

Management of Mandel Recreation Fitness Center and Wellness Program

Presented to The Town of Palm Beach
November 19, 2019

● Introductions



Martin Banks

Director, Business Development



Tim Mertz

Senior Director, Collegiate & Community Recreation



Who we are

Our single purpose at HealthFitness is to make people healthier.
To help them choose better, feel better and improve their wellbeing.



45 Years
in Business



4,300+
Associates
Nationwide



170+
Clients



\$1.8 Billion
in Assets
(Trustmark)

● An experienced partner



93
CLIENT
PARTNERSHIPS



44
transitioned
sites since 2010,
onboarding
more than
 **150**
equivalent staff

28+
MULTI-TENANT
SITES




16
YEARS
CLIENT
TENURE



200+
SUCCESSFUL
CONSTRUCTION
PROJECTS

● Our approach – it's personal



We help individuals increase healthy behaviors and decrease or eliminate unhealthy behaviors.



● We support the whole person, not just their physical health

Social

- Connections
- Social support



Physical

- Tobacco use
- Physical activity
- Nutrition
- Stress
- Sleep



Emotional

- Purpose
- Resiliency
- Restorative behaviors



Financial

- Money stress
- Managing money for today and your future

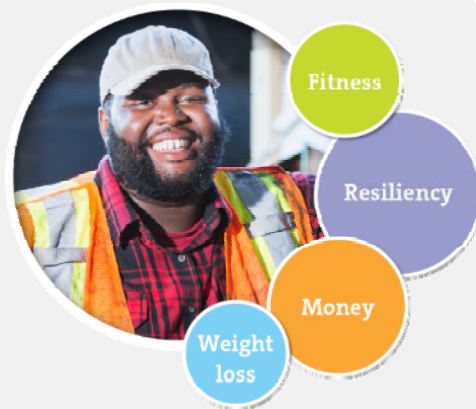


Environment

- Home
- Work
- Community



This allows us to address the needs of your entire population — knowing the journey is different for everyone



A person is running up a set of concrete stairs. They are wearing a white t-shirt, black shorts, and bright orange running shoes. A red wristband is on their right wrist, and a black watch is on their left wrist. In the foreground, there is a large, light blue circle with a white border. Inside the circle, the text "Getting started" is written in white. A small yellow dot is on the left side of the circle, with a thin white line extending from it to the left.

Getting
started

● Delivering the experience

Credentials:

- Health-related degree from an accredited university
- CPR, First Aid and AED certifications
- Continuing education to maintain certifications

Responsibilities:

- Staff development/supervision
- Member orientations/assessments
- Promoting enrollment
- Designing exercise plans (individual/group)
- Developing motivational programs
- Program measurements



