthly invoices to Firebush for the staffing, facility contracting, and program delivery costs incurred in fulfilling this agreement.

## Partnership Benefits

By partnering with Key Health Care, Firebush will:

- Expand its impact into Virginia without managing staff, contracting, or operations directly.
- Gain visibility and recognition as the primary funding partner through a co-branded initiative.
- Demonstrate measurable health outcomes for grant funders through a proven wellness program.
- Position the initiative for scalability, with the option to replicate this model in other markets.



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## Functional Fitness



### DESCRIPTION

The Key Health Care Functional Fitness Program is designed for everyday living helping participants stay safe, strong and independent! Each session consists of 8 classes, tailored for seniors and those new to fitness.

### PREVENTING FALLS

Preventing falls starts with building strength and balance. At Key Health Care, we offer a Functional Fitness class designed to support overall strength, balance, and flexibility - key components for maintaining independence and performing daily activities with confidence.

- Functional Fitness will help you move better, feel stronger, and stay active in your daily life. Each session focuses on functional fitness, fall prevention and confidence-building movement.

### IMPROVED FUNCTIONAL FITNESS & MOBILITY

Regular physical activity helps maintain and improve balance, strength, flexibility, and endurance, which are critical for performing Activities of Daily Living (ADLs).

- Studies show that functional training (like what's offered in SilverSneakers® Classic) reduces the risk of falls and supports independent living.

*Source: CDC, National Institute on Aging (NIA)*

### STRENGTH - WELLNESS - FLEXIBILITY

- Everyday Activities (like lifting, walking, reaching)
- Strength, Flexibility & Balance
- Brain-Body Connection & Coordination
- No Cost for Medicare-approved Members (low cost for others)



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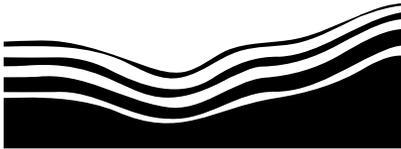
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The Key Health Care Functional Fitness Program provides a welcoming environment for older adults seeking to improve their health through flexibility, balance, and brain-body coordination. As a participating Classic fitness center, Key Health Care offers guided classes and supportive resources that promote physical activity as a powerful tool for maintaining independence, enhancing well-being, and fostering social connection.

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## Doctors Online



### DESCRIPTION

Your members have access to a team of medical professionals by email or smartphone app. Doctors Online gives members a trustworthy place to get their healthcare questions answered through a secure website. It's the fast, easy way for members to get health information from a resource they can trust.

- 24/7 access to doctors, pharmacists, psychologists, dentists, dieticians and more
- Responses within a few hours
- Articles, videos and Health Encyclopedia
- Secure Personal Health Record
- Unlimited, confidential services include the immediate family

### HOW IT WORKS

Members login to the website and submit questions for a response within 24 hours

### DISCLAIMERS

Emergency questions and situations should not be directed to Doctors Online. Prescriptions are not included and will not be prescribed.

### FAQ

What services are included?

You can email board-certified physicians, psychologists, pharmacists, dentists, dietitians, fitness trainers, alternative medicine doctors, and eye doctors for help with treatment options, behavioral health questions, nutrition, fitness and more.

Are there any services Doctors Online does not provide?

Emergency issues and prescribing medications are excluded.

Am I charged for each new question?

No. You can use this benefit as often as needed.

Will the medical information I share remain confidential?



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Health records are kept private and protected.

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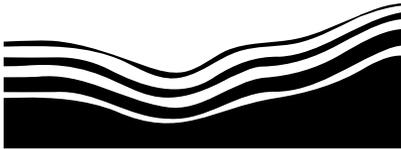
## MEMBER TESTIMONIAL

*"I received test results in the mail from my doctors showing some abnormal results. I was not sure if it was something I should be concerned about, so I emailed Doctors Online to get some advice. The doctor sent me an email asking for some additional information about my test results and then sent me an email explaining the results. He also told me there was nothing to be concerned about at this time and to have the test performed again in 12 months. This saved me the expense and time of another doctor appointment."*

**- Marti P. from Texas.**

## BENEFIT PROVIDER BACKGROUND

eDocAmerica's founder, Dr. Charles W. Smith, Executive Associate Dean of Clinical Affairs in the College of Medicine at the University of Arkansas for Medical Sciences (UAMS), has practiced family medicine more than 30 years. During his practice, Dr. Smith discovered communicating with patients prior to office visits could eliminate the need for office visits by approximately 30%. Through the Internet, Dr. Smith realized patients could have the opportunity to ask questions and receive answers prior to a physician's office visit which could be considered as a "cyber visit" or a "pre-visit office visit." Dr. Smith developed the company's business concept and operated the company as a single member Limited Liability Company (LLC) beginning September 15, 1999, while serving at the UAMS. In March 2000, the Board of Trustees of UAMS granted the company an exclusive license to use the intellectual property which underlies the company's service model. Effective March 1, 2000, the company became a multi-member LLC and changed its name to MD Online, LLC, d/b/a eDocAmerica.



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## Online Wellness



### DESCRIPTION

**Start improving your health today with our comprehensive Online Wellness Program.**

This program is designed to support your overall well-being by giving you the tools, guidance, and resources needed to make lasting lifestyle changes. Whether your goals include losing weight, getting fit, eating healthier, quitting tobacco, reducing stress, managing health conditions, or simply building better daily habits, the Online Wellness Program provides practical, accessible support every step of the way.

