

Your leader in Health and Wellness

# HEALTHPLEX ASSOCIATES

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# Why Should You Get into the Business of Health and Wellness?

The science of Public Health has always been a concern for hospitals, although it has had varying degrees of importance to our health care system over the last 100 years. If Covid has had any lasting impacts on the system, it is certain that we cannot simply focus on inpatient care to achieve our aims. Keeping people well, however, has long been an elusive task.

In a recently released report, Feeling Good: The future of the \$1.5 Trillion Wellness Market, issued by McKinsey & Company shared the results of a major survey conducted by the firm that health care providers need to take note of:

"Our latest research shows that consumers care deeply about wellness—and that their interest is growing. In a survey of roughly 7,500 consumers in six countries, 79 percent of the respondents said they believe that wellness is important, and 42 percent consider it a top priority. In fact, consumers in every market we researched reported a substantial increase in the prioritization of wellness over the past two to three years."

### Why Should You Get into the

## Six Major Areas of Concern

The report was able to identify six major areas that consumers were interested in:

- · Better Health
- · Better Fitness
- · Better Nutrition
- · Better Appearance
- · Better Sleep
- · Better Mindfulness





Lynn Robbins, CPA, FMFA President, HPA

### Business of Health and Wellness?

For any health system that had been successfully engaged in a wellness center prior to the pandemic, these are all areas that should have been addressed through the programs offered to their community at the wellness center. Despite that, with public health concerns limiting our ability to engage in congregate activities, fitness centers, like restaurants and other social gathering places have taken a major financial hit since early 2020. While remote services, fitness trackers and virtual visits can offer some people a path to achieving wellness, realistically we have found that this is a minority and like the McKinsey study, we see wellness levels slipping. People are social by nature and the support of a qualified trainer and/or the companionship of their friends in a fitness center will typically lead to greater adherence to lifestyle changes.

Therein lies the dilemma; if we know we need to promote and offer wellness to our communities, but the current climate makes it difficult or impossible to operate successfully, why should you start think about starting a new wellness center? The answer is one that every industry must, at some point in its evolution, find for the future. Just as the railroad industry limped along a failed path as it saw itself as providing only train service until they redefined themselves as an integrated transportation system, health care must take the broader view.

This pandemic will end. Maybe it will be a year, maybe two, but it must. There may be a new reality that accompanies that end with more constant vigilance and vaccinations, but some new normal will be there. Building a wellness product line, a new center would require a year, two years or even three if a system were to start now. Opening tomorrow may not be a good option but starting now is the only option. Those who wait for things to 'calm down' to start will be years behind the curve and may find themselves merely running trains.

# MRMC WELLNESS CENTER CREATES VALUE IN SERVICE AND PROMISES KEPT





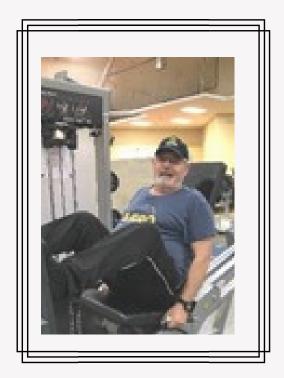
MRMC Wellness Center has been collaborating with the MRMC Foundation with the mission of increasing awareness of the services offered through the Wellness Center. Tiffany Foltyn, the Executive Director of the MRMC Foundation has been instrumental in our efforts to extend the Center's social media presence.

The MRMC Foundation has featured the Wellness Center at events such as the Dueling Pianos Benefit that raised funds for the MRMC Foundation and the Bay City School District Foundation. MRMC Wellness also works with the Junior Service League through donations to their raffle event as well. The Junior Service League organizes and funds community service projects that have a direct impact on Bay City residents.

Partnerships like this promote camaraderie among the departments in the Hospital District and increase awareness about what the Wellness Center has to offer. Face to face networking and social media outreach are key to the success of any business, the MRMC Wellness Center included. We look forward to fostering these relationships and continuing to build positive rapport with members of the community.

