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Trends in Fitness-Wellness-Medical Integration **Recorded August 22, 2017**

Course Type: Recorded 1 Hour Webinar

Course Level: All Levels

Course Objectives

After completing this course, you will be able to:

1. Discuss the medical fitness approach and 10 examples of medical integration in the fitness industry.
2. Describe how the Affordable Care Act ties in with medical fitness practice.
3. Explain and give 2 examples of how to connect with the medical community to participate in the provision of medical fitness programs.
4. Discuss future opportunities in medical fitness.

Course Description

This webinar will discuss industry trends that affect delivering fitness in a variety of business models. We will cover: Trends; Equipment; Programs; Space Allocation; Wellness Integration and Opportunities. Understanding market conditions, opportunities, and what consumers are migrating toward will be key takeaways from this webinar.

About the Presenter

Bill Mc Bride

Bill is a health club industry veteran with over 25 years of experience leading and managing all aspects of commercial health clubs, medical fitness centers, residential, community, multi-tenant and corporate fitness sites.

He co-founded Active Sports Clubs and Active Wellness, LLC and owns a health club consultancy – BMC3. Bill has served as Chairman of the International Health, Racquet & Sportsclub Association (IHRSA) Board of Directors, President of the Mid-Atlantic Club Management Association (MACMA) and served on the Industry Advisory Board for the American Council of Exercise (ACE). He is actively engaged as an author on industry education, serves on several Advisory Boards and speaks regularly on industry topics throughout the world.

Course Outline

MEDICAL FITNESS APPROACH

- Collaboration with medical & wellness services
- Expand hospital brand
- Patient acquisition & retention
- Cost avoidance
- Integrated medical fitness
- Utilize wellness technology

MEDICAL INTEGRATION

We partner with **healthcare organizations** to offer **fitness** and **wellness** services that **support** their **communities** in **living the best life possible**.

- Employee Wellness - Walk the Walk
- Itrim - Healthy, Active, Sustained Weight Loss
- Monj - Make Life Delicious
- Next Step - Post Physical Therapy
- PREP - Physical Referral Exercise Program
- Step by Step - Parkinson's Mobility
- Young at Heart - Cardiac Rehabilitation
- Arthritis Aquatics - Warm Water Therapy
- Diabetes Wellness - Re-energizing Your Lifestyle
- Cancer Fitness - Caring, Personalized Support

AFFORDABLE CARE ACT

The Affordable Care Act increases the maximum permissible reward under a health-contingent wellness program from 20% to 30% of the cost of health coverage.

- Participatory Wellness Programs – No Health Insurance Tie-In
- Activity / Participatory Wellness Programs
- Health-contingent Wellness Programs
 - Outcome-based

Example 1

GENERAL PHYSICIAN REFERRED EXERCISE PROGRAMS

HISTORY OF P.R.E.P.

Atlantic Coast Athletic Clubs (ACAC) Fitness & Wellness Centers are one of the innovators in exercise referral programs. With ACAC's model General Physician Referred Exercise Program (PREP) patients pay \$60 for 60 days of professional exercise advice at ACAC. If they decide to join permanently, the \$60 is applied to the membership.

WHY IS THIS IMPORTANT?

- These type of programs establish relationships with the medical community which is a viable yet often untapped referral source
- Creates a relationship with the member through intrinsic motivation, which has been shown to be much more powerful than economic incentives for retention
- You're changing lives and that reconnects your staff to a higher value system, in contrast to simply selling memberships

STRATEGIES TO CONNECT WITH THE MEDICAL COMMUNITY

- Befriend the office manager or front-desk person
- Host a dinner or reception at your club
- Encourage medical professionals to visit your club
- Attend events where you know health care providers will be present
- Hire a liaison with experience selling to doctors

THE PRESENTATION

- Start with the Science
- Explain Your Value
- Be Ready for Questions
 - Talking points
 - Research
 - Case studies

Example 2

Silver Sneakers

ABOUT

- The SilverSneakers Fitness program is the nation's leading fitness program designed exclusively for older adults.
- More than 65 Medicare health plans offering the program as a benefit to members across the nation.

PROVEN BENEFITS TO YOUR MEMBERS

- Programming and group dynamics tailored for an underserved market
- Fewer hospital admissions
- Lower medical care costs
- Significant reductions in overall costs

The Power of Habit

Routine... cue... habit... routine...cue... habit etc

Benefits to Your Health Club

- By 2030, the 65-plus population will double to about 71.5 million, and by 2050 will grow to 86.7 million people (U.S. Census)
- The 55+ age group controls more than three-fourths of America's wealth (ICSC)
- Baby Boomers outspend other generations by an estimated \$400 billion each year on consumer goods & services (US Government Consumer Expenditure Survey)

Do you have the right culture?

THE ACA IS TARGETING YOUNG ADULTS

- In order for the Affordable Care Act to work, low-risk populations also need to purchase insurance from the exchange
- As such, in an effort to educate and enroll young adults across the state, Covered California has awarded millions of dollars in grants to attract this demographic (LA Times)

Future Opportunities

- Health clubs willing to navigate through the complexities of HIPAA can assist companies with health screening and track employee biometric data. Biometric data thresholds can now be used to offer health coverage premium discounts
- Beginning in 2018, a 40 percent excise tax will be imposed on the value of health insurance benefits exceeding a certain threshold. The estimated thresholds are \$10,200 for individual coverage and \$27,500 for family coverage, and an opportunity lies here to work with employers looking to wellness programs as a way to help relieve this burden

Example 3

Solera Preventing Diabetes Program

Question and Answer Segment

REFERENCES

- Solera. MAKING CHRONIC DISEASE PREVENTION AFFORDABLE, ACCESSIBLE AND EFFICIENT. Accessed 8-2017. <http://soleranetwork.com>
- Silver Sneakers. Accessed 8-2017. <https://www.silversneakers.com>
- US Census. Accessed 8-2017
- US Government Consumer Expenditure Survey. Accessed 8-2017