● Building your team



HealthFitness Corporate Team

MARTIN BANKS
Director, Business Development

ARCH HASLER
Vice President, Fitness, Recreation and Wellness Consulting

ANN WYATT
Vice President, Program Management & Engagement

JEN SMITH
Vice President, Client Strategy & Growth

NIKKA McKEE
Implementation Manager

CANDACE JONES
Director, Marketing

TINA LOSKOTA
Vice President, Human Resources

HealthFitness Client Strategy & Engagement Team

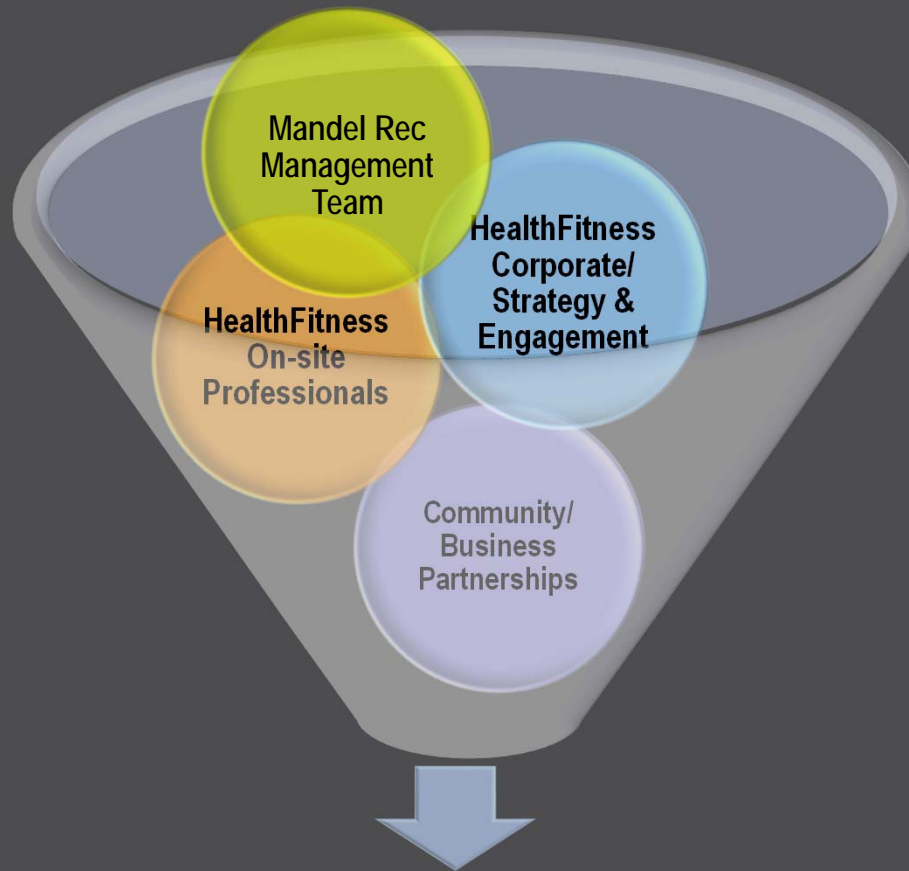
James Aranowski
Senior Director, Program Management & Engagement

On-site Staff

- Program Manager (1.0 FTE)
- Health Fitness Professional (1.0 FTE)
- Part-time Health Fitness Specialists (0.67 FTE)

Supportive Partnership

Teamwork & Collaboration



1 Team Plan Message

Palm Beach Resident Experience



Creating
opportunities
to get (and keep)
people moving

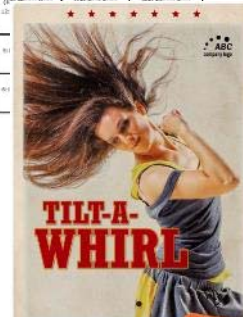
Programming

- Equipment orientations, fitness assessments, personalized fitness prescriptions
- Weekly group activity/class programming
- Wellness challenges
- Team-building activities
 - meeting stretch breaks, 5k training, etc.
- Fee-for-service programming
 - personal training, massage therapy
- Virtual programming
 - CubeFit, Wellbeats
- Recreational partnerships



Sample Schedule* - Weekly Scope

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
(1) Distance Workout 7:45 a.m. - 8:15 a.m.	(5) Swimming 8:00 a.m. - 9:00 a.m.	(11) "Tilt-A-Whirl" 10:30 a.m. - 11:30 a.m.	(20) Running 7:30 a.m. - 8:15 a.m.	(11) High Intensity Training 8:00 a.m. - 8:45 a.m.
(2) Boot Camp 10:00 a.m. - 10:30 a.m.	(7) Boot Camp 10:30 a.m. - 11:00 a.m.	(12) Running 11:30 a.m. - 12:00 p.m.	(17) Paper Airplane Race 12:00 p.m. - 12:45 p.m.	(22) Running 12:00 p.m. - 12:45 p.m.
(15) High Intensity Training 12:00 p.m. - 12:45 p.m.	(8) Boot Camp 12:00 p.m. - 1:00 p.m.	(13) "Tilt-A-Whirl" 12:00 p.m. - 1:00 p.m.	(21) Running 1:00 p.m. - 1:45 p.m.	(23) Running 1:00 p.m. - 1:45 p.m.
(9) Boot Camp 1:00 p.m. - 1:30 p.m.	(6) Running 1:00 p.m. - 1:30 p.m.	(14) "Tilt-A-Whirl" 1:00 p.m. - 1:30 p.m.	(24) Running 1:00 p.m. - 1:45 p.m.	(24) Running 1:00 p.m. - 1:45 p.m.
(10) "Tilt-A-Whirl" 1:00 p.m. - 1:30 p.m.	(16) Fitness Yoga 1:00 p.m. - 1:30 p.m.	(15) "Tilt-A-Whirl" 1:00 p.m. - 1:30 p.m.	(25) Running 1:00 p.m. - 1:45 p.m.	(25) Running 1:00 p.m. - 1:45 p.m.