# MRMC Wellness and Rehabilitation

## Member Spotlight



One of our initiatives to inspire our members in the Center is our monthly Member Spotlight. Each month we select a member who has shown an increase in attendance or makes a special impact on the Center in a special feature article. The member receives special recognition in the Center newsletters as well as a t-shirt and a drawstring bag.

For the month of December, we selected Mr. Charlie Sawyers. Since becoming a member, Charlie has made a significant progress towards his goals of losing weight and working on his overall health. He always has a smile on his face and a kind word to share.

One thing that sets the MRMC Center apart from local fitness options is the amount of support we offer our members. The Health Risk Assessment appointments put Mr. Sawyers on the right track to feel confident about coming in and how to properly exercise. Being staffed with experienced trainers ensures that the right personnel are available to answer questions and help members make the most of the time they spend here.



# MRMC Wellness and Rehabilitation

To meet the needs of our members we have expanded our hours of operation to include Saturday mornings. With longer, more convenient hours, we are seeing an increase in our memberships as well as great feedback from our current members. We look forward to further expanding our weekday hours to continue to accommodate our growing member base as well as to become more accessible to the community.







## Exceptional Customer Service

The MRMC Wellness Center has been hit hard by Covid over the last two years but we take pride in our history and practice of great customer service. Every interaction is an opportunity to impact someone's day. We greet everyone at the door with a smile and are on a first name basis with just about every member. Staff feel empowered to work through any issues that may arise with a member because our members are our

top priority.

### The Wellness Center of URMC

### Pebble Moss

The Wellness Center's retention program, "121 in 21," challenged members to complete 121 workouts in 2021. Participants who met the program criteria received a specialty t-shirt. Members who accumulated 200+ visits for 2021, were entered into a drawing that included 2 free month's dues and a 30 minute personal training session as well. The Wellness Center is pleased to announce that long-time member, Pebble Moss, won the I drawing. Congratulations to Pebble and keep up the hard work!



## Lucinda Dallas

In Her Own Words

The Wellness Center is a key component of my health care and self-care. The staff and programs keep me focused and energized. I love working with my trainer, Jessica Smith, Fitness Lead and CPT. Personal training keeps me accountable and inspired. Working to keep a sound mind, strong spirit, and sound body requires a reliable partner. The Wellness Center is a happy, health-focused partner for living your best life. Regular exercise improves all of life. We are so fortunate to have such a great resource in this community.







### **FUN AND EXERCISE?**

Can exercise really be fun? Group ex instructor, Jenny Huelsbeck Hicks, says yes! Jenny knows that exercise should be inviting enough to make everyone want to join in, fun enough to make them stay, and hard enough to reward their efforts. Jenny often incorporates themed Zumba nights, such as the Zumba Tacky Christmas Party she held in December. Members got to dress up, dance to great music with great people, and burn a ton of calories while doing it!



The Wellness Center of URMC Zumba Themed Nights



### SINGING RIVER HEALTHPLEX

## GROUP EXERCISE NEW CLASS

### LAUNCH

Group exercise can help make regular exercise a more achievable goal.

Group exercise is social; participants are surrounded by people who have the same or similar goals, which allows them to bond with others and share their experiences. This helps expand their social support system, which can be very important for good mental health. Being a part of a group exercise class is a great way to increase the internal drive to exercise.

Members become accountable to their classmates and class instructor as well as themselves to show up each week and participate. Singing River Healthplex recently launched all new classes for its members. Keeping classes fresh and new is all about motivation, and the members love it!

# SINGING RIVER HEALTHPLEX EDUCATION PRESENTATION



## The Key Ingredients for Weight Loss

Presented By: Aaron Williams

Singing River Healthplex trainer Aaron Williams recently presented an educational session for members about weight loss. Members learned why weight management is so important and how to manage their own weight. Areas of focus included obesity, especially as it relates to Covid 19, stress management, nutrition, exercise, and sleep. Aaron Williams has a BS in Dietetics from Southern Mississippi University and is a certified personal trainer with the American College of Sports Medicine.