**Through the program, you will enjoy:**

- Personalized workouts and activity plans tailored to your fitness level and goals
- Expert health tips and guidance to keep you motivated and informed
- Thousands of educational articles and resources on nutrition, exercise, stress management, sleep, and more
- Easy fitness device integration to track your steps, workouts, and progress seamlessly

**The Online Wellness website also includes valuable interactive tools and features:**

- Prioritized To-Do Lists to help you stay focused on your next healthy steps
- Confidential Personal Health Profiles to track your information privately and securely
- Self-Guided Online Workshops on a variety of wellness topics, available at your own pace
- Progress Trackers so you can celebrate milestones and measure improvements over time
- Interactive Competitions and Campaigns to engage with others, stay accountable, and make wellness fun



With these resources at your fingertips, the Online Wellness Program to take control of your health and create a personalized path toward a happier life.

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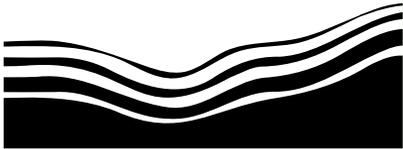
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**Member Experience**

Member/Employee engagement is vital to the success of strong benefit programs. We create touchpoints in every format to make sure we deliver the right message, at the right time.

**Member Support**

When members need additional assistance with their benefits, our Dallas-based Member Support team is available by phone Monday to Friday 7:00 am to 7:00 pm CST and Saturday 8:00 am to 5:00 pm CST.

**Mobile App & Web Portal**

Our mobile app and web portal streamlines benefit delivery, providing members easy and convenient access to benefits on-the-go. The app and portal can be customized to your brand, with your logo and colors present on every page.

Engage members with their benefits and increase utilization through custom notifications and benefit reminders. On the mobile app and web portal, members can find the necessary information to use their benefits, add dependents, and ask for help from BEN, the Benefit Expert Navigator chatbot.



**WHITE LABEL**

Customize the app with your logo and brand colors\*



**ENGAGEMENT**

Engage members with custom push notifications



**ARTIFICIAL INTELLIGENCE**

BEN is our AI-enabled chatbot, providing on-demand information and support



**DATA & ANALYTICS**

Better understand member behavior through enhanced utilization data and analytics.



**Mobile App & Web Portal Features**

My Wallet



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Store and view all benefit cards in one place with My Wallet. Members easily insurance cards with a quick picture, and change the order of cards to fit the When they need to access a phone number or present the card to a provide the card and flip it to the front or back.

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### Dependent Access\*

Members can add their spouse and legal dependents to their account and they'll be able to use the benefit program, too. Dependents 18 and older can create their own unique logins under the primary member's account. Invite them to create a profile and they'll receive an email to get started.

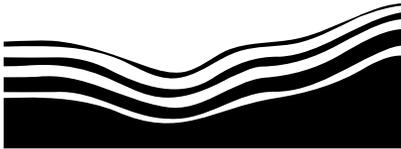
### Price Transparency for Dental Care

If your package includes Dental powered by Aetna Dental Access, members can use the app to determine procedure costs before going to the dentist. With this tool, members can see exactly what participating dentists are charging for services with the Aetna Dental Access discount. Members determine costs before scheduling an appointment and enjoy more control over what they pay.

### Personalized Membership Kit\*

Members are mailed a personalized membership card and booklet, which explain how to use their benefits and provide necessary phone numbers and websites for access. The card and booklet can be customized to your brand, ensuring recognition and consistency for your members.

\*This feature incurs an additional cost | Dependent Access Does Not Apply To Functional Fitness



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## Implementation Guide



### 1. SUBMIT LIST BILL AGREEMENT

Complete and sign the List Bill Agreement reflecting the package selection and billing information. The signed agreement can be emailed to the Account Executive (AE) listed on the form, then the setup process begins. If benefits are employee-paid, you will need to either have a payroll deduction form completed by each employee or we can provide information to be integrated into your existing benefit enrollment platform.

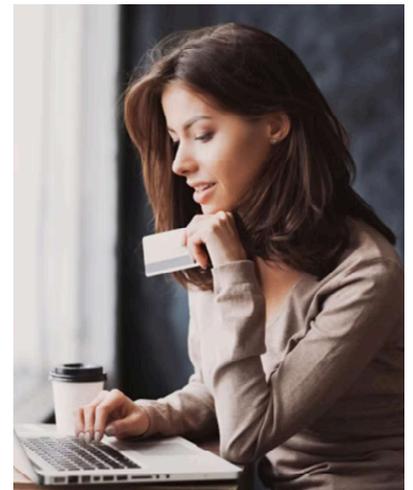


### 2. ELIGIBILITY

For service-based programs where membership is open and the administrator does not determine eligibility in advance, no eligibility file submission is required. Instead, members gain access as they enroll, and eligibility is verified directly through the online platform. Program administrators may view enrollment activity and status updates in real time via the Client Portal.

## BILLING

- Key Health Care bills in arrears. You are invoiced for all members active the last day of the month.
- The invoice is emailed on the first business day of the month to the Billing Contact provided on your List Bill Agreement. Your Account Coordinator will email the Billing Contact to verify his/her email address and reinforce key points of the contract.
- Payment is due by the 20th day of each month. We accept payment via check or ACH; recurring monthly payments are also available. If payment is not received by the 20th of the month, we will send a reminder notice.
- Don't let your group be deactivated for nonpayment. The deactivation and reactivation process can impact an employee's access to a benefit when they need it.



## TIMELINE

The implementation timeline begins upon receipt of the List Bill Agreement. Key Health Care requires approximately four weeks to complete setup before membership materials can be printed and shipped. During this four-week period, eligibility information will be available through the online app. Please note that membership cards are available at an additional cost.

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If you have any additional questions or comments, feel free to contact me with the information below!



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