



Program Name: Rally Pass

Program Summary:

- Eligible Rally Pass members will receive access to your fitness center at no cost to them. This includes access to any programs, services, and/or classes that would normally be included in a basic membership.
- Fitness center will waive all enrollment/joiners' fees.
- Participating fitness center will receive payment based on member's monthly usage as outlined below.

Financial Model: If the eligible member attends at least 1 time per calendar month, the Anytime Fitness club will receive a flat payment of \$30.00, per member, per month.

Additionally, Anytime Fitness clubs will receive one-time payments for one of these scenarios for each Rally Pass member, (but not both):

- **A \$35.00 one-time payment for new Anytime Fitness members.**
If the eligible member is a new member with Anytime Fitness, clubs will receive a one-time \$35.00 enrollment/key fob payment per applicable member. *This payment will not apply to current members. See more below.*
- OR --
- **A \$100.00 one-time conversion payment for current Anytime Fitness members.**
If the eligible member is an existing member with Anytime Fitness, clubs will receive a one-time member conversion payment of \$100.00 per applicable member.

Who is eligible?: Training and details on member eligibility coming soon! Check back in the Fall of 2021.

Usage Collection: Healthy Contributions automatically extracts usage from Club Hub after the 5th of each month.

Return of Payment: Payment is expected at the end of each month following the member activity period. Return reports are also made available at this time.

Example: Visits in January are paid out at the end of February.

Monthly Processing Fees: Participation in Rally Pass is free to every Anytime Fitness. Processing fees normally charged to the facility are paid for by Optum under this program.



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Liability Waiver: It is important to have all Rally Pass members sign off on your facility's standard liability waiver. Club staff should keep the signed liability waiver, along with the member's other membership documentation in a secure location.

For additional support:

Watch your email for training opportunities this fall.

Processor Contact:

Healthy Contributions

rallypass@healthycontributions.com

Fax: 651-438-5196

Jump to:

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Program Member Conversion Policy

If a current member is eligible to participate in the Rally Pass program, Club Hub allows clubs to convert standard memberships into PPV memberships. More information can be found in the FAQ section.

The conversion policy applies to program members who are current members of your location. These members can convert their membership and all payment associated with that membership for the term of your location's relationship with Rally Pass. The program member pays no monthly dues, cancellation fees, or other fees during this period.

To initiate the PPV conversion, program members must provide their eligibility information for the Rally Pass program and re-enroll under the steps outlined in this guide. Individuals who wish to enroll in the Rally Pass program but currently have a membership at your location will receive basic membership privileges. However, Rally Pass members must arrange payment for any additional services contracted under their previous membership.

Converting a Current Full-Paying Membership:

How do I convert my current full paying memberships into PPV memberships?

Club Hub will allow you to convert an existing ABC Contract Member to a PPV type member by clicking the 'convert' button and selecting the PPV option. You will need to enter the member's Healthy Contributions PPV Code.

Entering PPV Members into HealthyContributions.com

A member participating in Rally Pass must be entered into Club Hub with a unique tracking code generated by Healthy Contributions. Because of this, it is recommended that these members are entered into HealthyContributions.com *before* editing the member in Club Hub.

Take the steps below to enter a PPV member into HealthyContributions.com:

New Rally Pass members should fill out a regular ABC agreement to sign off on your club's liability clause.

Once Logged into HealthyContributions.com select *Add New Member* in the upper left-hand corner.





- Step 1: Create New Member – complete all required fields.
- Step 2: Plan Enrollment – Select the member’s plan and enter in the member’s unique Confirmation ID number.
- Step 3: Facility Details – Select “Single” as Membership type and complete all required fields including key fob #.
- Step 4: Click Submit to complete adding a member.

On the step 4 confirmation page, a green box with “Unique Healthy Contributions PPV Code will display.” This code will need to be entered into Club Hub under the *Pay Per Visit Program* membership type.



To Convert an Existing Member Account to A PPV Account in Club Hub

For an existing member to be converted to a PPV member, the club must have the member’s first name, last name, HC Code, and the Key fob number.

For example: converting a contract member to a PPV member.

To convert an existing member account:

1. Locate the account and open the **member detail** window.
2. Click the **CONVERT** button at the bottom of the window.



3. Select the membership type and complete its details as needed.
4. Click **CONVERT LEAD**.



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CONVERT TO MEMBER

1. select a membership type

healthy contributions code

ENABLE TANNING [add member to healthy contributions](#)

Will converting these memberships automatically cancel these memberships with ABC?