### Silver and Fit Bingo

Singing River Healthplex recently introduced Silver & Fit Bingo to members! Silver & Fit is a comprehensive health and wellness program run by American Specialty Health (ASH), that offers seniors who have eligible Medicare Advantage and Medicare Supplement plans, a free membership to their local certified wellness facility. Silver & Fit membership at Singing River Healthplex has grown in recent years, as our seniors are much more comfortable in our center than other area fitness centers. Our Healthplex staff members take great pleasure assisting them with their health and fitness needs. Who doesn't like a nice game of bingo after a great workout??!



### SBH Healthplex Closed Due to Omicron

The SBH Healthplex Fitness Center in the Bronx, New York, unfortunately had to completely shut down its operations for several days in January, due to an omicron surge in New York State. At its peak, the number of positive cases in the Bronx reached 53%. This forced the HFC to close its doors for the New Year's holiday. On January 3rd, the HFC reopened its doors and the team continued to work hard in preparation for launching several innovative, grant funded programs that will serve different at-risk demographics from the community.





The HFC is partnering with the Hospital's Pediatric Department to serve 100 teens and young adults between the ages of 13-21. The participants in this innovative program are at-risk of developing type II Diabetes; or, have been categorized as obese. The intensive 5 week program will include 1 on 1 training sessions with a credentialed HFC fitness professional, as well as visits to the Center's Teaching Kitchen where the participants will learn to make healthier meals.

The HFC will also be partnering with the Hospital's Internal Medicine Department to work with 100 adults diagnosed with type II Diabetes. Unlike the pediatric program in which the participants meet with the trainers in a one-on-one setting, the participants of the adult program will meet with a trainer in groups of 4. The Center will leverage the social components of group fitness, which are known to improve learning and sustained engagement with fitness programs. This program will last 5 weeks and will also include an in-depth nutritional component.

Daniel Bonilla, the Clinical Integration Director at the HFC in the Bronx, will be meeting with Lantern, a community based organization in NYC. Lantern works with many families who were previously homeless or who are at risk of losing their homes. This community agency specializes in serving low income individuals in finding housing and providing shelters to those in immediate need. HFC staff will meet with participants referred by Lantern to lead them through a 12 week boxing program. The participants of this unique boxing program are on the younger side, with ages ranging from 10-14 years old. The goal of the program is to improve the participant's self-esteem, and teach them a discipline which will keep them engaged, healthy and out of trouble.



## WELCOME TO THE HENRY MAYO FITNESS AND HEALTH CENTER



New team member, David Metzgar played baseball at California State University, Bakersfield where he received his Bachelor's degree in Kinesiology. During the pursuit of his degree, David furthered his baseball career by playing in the minor leagues for the New York Yankees.

David joins us as our newest member of the fitness staff as of January 11th, 2022 and we are excited for him to take over responsibilities within our sports performance program.

David is all about living and maintaining a healthy lifestyle and is looking forward helping others achieve their goals!

On August 7th Henry Mayo Fitness and Health had an 8-inch fire system pipe break under our pool deck, causing a major flood, affecting the pool deck, locker rooms and resulting in over a foot of mud in the pool. Since that time, we have been working hard to replace the line and to renovate the affected areas.

At long last, the pool contractor has begun demo of the pool and has informed HMFH that all repairs to the pool deck and the re-plastering and tiling of the pool should be completed in late February. Once the repair work is completed the re-plastered pool surface will require a week of cure time before it can be filled and all systems can be turned on. Staff and members are anxiously counting down the days to March 14 for the anticpated pool reopening



## HENRY MAYO

FITNESS AND HEALTH





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### Welcome to Henry Mayo Fitness and Health Abby Stephens

Abbey found her love for fitness through sports. She was involved as an athlete in volleyball, basketball and softball as well as coaching volleyball on the side.

Abbey's coaching experiences include working with seniors, athletes and those with physical and/or mental disabilities. She coached briefly at another local facility before joining us here at Henry Mayo Fitness and Health in November 2021. Her passion is to help those who have no exercise experience or who haven't exercised in a while learn how to stay active and healthy by educating them, so they feel comfortable and confident with their fitness.

