



Case study:
Financial institution
banks on a strategic
approach to
corporate fitness



Learn how facility design plays a critical role in engagement.

Company Profile

A Chicago-based financial institution partnered with HealthFitness in 2004 to manage its corporate fitness center and programs for its 1,600 employees as well as tenants of its building. The company's original wellness center had been converted from office space into a 3,000-square-foot fitness facility. There was a small group exercise room, as well as basic strength machines and cardio equipment.

Although the corporate fitness program was meeting the company's expectations, HealthFitness staff saw

an opportunity to better serve the membership by relocating the fitness center and expanding the site.

In 2012, the company partnered with HealthFitness to build a 10,000-square-foot facility. As a result, membership has increased more than 60 percent, making the fitness center a valuable asset for the company, its employees and the tenants of the building.

Using corporate fitness to boost engagement

The Challenge

When HealthFitness Program Manager Sarah Johnson started working at the company's corporate fitness center in 2007, she found adequate programs and services offered to its employees and tenants of the building. "The corporate wellness programs were running smoothly and members were happy," she says, "But I knew we could take strategic steps to grow the program and better meet the wellness needs of our members." But first, she had to overcome several challenges.

Poor location. The fitness center's current location was hard for employees to find. "It was located on the top floor of the 16-floor building and people had to transfer elevators halfway up the building in order to reach the fitness center," she says.

Lack of awareness. Marketing efforts and communication were limited at the time. Many employees and tenants of the building did not know the fitness center even existed. "We had very little signage and were tucked away down a long hallway, past the construction department," she says.

Limited resources. Some of the fitness equipment was so popular that members had to wait their turn to use it. There was also limited space for members to attend the group fitness classes. "The fitness equipment was dated," she says. "Members did not have a separate area to stretch, group exercise classes were exceeding capacity, and our locker rooms were located outside of the facility down a long hallway."

The Solution

For corporate fitness success, Johnson points to the following strategies:

Tap industry knowledge and trends. Johnson used a strategic approach to show how she could bring the right people, plan and programs to make the new wellness center a more valuable asset for the company's business.

First, Johnson met with the facilities management department to discuss the possibilities of increased participation and membership and how this would affect class size and the number of fitness equipment available.



"Simple wellness programs work best to motivate our members—with 90 percent signing up for programs again and again."

Next, the HealthFitness team tapped into the knowledge of best practices and industry trends to present a timeline on how the company would see steady growth in membership quickly with additional space and staff. "We used benchmarking data from hundreds of other corporate fitness sites we manage to show how an investment today would payoff down the road," she says.

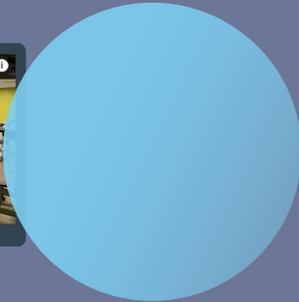
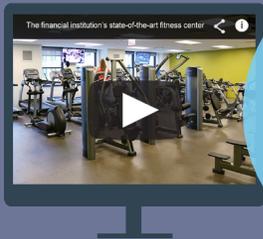
The company saw the value of investing in the health and wellness of its employees and quickly approved the creation of a 10,000-square-foot, state-of-the-art fitness center on the fifth floor—located next to the high-traffic cafeteria. With the relocation of the fitness center, this floor has become the general amenities floor of the building.

Share best practices. During the design phase of the new facility, the company looked to HealthFitness to select fitness equipment and recommend the fitness center layout. "We knew the right questions to ask, and listened to ensure the corporate fitness center and programming was tailored to the company's business needs—and the needs of its employees and tenants," she says.

In 2012, Johnson and her team of three full-time staff held the grand opening of the new Thrive Wellness Center, which includes two locker rooms, laundry service on-site, 24/7 member access, and strength and cardiovascular training equipment.

Provide tailored programs. When creating the company's corporate fitness plan, Johnson and her team took into account the employee population and tailored solutions to meet its specific budget, culture and goals.

"Because the company supports employee health, employees feel empowered to work out at all hours of the day—before, during and after work," says Johnson. "So we make sure the fitness center is open 24/7 and is staffed from 7 a.m. to 6 p.m. The extended hours fit with everyone's schedule. We were able to expand our staffing from one full-time employee to three full-time employees, which helps to meet the needs of our members."



See inside a leading financial institution's *fitness center*, designed by HealthFitness.



To appeal to the range of ages and diversity of the employee population, HealthFitness offers a variety of 15 group exercise classes each week—from strength training to Pilates to HIIT (high-intensity interval training) classes—to meet the needs of all members.

HealthFitness staff also moves beyond the walls of the fitness center to engage non-fitness center members. For example, staff keep the fitness center top-of-mind by conducting five-minute stretch breaks at meetings throughout the building. The company also encourages and supports the team's healthy seminars on topics such as nutrition, stress management and overall wellness in the workplace.

Results

HealthFitness' corporate fitness strategies provide strong results and value to the company and its employees and tenants, including:

Repeat participation in wellness challenges

90%

Increase in membership (801 members in 2014 vs. 500 in 2007)

60%

Personal training clients renew

60%

Increase in group exercise participation

42%

Increase in personal training clients annually

10%

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Key Considerations

Johnson drives engagement and boosts participation by offering 12 wellness programs each year—with most programs offering incentives to help members succeed.

“Simple wellness programs work best to motivate our members—with 90 percent signing up for programs again and again,” she says. “Members love the turnkey HealthFitness programs as well as our ‘home-grown’ challenges where the reward is as simple as displaying the members’ names on our TV monitors.”

The wellness programs include:

Walk This Way®—A pedometer-based walking program designed to encourage members to walk 10,000 steps each day.

National Walking Challenge—Employees compete with other offices located throughout the country.

Massage—Every Thursday, members may sign up for a seated chair massage.

Wellness presentations and educational seminars through the HealthFitness Mind Your Health program.

Examples of Johnson’s ‘home-grown’ challenges include the following:

Spooky bingo—Members cross off a square on a bingo card every time they try a new exercise in October.

Did you bring your lunch today? To encourage healthy eating, members simply write their name on a paper lunchbox and pin it on the bulletin board located in the fitness center if they bring their lunch to work.

Thanksgiving raffle—Members receive handouts that highlight the health benefits of the Thanksgiving meal—such as cranberries—and they may enter a raffle to win free personal training sessions.

About HealthFitness

HealthFitness, a Trustmark company, is an award-winning, URAC- and NCQA-accredited provider of health management, corporate fitness and condition management solutions. With nearly 40 years of experience, HealthFitness is a proven leader and partner for infusing a culture of health. We maximize client results through personalized interaction and a science-based approach to on-site program management, engagement and prevention. Parent company Trustmark provides a full spectrum of employee benefits to improve well-being through better health and greater financial security. For more information on HealthFitness, visit www.healthfitness.com.