

AI-Powered Fitness: A Tool for Tech-Savvy Seniors

When it comes to artificial intelligence and technology use, senior citizens might not be the first group to come to mind. However, trends show that seniors are increasingly embracing technology and incorporating it into their everyday lives. Notably, this trend extends to health and fitness. Research shows that offering seniors motivating and user-friendly digital coaching can greatly improve their health and overall quality of life.

Senior Tech Trends

It may surprise some people that baby boomers (ages 59-77) are considered tech-savvy¹. (Fun fact: Washington D.C., California, and Utah are the states with the most tech-savvy seniors.)

Many seniors have a growing appetite for tech that shows no signs of slowing down. According to recent [AARP research](#), tech ownership is high.

86%

Percent of seniors own
a smartphone

And seniors are not just using technology to stay in touch with their grandchildren. AARP found that about one-third of older adults use their smartphones to get access to health and fitness information or to track their health or fitness goals. AARP also discovered that adults over 50 are open to using apps to support their

well-being, with one in five saying they're interested in using health apps for meditation, dropping bad habits, or improving sleep.

Impact of Apps on Senior Fitness

- Exercise technology can help older adults prevent disease, achieve good health, and age successfully.
- Smartphone apps focused on physical activity can increase exercise levels.
- Smartphone apps are a convenient and attractive way to provide easily accessible physical activity interventions.

Motivating Seniors to Move

Recent research shows that older Americans are increasingly open to embracing digital coaching as a motivator for staying active. A study of adults aged 60 to 75 found that this age group values digital coaching for its instant feedback and step-by-step instructions during workouts. Participants also believed that digital coaching has the potential to boost their confidence in exercising effectively.

The Benefits of Digital Coaching for Seniors

Digital coaching powered by AI offers a range of benefits, making it a game-changer in senior fitness. Here are just a few of the advantages:

Increased Motivation

Through personalized feedback, progress tracking, and the opportunity to connect with other like-minded individuals, digital coaching can keep seniors engaged and motivated in their fitness journey.

Enhanced Safety

Through expert instructions and guidance through both audio and video coaching, seniors can learn how to exercise safely and confidently, reducing the risk of injuries.

Optimized Convenience

Digital coaching allows seniors to exercise at their convenience, whether it's in the comfort of their homes or any location they choose. They can explore new exercises, ease into a structured fitness routine, and gradually build strength and confidence at a pace that suits their individual abilities and preferences.



The Key to Engaging Older Adults

Dr. Amy Lee, Pear's Chief Medical Officer, emphasizes the importance of offering diverse exercise options to cater to all individuals -



For older adults, it's essential for a digital coaching app to offer a variety of workouts suitable for all levels of fitness. This ensures that there is something for everyone, from low-impact exercises like yoga and Pilates to high-intensity workouts like aerobics and strength training.

- Dr. Amy Lee, Chief Medical Officer

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She adds, "Additionally, some seniors may need more specific guidance and visual cues showing correct form, while others may be more advanced exercisers and want increasingly challenging exercises."

The Best Fitness Routines for Seniors

For optimal physical and mental health, seniors should engage in a well-rounded exercise regimen.

According to the [National Institute on Aging](#), seniors' fitness routines should include four types of physical activity:

Type 1: Aerobic Exercise

Aerobic Exercise such as brisk walking, dancing, swimming, or cycling, strengthens the heart and lungs, improving oxygen delivery to the body's tissues.

Type 2: Strength Training

Strength Training with resistance exercises like weightlifting or bodyweight exercises help build and maintain muscle mass and bone density. This reduces the risk of osteoporosis and frailty.

Type 3: Flexibility and Stretching

Flexibility and Stretching exercises promote supple muscles and joints, enhancing mobility and reducing injury risk.

Type 4: Balance Exercises

Balance exercises are important to help prevent falls, a common problem in older adults that can have serious consequences.

With over 8,000 on-demand classes across 15 categories, Aaptiv allows seniors to mix up their workouts and find the right balance between cardio, strength, and flexibility training.

[Learn more](#)

Give your Medicare fitness benefit an upgrade with Aaptiv Advantage
[Contact us](#) to see how Aaptiv can transform your workout!

1. Ramakrishna, S., "States with the Most Tech-Savvy Seniors", [Seniorly.com](#), 2023.