Abbey attended California State University Fullerton receiving her Bachelors in Kinesiology with an emphasis in Exercise Science and is also a Certified Personal Trainer through the National Academy of Sports Medicine (NASM).

Henry Mayo Fitness and Health hosted a Pickleball clinic and mini tournament. The clinic was led by Fitness Director Russell Gage and HMFH member Bob Norman. Bob is an experienced Pickleball player and coach who volunteered his time and knowledge to introduce HMFH members to this fun game. The clinic covered not only the rules of the sport, but tips on how to improve your game. The evening ended with a mini tournament, giving members the opportunity to try out what they learned.

# Henry Mayo Hosts Pickleball Clinic





### What is Pickleball?

Pickleball is a fun court sport played on badminton-sized courts over a center net. Players use a perforated plastic "whiffle" ball and wooden or composite paddles about twice the size of ping-pong paddles. It can be played at a leisurely pace or at a highly competitive level, making it ideal for all ages and abilities. According to the USA Pickleball Association, the sport has over 100,000 participants nationwide and it has become extremely popular in retirement communities across the U.S.

Pickleball can be played in singles or doubles and is easy for new players to pick up and learn in a single session. It also has the capacity to develop into a fast paced, competitive game for experienced players as well. In addition to being fun, the game has developed a reputation for its friendly and social nature.









# $\begin{array}{c} MONTAGE \\ \hline \text{Mellness Center} \end{array}$

The Montage Wellness Center (with two locations in Salinas, CA and Marina, CA) had a very "member centric" 4th quarter to close out 2021. After suspending our operations last year, we resumed our annual Thanksgiving Day Turkey Trot. This annual event, a favorite for our members included over 80 participants this year. Members participated in this morning fun run could choose from two events, a 5K run or a 1-mile walk. All participants received a t-shirt and commemorative medal. Family, friends and pets of our members were also welcome. It is important to note that for some members living alone and without family in the area, the event represented a very important community gathering for them on this traditional holiday. Our staff was also happy to see this event return this year.



## 12 Days of Christmas Scavenger Hunt

We conducted a 12-days of Christmas scavenger hunt during the December holiday season. The scavenger hunt started on December 13th and concluded on December 25th. Each day, multiple small prize boxes were hidden in various locations at our wellness centers. Members that found a box were directed to present it to our membership staff to redeem a prize. Prizes included t-shirts, water bottles, ear buds, massage rollers and balls, and various other fitness equipment. We even gave away a free 1-month membership. Over 75 prizes were distributed, and our members had a lot of fun trying to locate the prize boxes each day.



Our member events serve an important function in the lives of our members. People need somewhere to go and something to do. But most importantly, people need to be acknowledged and know that they important to the community. Our fitness centers strive to grow our member-to-member and member-to-staff relationships. It's the most important function we serve.





## Indianapolis Healthplex



### **Giving Tree Success**

This year, with the help of caring and generous Indianapolis Healthplex members, the Club was able to put presents around the trees of many families. Members that wanted to donate presents to a family took tags from the Giving Tree and brought their wrapped presents back to the gym. The staff had a lot of fun dedicating their time and energy to organizing a very successful Giving Tree! They can't wait to make it even bigger next year!



The Indianapolis Healthplex hosted two "Drop and Shop" events. Adults were able to drop their kids off for four hours of kid-free shopping. The Black Friday and Small Business Saturday events were well attended and well liked by those who participated. The kids enjoyed a fun-filled day of swimming, games, crafts, and more. The cost was \$25 per child for members.

### **12 Days of Fitmas**

As part of its membership retention initiatives, Indianapolis Healthplex Fitness Director, Michael Clemens, put together a December health challenge. Members were given a punch card and each time they completed one of the day's three exercise options, they stopped by the front desk to get their cards punched. Exercises were posted on the track and at the front desk. After 12 punches, the members earned a Healthplex Winter Hat - a \$15.00 value.



