



MISSION FITNESS

ODESSA, TEXAS

FITNESS CENTER OVERVIEW

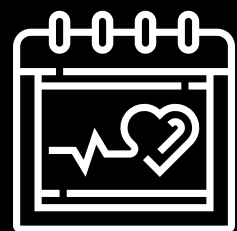
In 2006, Medical Center Healthcare System, located in Odessa, Texas, was seeing its market share eroding as population shifted out of the City to surrounding areas. The Healthcare System needed a unique way to provide healthcare services to that area and a more progressive approach to population health management. The Medical Center's visionary CEO partnered with Healthplex Associates to build a medically integrated health and fitness complex in an area outside of the City where growth was predicted.

The complex initially included physician offices, physical therapy, cardiac and pulmonary rehabilitation, diabetes education, lab services, radiology, classrooms for community education, as well as a comprehensive medical fitness center. The original MCH Center for Health and Wellness and Mission Fitness opened in 2010 with over 1,200 community members. Today, the campus has grown to accommodate additional clinics, as well as the growth in the Wellness Center which now has 3200 members.



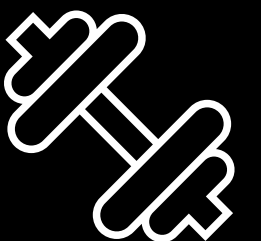
HPA HISTORY

Working with hospitals, health systems, and universities across the country, Healthplex Associates works to create and manage clinically integrated fitness facilities. Healthplex Associates launched Mission Fitness in 2010.



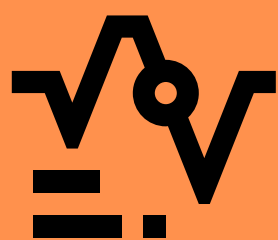
THE CHALLENGE

In their 9th year, Mission Fitness still faced the challenge of converting more of the hospital's employees into members of the fitness center. There was a disconnect between employees and the fitness center. In an effort to be more impactful with the benefits of the population's health and have hospital employees engaging in exercise programming, Mission Fitness needed to effectively communicate the benefits of membership.



THE SOLUTION

Healthplex Associates worked to create an employee wellness initiative to attract employees to join their fitness center instead of other, low cost, low service fitness options. By offering a more cost-effective membership for employees, Mission Fitness was able to grow membership while offering an incentive based, usage rewarded membership option for employees.



THE RESULTS

300% Increase

Because of the employee wellness initiative, membership from staff members grew from only 173 hospital employees to 692, a 300% increase.