- Yes, converting members in Club Hub with the Healthy Contributions PPV code will automatically cancel the member's agreement in ABC.
- The ABC agreement will be canceled, but the member will be able to reuse the same key, and it will not affect reciprocity.

PPV Transfer Automatic Process:

Healthy Contributions' transfer formula is based on calendar months, not 30-day periods. Pay-per-visit (PPV) members are transferred if they meet the requirements of one of these two scenarios:

Scenario One: Visits within a Calendar Month

1. A member must have a **minimum** of 4 uses at ANY club within a calendar month
—AND—
2. More than 50% of those visits must be at the club they are transferring to (i.e. the **Transferring To** club)
—AND—
3. Both rules must be met for TWO consecutive calendar months

Scenario Two: Visits within 3 Calendar Months

1. A member must have a MINIMUM of one visit per month over 3 calendar months
—AND—
2. 100% of those visits must be at the club they are transferring to (i.e. the **Transferring To** club)

PPV Transfer Rules and Restrictions

Healthy Contributions PPV transfer requests will follow the same policy that the Customer Solutions team has in place:

If a member requests to transfer their home club before they are eligible for an automatic transfer, both the member's home club and transfer club must work together. Member written/verbal consent will no longer be accepted by Healthy Contributions.





If a member is transferring due to their home club closing, the transfer form will need to be filled out by the club, signed by the member, and then sent to customerservice@healthycontributions.com.

- Some PPV members may be required by their program provider to inform them that they (the member) have been transferred to a new home club. Please speak with all PPV members that transfer into your club.
- There are a couple of restrictions that could render a PPV member ineligible for transfer:
 - If member is eligible for transferring but the 'Transferring To' club doesn't participate in the plan the eligible member has
 - If member is eligible for transferring but 'Transferring To' club is not enrolled with Healthy Contributions
- As a courtesy to your incoming member, it is strongly recommended that you contact them to personally welcome them to your club. At this time, you can discuss:
 - HMO participation – If the member is participating in an HMO reimbursement program, inform them they need to be removed from the previous club's enrollment before they can re-enroll at your club. Having a member enrolled at both clubs can result in no reimbursements being issued. For further details, please contact Healthy Contributions.
 - Pay-per-visit participation – Ask the PPV member if they are required to inform their provider about the club transfer. If their provider requires this notification, not doing so may result in the club not receiving compensation for their visits.

PPV Member Relocation Rules

A PPV member relocation transfer can be initiated when a PPV member relocates more than 10 miles from their last residence and wants to select a new home club.

Note: This type of transfer must be member-initiated.

To complete a PPV member transfer, the PPV member and club must fill out the [PPV Member Transfer Form](#) and email it to CustomerService@HealthyContributions.com.

Processing PPV Transfers

PPV transfers are automated and Healthy Contributions manages them in a monthly batch process. The automatic transfer process runs from the 7th to the 10th of each month and reviews each PPV member's usage for the previous month usage rather than in real-time.

Clubs are not able to transfer PPV members using the Club Hub transfer lists in the usual way. Instead:

- Healthy Contributions emails the club to notify them of who has transferred in or out
- Healthy Contributions notifies the non-participating club to invite them to participate in the PPV program needed to accept the transferring member and/or to enroll with Healthy Contributions



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- Healthy Contributions notifies the PPV member's 'home' club letting them know of the visits made at the non-participating club

⚠ Note

- The 'Transferring To' club may be subject to Healthy Contributions fees based on the program the transferring member is eligible for.
- Non-market clubs and clubs opted out under the Tivity Health programs do not receive automated transfers.

Reporting can be found on the Healthy Contributions dashboard.

Club Marketing Guidelines:

Marketing is an important part of operating a successful business, which is why we have included some tips on marketing Rally Pass in your facility.

Use of logo information

- It is not advised to use the program provider's name, logo, or likeness, in circulars, advertisements, web content, or other forms of solicitation without the expressed consent of that program provider.
- Please check the Healthy Contributions Resource Center for any pre-approved Rally Pass marketing materials.
- If you have questions about marketing this program, please contact Healthy Contributions at rallypass@healthycontributions.com.

Inquire with prospective members concerning which insurance provider they currently have

- Prospective members may be intrigued to learn that your facility participates in Rally Pass.

Word of mouth

- Be sure to thoroughly explain the program details to your members. The participating members will be your biggest advocate and asset!
- Encourage your Rally Pass members to refer their friends and family to your club.