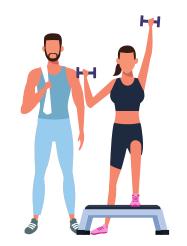






## INDIANAPOLIS HEALTHPLEX

### **GOT YOUR BACK**





This past November, the Indianapolis Healthplex launched a new therapeutic group exercise class. "Got Your Back" is the perfect class for anyone with back pain, sciatica, or disk issues. Tiffany Krull, an IHP Personal Trainer, used techniques to decompress the spine and mobilize surrounding joints that cause back tightness. Members focus on activating smaller stabilizing muscles around the torso and hips to provide ongoing protection with movements. The response for this class was very encouraging and the IHP is building off the interest with a therapeutic exercise workshop series.





**EQT REC Center continued to be a** focal point for area athletics in the fall as the Club hosted both a "Turkey Bowl" flag football tournament for local youth and a **Pickleball Tournament. The Turkey Bowl featured 9 teams (over 60** kids), all from local middle schools in a one-day, winner-take-all event. The tournament was a huge success with many of the losing teams staying to support each other and to see who took home the championship. While there could only be one winner, we were proud to see the community come together before Thanksgiving for such a great event, and we are looking forward to an even bigger tournament next year! The Center also hosted its most successful Pickleball tournament to date, with over 50 athletes registered to compete. Some athletes traveled from over an hour away seeking the best competition in the region. We received great feedback from the tournament participants, and we are looking forward to hosting a **Spring Pickleball tournament.** 



# SPORTS AND RECREATION FOR ALL AGES



Flag Football Tournament



### Shopping Fun at EQT REC Center







EQT REC Center held its annual Fall Vendor Show during the second weekend of November. The show launches the holiday shopping season for gifts and holiday decorations. The Center had over 65 different vendors. some coming from over an hour away, with a variety of arts, crafts, and baked goods for sale. Shoppers were excited to see the variety of goods that were available and were proud to support small businesses. Much to the pleasure of the shoppers, a local bar-b-que food truck was also present at the show. The vendors return every year due to the high attendance and their ability to sell out of stock by the end of the day. Many of the vendors have already begun to plan for next year's show, which will take place on November 12, 2022.



# HEALTH AND WELLNESS PROGRAMMING

The Center hosted a variety of fitness programs for members throughout the Holiday season. One of the most impactful programs was a "Youth Self Defense" class for kids ages 5-12. EQT REC Center is proud to have Faith Nichols, an accomplished mixed martial artist, as part of our Fitness staff. Faith worked with participants to teach the basics of self-defense through circuits and a variety of games, all focused on proper positioning and movement patterns. The kids were able to learn valuable lessons and didn't realize they were exercising! Faith also focused on motivational techniques to help build confidence and discipline for them . Feedback from the program has been so positive the Center will continue to host it throughout the year.

EQT also promoted the "Holiday Weight Maintenance Challenge" during the Holiday season. The annual Challenge helps to hold members accountable throughout the busiest time of the year. This year, the Center challenged participants to maintain their weight with a weekly weigh-in from Thanksgiving through the New Year. The goal was for all participants to be within two pounds, or less, of their starting weight. Every participant that achieved the goal was entered to win a variety of prizes from the Center. The program leads right into our weight loss challenge, "Shape Up Greene!" that begins in January 2022.





### Center for Fitness and Health



### YOGA SANTA MEMBER ENGAGMENT

In the month of December the Center for Fitness and Health had a member engagement program with several hidden Santa Clauses in varying yoga poses. Staff hid the small Santa's throughout the facility, and whoever found them received a water bottle with the Center's logo on it. Ultimately, membership engagement was extremely successful. CFH Staff handed out over 60 water bottles to the members.

### MERRY FITMAS CHALLENGE

The Center for Fitness and Health held a 12 Day Challenge in December. The facility APP was used to track progress and all participants could follow their fellow members. Over 100 members completed the challenge and were rewarded for their efforts. The challenge was successful in getting members to try other activities at the Center. The feedback was consistent that members enjoyed varying their workouts. The Fitness Team was there to help and encourage members who participated!



12 FITMAS CHALLENGE TRACK YOU PROGRESS ON THE CENTER FOR FITNESS AND HEALTH APP

one member/ friend sign up

two sauna sessions bring a friend for free

four treadmill walks



six laps in the pool seven elliptical workouts

eight member check ins



post/check in and tag us on social media eleven dumbbell squats twelve laps on the indoor track







### Center for Fitness and Health

SUPPORTS LOCAL FOOD BANK

Putting your health first.