● Our methodology

Our robust training education is developed in partnership with human performance leader, Spectrum, Inc.; the process ensures:

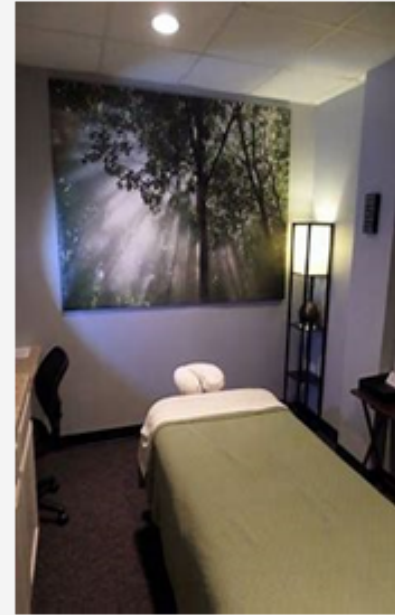
- that as industry leaders, we have a standard language and workout design that places our fitness professionals in a cohesive strategy.
- a results-driven fitness and training program based on scientific approach.

Engaging your population

- Turnkey campaign themes
- 20 hours (annually) complimentary custom consulting:
 - Brand development
 - Campaign creation
 - Target promotions



● Offering more than just fitness



● Involvement in the Community

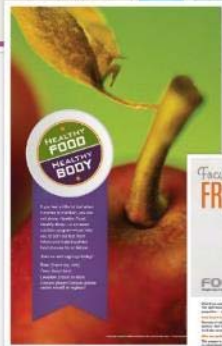
- Charity events, farmers markets, national awareness events, community celebrations, collaboration with local associations
 - Shield and Axes program
 - Pink Ribbon Program
 - Bright Horizons Integration
- Children's Miracle Network - donated a portion of enrollment fees to the Children's Miracle Network
 - Recently raised more than \$12,000 in 7 days
 - With that money, the foundation is buying an infant stretcher to transport a newborns in the safest way possible to the NICU.
- Other efforts at client sites have included: on-site blood drives with local blood centers and the American Red Cross; cycling and walking teams for charity races; fundraising for local food banks (as part of an incentive challenge); recruiting and training participants for a charity 5K





Education

Multiple delivery options (on-site/digital)



- **CubeFit**

- On-site program manager leads 5-10 minute workouts broadcast to all employees via Skype (or similar technology)

- **Meet ups**

- Fun, quick (10 minute) learning opportunities in a convenient setting, with key takeaways

- **Seminars**

- Learning sessions (30-60 min) in a social setting, with handouts and actionable tips

- **Series Classes**

- Weekly classes (30-60 min), 4-6 weeks in length, offer a cohesive learning experience and skill building

- **Weight management program**

- Eight interactive sessions (45-60 min), key takeaways and a robust toolkit of resources

● Recreational sports and activities

We engage participants in a broad range of recreational sports:

- Aquatics
- Court/hardwood
- Field
- Ice
- Racquet

And we manage a variety of recreational activities, including: open recreation, leagues, lessons, summer camps and tournaments.



● Injury prevention and treatment

Work readiness

- Post-offer employment testing
- Functional capacity evaluations
- Return to work/work placement

Early intervention

- Worksite ergonomics
- Work conditioning
- Shift stretch
- Line-side coaching
- Movement efficiency solutions