Offer promotional Rally Pass Member days

- Post fliers around your facility offering a day for members to come and learn about your facility.
- Offer small refreshments to those in attendance.
- Explain to those in attendance the importance of fitness and the benefits of choosing a healthy lifestyle.



Cancellation Policy Information

Member Cancellations

- Each facility is required to have prearranged member cancellation policy in place.
- It is important that the facility knows that they can only expect to receive a payment for the members' visits that were made on the last month of their membership.
- Please ensure that the members stay in the Healthy Contributions web portal until the last month's payment has been received. Failure to adhere to this may result in non-payment.

Facility Cancellations

- The National Agreement between Anytime Fitness and Optum stipulates participation through 2023.
- If an Anytime Fitness location terminates its participation in Rally Pass prior to December 31, 2023, an early termination fee equal to the amount, if any, received as a program incentive payment must be paid back to Optum.
- At any time, a 120 notice of cancellation is required.
- If you wish to cancel; please provide a cancellation notice to Healthy Contributions in writing by emailing rallypass@healthycontributions.com. Healthy Contributions will send you a confirmation email once approved. Please note that cancellation is not active until an email confirmation is sent back to the club. The facility is responsible for notifying participating members of program cancellation.

Facility Closures

- It is the owner's responsibility to notify Healthy Contributions when the facility is closing. A 30-day notice is required.
- The facility must email their closing notice to: rallypass@healthycontributions.com, or fax to: 651-438-5196.
- Members can locate and re-enroll in Rally Pass at another participating location. Members can contact their insurance provider directly for a list of participating locations.
- It is the facility's responsibility to notify all members of the club closure.

FAQs:

About Optum and the Rally Pass Program

Q. Who is Optum?

A. Optum is a health information technology and services firm that is part of UnitedHealthcare Group (UHG). It provides technological, operational, and consulting solutions and services to individuals, healthcare organizations, pharmaceutical companies as well as the federal and state governments.



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You may be familiar with them already because they are also the administrator of programs that Anytime Fitness locations participate in now and in past years:

- Renew Active (a PPV program that pays \$4.50 per visit up to \$36.00 per month).
- AARP Medicare Supplement (this program sunset at the end of 2019 but was a hybrid PPV program where members paid 50% of your club dues and then you were paid the remaining 50% if they attended at least 4 times per month).
- UnitedHealthcare Fitness reimbursement program (this program sunset at the end of 2018 but was a program where members paid full dues and received a \$20.00 reimbursement).

HC has worked with UnitedHealth Group and Optum since 2009 to process the programs that they administer from Medicare programs to commercial and everywhere in between.

Q. Will Rally Pass be offered by one insurer, multiple insurers, all health insurers? Or will it be offered to a company that accepts people from certain insurers?

A. At this time, Rally Pass is only being offered by one insurer which would cover certain individuals under eligible UnitedHealthcare plan(s). However, Optum has noted that there is potential for this program to be available to plan holders outside of UnitedHealthcare.

Q. How does Optum find the “clients”?

A. Optum sells Rally Pass to interested UHG groups.

Q. Will Rally Pass be available across the USA? Or will it only be available in certain states?

A. In our experience, Optum program launches have incrementally rolled out on a state by state basis (ex: Renew Active). This is not the case with Rally Pass, as it will be launched nationwide.

Q. How will Optum advertise Anytime Fitness as part of the Rally Pass program?

A. Optum does a great job educating their members about their fitness benefits. Not only will Optum create dedicated marketing materials for club use—posters, flyers, window clings, etc.—Optum will also handle member communication efforts via targeted emails and letters. Optum also recruits member ambassadors to educate other members on their fitness benefit.

Q. Is this deal limited to Anytime Fitness or are multiple gyms involved?

A. We know that other non-AF gyms are being invited to participate in Rally Pass. However, Optum is only offering the \$1,500 up-front payment to Anytime Fitness locations—which is the highest payout they’ve ever made to a fitness company ever! The need our huge network to be



a part of their program to show the program's viability and to prove that fitness improves the lives and health outcomes of their target demographic—people with chronic conditions.

Member Eligibility & Cannibalization

Q: How can I tell if a member is eligible?

A: Details and training on eligible members will become available in the Fall of 2021. Once Optum begins selling Rally Pass, HC will have more information available to clubs—including how many eligible lives are in your zip code.

Q: What if a current member of my facility is eligible for a free membership through Rally Pass?

A: The club will be able to convert the member to a PPV member in Club Hub after adding the member to Healthy Contributions. This would trigger the \$100 member conversion payment to the club. The member will not pay any monthly dues, cancellation fees, or other fees. The facility shall not refuse or dissuade eligible members from participating in the program.

