



Group Medicare Insights: Member Experience

The active aging movement: How Humana supports whole-person wellness

As life expectancy rises, the concept of active aging is growing in popularity. But there's more to this movement than maintaining physical health. Emotional stability, intellectual stimulation, social engagement—together with physical activity—these elements also contribute to a person's overall well-being as they age. Discover how a Humana Group Medicare Advantage (GMA) plan can support active aging with programs and initiatives that enrich the lives of older adults.



Physical gains with a side of social connection

For more than 15 years, Humana has partnered with the National Senior Games Association to celebrate healthy aging and encourage older adults to stay active. Summer 2025 was no exception as Humana sponsored the world's largest multi-sport event for athletes ages 50 and over. Thousands of older adults gathered in Des Moines, Iowa, to recognize resilience through sports such as swimming, track and field, and basketball.

Staying active in a group fitness environment also helps reduce loneliness and isolation among older adults. So, in addition to sponsoring events like the National Senior Games, Humana promotes active aging through its popular [SilverSneakers®](#) program. Available through eligible GMA plans, SilverSneakers provides free or low-cost access to thousands of gyms, fitness classes and online workouts specifically designed for seniors. By supporting social spaces for active adults, Humana creates a unique opportunity to build both muscles and strong connections with like-minded community members.



Meet Ellen Demsky. At 84 years young, Ellen is one of Humana's 2025 National Senior Games athletes who participated in the road race, power walk, triathlon, and track and field events. Read more about our [2025 Humana Game Changers](#).

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A sharp mind for strong mental health

Humana GMA plans can help to remove barriers for members seeking emotional support by offering \$0 copays for in-network mental health services. This includes therapy and specialist visits, and innovative tools, such as [Humana Community Navigator](#), to connect with community resources.

Research shows that engaging in regular mental exercises can reduce the risk of dementia and cognitive decline.¹ To help older adults flex their mental muscles, Humana launched the inaugural Humana Cognitive Games™ in 2025. The virtual event featured online games designed to improve focus, memory and vocabulary, empowering players to maintain their brain health. Although the event is over, members can still visit [HumanaGames.com](#) to play brain-boosting games.



Meet Pamela DeLoatch. At 62, Pamela is the founder of “Black Girl Magic Pickleball” and balances her physical activity with crochet to help keep her mind engaged.

There’s more to active aging than exercise. With a Humana GMA plan, retirees have the support they need to embrace all aspects of a healthy life.

1. Alzheimer’s Society. “[Reduce your risk of dementia](#),” last accessed November 12, 2025.

To learn more, visit [Humana Group Medicare](#)