Treatment

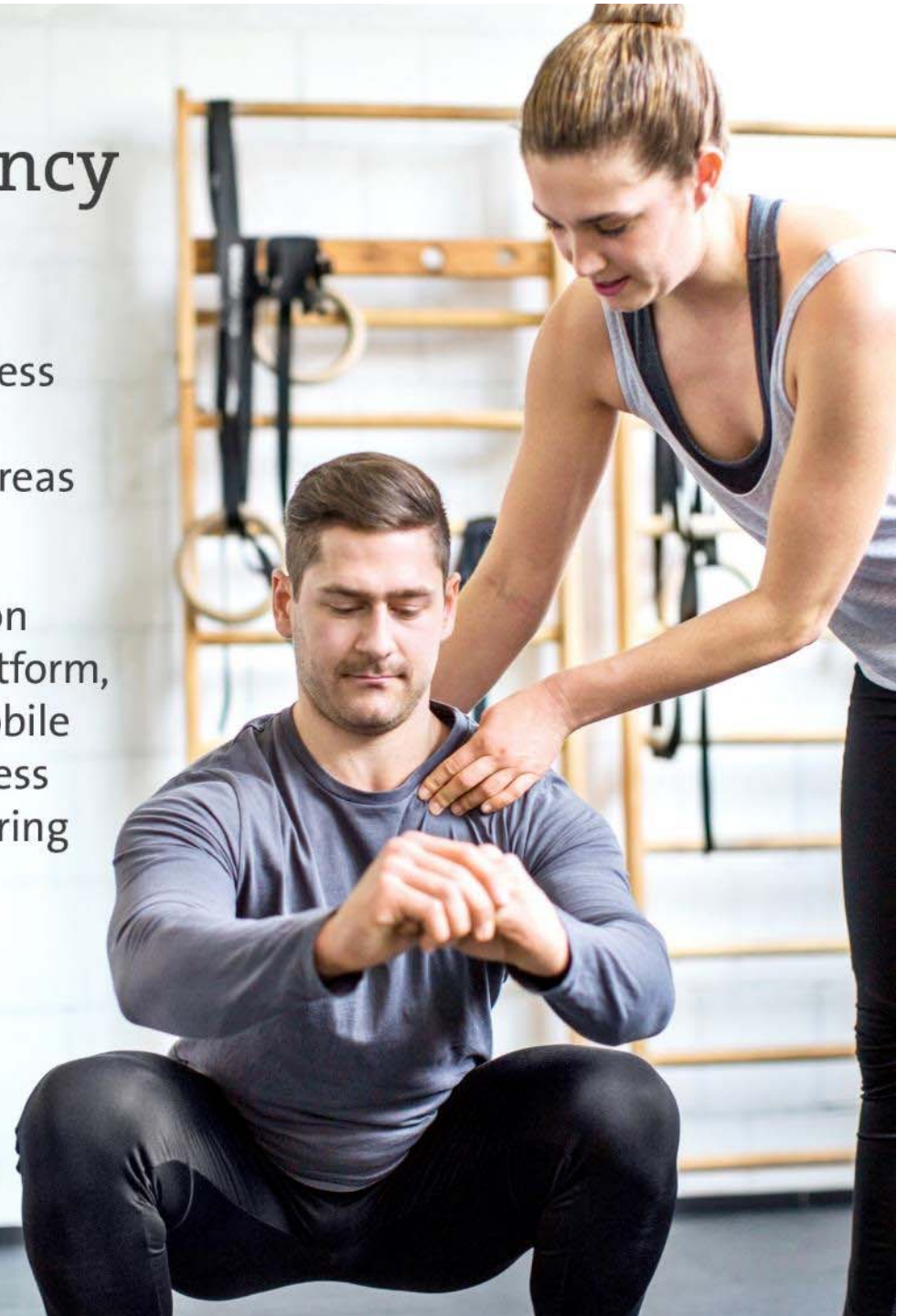
- Physical therapy
- Occupational therapy



● Movement efficiency solutions

Assessment. Science-based process identifies muscular deficits and imbalances, focusing on seven areas and scoring each.

Corrective exercise plan. Based on scoring and generated by the platform, includes instructional videos (mobile access), support from HealthFitness staff and retesting (including scoring and updated plan).