There may be also be cases where a Healthy Contributions member could be switching from a different PPV program to Rally Pass. In this case, the \$100.00 conversion payment would be also be triggered and paid out to the club.

Q: What time frame is Optum committing to paying clubs \$35 for enrollment/\$100 for conversions? Are these payments limited? Do clubs have to commit to one or the other?

A: This payment commitment is included in the contract that goes up until 12/31/2023 and is not limited to a certain number of members in either category. Clubs also do not need to pick one payment over or the other, you get both!

For the \$100 conversion payment: HC will run a monthly query in the database which will look at newly enrolled Rally Pass members and compare that to members in the database with a first name, last name, and key fob match. If the query finds that a newly enrolled Rally Pass member existed historically in the database, that will trigger the \$100.00 conversion payment. **This conversion definition will cover any existing member in the database at the time they are converted to the Rally Pass program.**

For the \$35 new member payment: The same query will cover new members too. If the query finds that a combination of first name, last name, and key fob are new to the database, that will trigger the \$35.00 payment.



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Q. If the member opts OUT of Rally Pass or become ineligible, will the club be given notice BEFORE the member turns red in HC? At this point, do clubs have a chance to sell these ineligible members a new membership?

A: If a member become ineligible, clubs will be notified via email. These members will also show up in your monthly return reports in your HC dashboard. In HC, the member will turn red, but their key fob will not turn off until the very end of that month.

Ex: A member becomes ineligible sometime in the month of May, clubs will be notified of this around June 15th. The member will turn red, but their key will still work through June and clubs will still be paid for all of June usage. Come July, this member's key fob will turn "off", and the member will no longer have access to your club.

Q. Are clubs able to sell ineligible members a new membership?

A: Yes! Once the member is no longer eligible for Rally Pass, and provided the member isn't eligible for any other PPV program, clubs can sell them a regular membership. In fact, we encourage this!

Q. If clubs feel overwhelmed with the number of Rally Pass members, can clubs cap the number of Rally Pass members that the club enrolls while continuing the program for those still enrolled?

A: No. Optum asks that if you're in, you're all in. There is no non-market status or ability to cap the number of members at this time, but we can certainly watch for this and make requests for future negotiations based on volume and franchisee feedback. If you do choose to opt out before December 31, 2023 then you will be required to return the \$1,500 program incentive payment.

Q. What if Rally Pass takes away too many of my full-paying members? Do I have to continue the program?

A: To further ensure protection against cannibalization, Healthy Contributions and SEB negotiated success criteria that Optum needs to meet. Optum agreed to measuring and achieving key benchmarks including <5% member cannibalization rates and franchisee satisfaction rates - top 2 box 70%+ in 2022. If Optum does not reach these benchmarks, we can discontinue our participation in the program, as a system, in 2023.



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Managing the Rally Pass Program at a Club Level

Q. Can I require that Rally Pass members visit my facility to meet a minimum visit requirement to continue having access to my facility?

A: No. Rally Pass members cannot be required to meet a minimum visit requirement to continue to have access to the club.

Q. What can I charge the member for enrollment?

A. For this program, all enrollment fees and monthly membership dues must be waived for all Rally Pass members. *However*, you may charge members for any services that are not included in a basic membership—i.e. personal training, tanning, challenges, swag, etc.

Q. Can I charge a Rally Pass member a full membership rate?

A. No. These members will receive a free membership and then the club will be paid a \$30.00 flat rate as long as the member attends at least once per calendar month.

Caveat: If the member is no longer eligible for Rally Pass or any other PPV program, then yes, you CAN sell the member a new full-paying membership.

Q. What if I forget to enroll my member with Healthy Contributions?

A. The member must be entered into Healthy Contributions for the club to receive payment. The club can resubmit retroactive member usage for up to 2 months. For example, a January usage record can be submitted as late as April 5th.

Q. Are the member's visits counted from when they began the program or by calendar month?

A. Like most other PPV programs, member visits are counted by calendar month, regardless of when the member enrolled. **Example:** If a member enrolled on January 15th, clubs would still qualify for a full payment, provided the member visits the club at least once between January 15th and 31st of the month. Payment for this member would be paid out at the end of February.

Q. Should I have the Rally Pass members sign off on the facility's standard Liability waiver?

A. YES! It is important to have each member sign your facility's standard liability waiver upon their enrollment at your facility. Store the signed liability waiver, along with the member's other eligibility documentation, in a secure location.