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Planning and Strategy

SAMPLE PROGRAM CALENDAR	
JANUARY	
MARKETING AND COMMUNICATIONS	<ul style="list-style-type: none"> Upcoming Events Newsletter/Email Mailing to New Employees on Campus New Hire Orientation Presentation Membership Drive
HEALTH PROMOTION AND EDUCATION	<ul style="list-style-type: none"> Cold/Flu Mind Your Health Seminar: Eating in Fitness—Exercise Options for Busy People Jump Up Your Workout with Personal Training
GROUP CLASS PROGRAMMING	<ul style="list-style-type: none"> Implement Winter/Spring Schedule Get Moving Multi-session Physical Activity Series
RECREATION/SPECIAL EVENTS	<ul style="list-style-type: none"> Shoulder Pain Workshop
MOTIVATION AND INCENTIVE PROGRAMMING	<ul style="list-style-type: none"> Healthy MS Nutrition Challenge Member of the Month (MOM)
TARGETED MEMBER ENGAGEMENT	<ul style="list-style-type: none"> Monthly Birthday Cards (Ongoing) Member Contact from Staff
INTEGRATION	
HEALTH AND SAFETY	
HEALTH IMPROVEMENT PROGRAMS	
QUALITY ASSURANCE AND OUTCOMES REPORTING	
FACILITY MANAGEMENT	
STAFF DEVELOPMENT	
FEBRUARY	
MARKETING AND COMMUNICATIONS	<ul style="list-style-type: none"> Upcoming Events Newsletter/Email Mailing to New Employees on Campus New Hire Orientation Presentation Heart Café Info Booth Trail Pass and Visiting Employee Presentation
HEALTH PROMOTION AND EDUCATION	<ul style="list-style-type: none"> Heart Disease Awareness—Go B Mind Your Health Seminar: Heart Living—The Best Goes On
GROUP CLASS PROGRAMMING	<ul style="list-style-type: none"> Group Exercise Class Instructor Cat Movement Multi-session Physical Activity Series Continues Indoor Volleyball and Basketball
RECREATION/SPECIAL EVENTS	
MOTIVATION AND INCENTIVE PROGRAMMING	<ul style="list-style-type: none"> "Lifestyle Change" Program Launch Healthy MS Nutrition Challenge MOM (Ongoing)
TARGETED MEMBER ENGAGEMENT	<ul style="list-style-type: none"> Monthly Birthday Cards (Ongoing) Member Contact from Staff Member Referral Program
INTEGRATION	
HEALTH AND SAFETY	
HEALTH IMPROVEMENT PROGRAMS	
QUALITY ASSURANCE AND OUTCOMES REPORTING	
FACILITY MANAGEMENT	
STAFF DEVELOPMENT	
MARCH	
MARKETING AND COMMUNICATIONS	<ul style="list-style-type: none"> Spring Newsletter Distribution Mailing to New Employees on Campus New Hire Orientation Presentation
HEALTH PROMOTION AND EDUCATION	
GROUP CLASS PROGRAMMING	
RECREATION/SPECIAL EVENTS	
MOTIVATION AND INCENTIVE PROGRAMMING	
TARGETED MEMBER ENGAGEMENT	
INTEGRATION	
HEALTH AND SAFETY	
HEALTH IMPROVEMENT PROGRAMS	
QUALITY ASSURANCE AND OUTCOMES REPORTING	
FACILITY MANAGEMENT	
STAFF DEVELOPMENT	

SAMPLE PROGRAM CALENDAR

JULY	
MARKETING AND COMMUNICATIONS	<ul style="list-style-type: none"> Upcoming Events Newsletter/Email Open House Mailing to New Employees on Campus New Hire Orientation Presentation
HEALTH PROMOTION AND EDUCATION	<ul style="list-style-type: none"> Mind Your Health Seminar: Back Health—Preventing Pain and Strain
GROUP CLASS PROGRAMMING	<ul style="list-style-type: none"> Implement Summer Schedule
RECREATION/SPECIAL EVENTS	<ul style="list-style-type: none"> Medicine Ball Workshop Painball Trip
MOTIVATION AND INCENTIVE PROGRAMMING	<ul style="list-style-type: none"> My Plate Nutrition Challenge MOM (Ongoing) Partner to Pledge Implementation
TARGETED MEMBER ENGAGEMENT	
INTEGRATION	
HEALTH AND SAFETY	
HEALTH IMPROVEMENT PROGRAMS	
QUALITY ASSURANCE AND OUTCOMES REPORTING	
FACILITY MANAGEMENT	
STAFF DEVELOPMENT	
AUGUST	
MARKETING AND COMMUNICATIONS	<ul style="list-style-type: none"> Upcoming Events Newsletter/Email Mailing to New Employees on Campus New Hire Orientation Presentation Membership Drive
HEALTH PROMOTION AND EDUCATION	<ul style="list-style-type: none"> Ramp Up Your Workout with Personal Training Mind Your Health Seminar: Vitamins and Supplements—What You Need to Know
GROUP CLASS PROGRAMMING	<ul style="list-style-type: none"> Group Exercise Class Instructor Audit Tai Chi Specialty Class Series
RECREATION/SPECIAL EVENTS	<ul style="list-style-type: none"> Company Picnic Sports Challenge Drive-in Movie
MOTIVATION AND INCENTIVE PROGRAMMING	<ul style="list-style-type: none"> Fitness Assessment Rally MOM (Ongoing)
TARGETED MEMBER ENGAGEMENT	
INTEGRATION	
HEALTH AND SAFETY	
HEALTH IMPROVEMENT PROGRAMS	
QUALITY ASSURANCE AND OUTCOMES REPORTING	
FACILITY MANAGEMENT	
STAFF DEVELOPMENT	
SEPTEMBER	
MARKETING AND COMMUNICATIONS	<ul style="list-style-type: none"> Fall Newsletter Distribution Heart Café Info Booth Mailing to New Employees on Campus New Hire Orientation Presentation Family Health and Fitness Day Membership Drive
HEALTH PROMOTION AND EDUCATION	<ul style="list-style-type: none"> Mind Your Health Seminar: Family Health—Springing The Family Health Puzzle Weight Loss, Weight Gain or No Motion—Metabolism Matters Webinar
GROUP CLASS PROGRAMMING	<ul style="list-style-type: none"> Implement Fall Schedule Get Moving Multi-session Physical Activity Series
RECREATION/SPECIAL EVENTS	<ul style="list-style-type: none"> Fall Golf Outing Back Health Workshop
MOTIVATION AND INCENTIVE PROGRAMMING	<ul style="list-style-type: none"> Cardio Royale Fitness Challenge MOM (Ongoing)
TARGETED MEMBER ENGAGEMENT	
INTEGRATION	
HEALTH AND SAFETY	
HEALTH IMPROVEMENT PROGRAMS	
QUALITY ASSURANCE AND OUTCOMES REPORTING	
FACILITY MANAGEMENT	
STAFF DEVELOPMENT	
OCTOBER	
MARKETING AND COMMUNICATIONS	<ul style="list-style-type: none"> Upcoming Events Newsletter/Email Mailing to New Employees on Campus New Hire Orientation Presentation Benefits Fair
HEALTH PROMOTION AND EDUCATION	<ul style="list-style-type: none"> Go Pink! Breast Cancer Awareness Mind Your Health Seminar: Sleep—Wake Up to Good Health
GROUP CLASS PROGRAMMING	<ul style="list-style-type: none"> Master Class Beyond Balance Multi-session Stress Management Series
RECREATION/SPECIAL EVENTS	<ul style="list-style-type: none"> Halloween Party Football Bus Trip
MOTIVATION AND INCENTIVE PROGRAMMING	<ul style="list-style-type: none"> Cardio Royale Fitness Challenge Incentive Program Continues MOM (Ongoing)
TARGETED MEMBER ENGAGEMENT	<ul style="list-style-type: none"> Monthly Birthday Cards (Ongoing) Member Contact from Staff Member Referral Program
INTEGRATION	<ul style="list-style-type: none"> Promote On-site Flu Shots Partner with Global Benefits Cross-referrals Quarterly Vendor Wellness Review
HEALTH AND SAFETY	<ul style="list-style-type: none"> Emergency Procedures Practice with Health Services and Security
HEALTH IMPROVEMENT PROGRAMS	<ul style="list-style-type: none"> Your Weight Together Weight Mgmt. Program Personal Training (Ongoing) Massage Therapy (Ongoing) Metabolism Matters (Ongoing)
QUALITY ASSURANCE AND OUTCOMES REPORTING	<ul style="list-style-type: none"> October Monthly Management Report Quarterly Review—Q2 Beyond Balance Multi-session Stress Management Series Outcomes Positive Business Planning Process
FACILITY MANAGEMENT	<ul style="list-style-type: none"> Monthly Equipment Audit Monthly Supply Inventory Audit (Showerlids, Towels, Office Supplies)
STAFF DEVELOPMENT	<ul style="list-style-type: none"> e-training—Moments of Truth, Moments of Magic—Innovation...What It Is, Why It's Important, and How to Become a Successful Innovator Region All Hands Call and Manager Call
NOVEMBER	
MARKETING AND COMMUNICATIONS	<ul style="list-style-type: none"> Upcoming Events Newsletter/Email Mailing to New Employees on Campus New Hire Orientation Presentation Benefits Fair
HEALTH PROMOTION AND EDUCATION	<ul style="list-style-type: none"> Mind Your Health Seminar: Healthy Eating—Step Up to the Plate Ramp Up Your Workout with Personal Training
GROUP CLASS PROGRAMMING	<ul style="list-style-type: none"> Group Exercise Class Instructor Audit
RECREATION/SPECIAL EVENTS	<ul style="list-style-type: none"> Amo & Crafts Fair Holiday Shopping Trip Turkey Trot
MOTIVATION AND INCENTIVE PROGRAMMING	<ul style="list-style-type: none"> Cardio Royale Fitness Challenge Incentive Program Continues MOM (Ongoing)
TARGETED MEMBER ENGAGEMENT	<ul style="list-style-type: none"> Monthly Birthday Cards (Ongoing) Member Contact from Staff Member Referral Program
INTEGRATION	<ul style="list-style-type: none"> Promote Wellness Program Initiatives Partner With Global Benefits for Annual Benefits Fair Cross-referrals
HEALTH AND SAFETY	<ul style="list-style-type: none"> Emergency Procedures Practice with Staff Monthly Test Emergency Alert System
HEALTH IMPROVEMENT PROGRAMS	<ul style="list-style-type: none"> Your Weight Together Weight Management Program Personal Training (Ongoing) Massage Therapy (Ongoing) Metabolism Matters (Ongoing)
QUALITY ASSURANCE AND OUTCOMES REPORTING	<ul style="list-style-type: none"> November Monthly Management Report Site Inspection Quality Audit
FACILITY MANAGEMENT	<ul style="list-style-type: none"> Monitoring of Facility to Ensure Tidiness Monthly Equipment Audit Monthly Supply Inventory Audit (Showerlids, Towels, Office Supplies)
STAFF DEVELOPMENT	<ul style="list-style-type: none"> e-training—Remembering Member Name + Coaching Excellence at the Fitness Center Region All Hands Call and Manager Call
DECEMBER	
MARKETING AND COMMUNICATIONS	<ul style="list-style-type: none"> Winter Newsletter Distribution Mailing to New Employees on Campus New Hire Orientation Presentation Trail Pass and Visiting Employee Presentation Membership Drive
HEALTH PROMOTION AND EDUCATION	<ul style="list-style-type: none"> Holiday Tips to Stay Healthy and Active Mind Your Health Seminar: Your Health Action Plan—Small Steps to Big Changes
GROUP CLASS PROGRAMMING	<ul style="list-style-type: none"> Implement Holiday Schedule Group Class Survey
RECREATION/SPECIAL EVENTS	<ul style="list-style-type: none"> Holiday Party Four Roller Workshop Skil/Snowboard Conditioning Workshop
MOTIVATION AND INCENTIVE PROGRAMMING	<ul style="list-style-type: none"> Multi-session Class: Get Moving Physical Activity Series MOM (Ongoing)
TARGETED MEMBER ENGAGEMENT	<ul style="list-style-type: none"> Monthly Birthday Cards (Ongoing) Member Contact from Staff
INTEGRATION	<ul style="list-style-type: none"> Promote Wellness Program Initiatives Cross-referrals
HEALTH AND SAFETY	<ul style="list-style-type: none"> Data Privacy Audit Monthly Test Emergency Alert System
HEALTH IMPROVEMENT PROGRAMS	<ul style="list-style-type: none"> Personal Training (Ongoing) Massage Therapy (Ongoing) Metabolism Matters (Ongoing)
QUALITY ASSURANCE AND OUTCOMES REPORTING	<ul style="list-style-type: none"> December Monthly Management Report Quarterly Review—Q4 Together Weight Management Program Outcomes
FACILITY MANAGEMENT	<ul style="list-style-type: none"> Environment Preventive Maintenance Monthly Tidiness Monthly Supply Inventory Audit (Showerlids, Towels, Office Supplies)
STAFF DEVELOPMENT	<ul style="list-style-type: none"> e-training—Performance Standards + Performance Review Region All Hands Call and Manager Call

Come DO WELL with us.