Center for Fitness and Health

MI/H HEALTH © CARE

In an effort to demonstrate community support, the Center for Fitness and Health raised funds for the local Food Bank. For all new member sales in November, the Center donated a portion of the joining fee to the Food Bank. It was well received by the community and the Center realized its best November in years. Kelly Schaeffer, Membership Services Director, organized the promotion and feels that many of the new members were excited about giving back to the community. "It was so nice to hear that our new members appreciated our efforts to support local organizations – we also had some long-term members who chose to donate. Our members always seem to step up and help."



## FAMILY PROGRAMMING LAUNCH

### Center for Fitness and Health

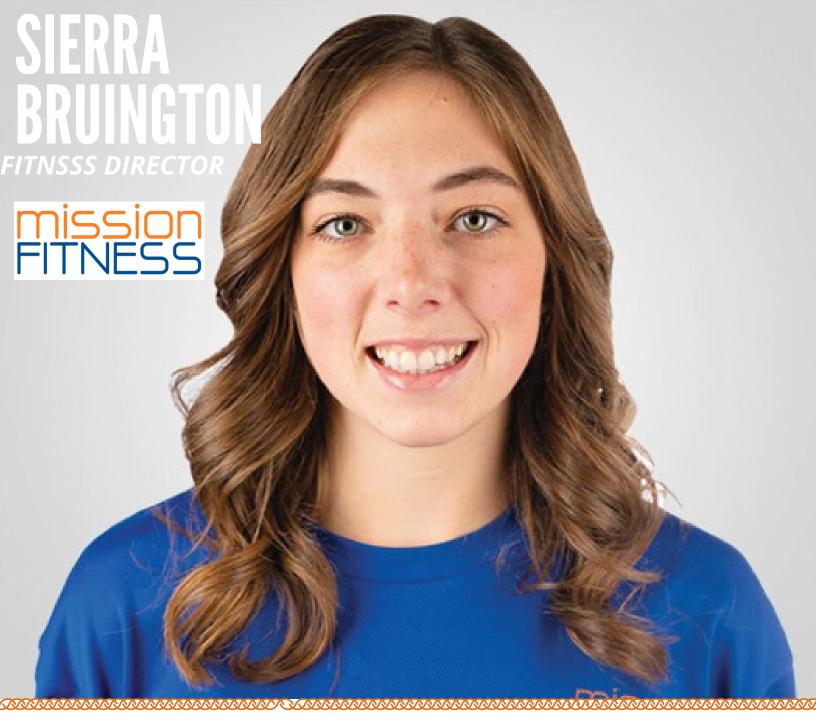
Recently, the Center for Fitness and Health (CFH) launched new family fitness programming for the members. As obesity and chronic disease continue to affect our everyday lives, the staff at CFH has developed dynamic programs for the entire family to enjoy! Whether it's a youth partaking in the Gym Class Heroes class or coming in to use the pool for Family Swim, the Center for Fitness and Health has something for the entire family. In addition, new programming is being developed to roll out in the next few months. Staff at the Center for Fitness and Health and Obstetrics Physicians are working on developing a post-natal program that will give new moms the opportunity to use the facility.

In addition to the new family programming, the Center for Fitness and Health has seen an increase in youth personal training. Most young participants work on proper mechanics and agility for their current sport as well as overall physical fitness and health. Developing healthy lifestyles is a family affair at the Center for Fitness and Health, and the expanding programming shows it!

Putting your health first.

Center for Fitness and Health





Sierra Bruington was appointed Fitness Director on December 13th. Originally from Odessa, TX, Sierra played soccer at Permian High School and later attended Texas State University in San Marcos, TX earning her Bachelor of Science degree with a focus on Health and Fitness Management and a minor in General Business. A knee injury in soccer and the physical therapy that followed sparked her interest in a career in fitness and health.

She has been employed with Mission Fitness since October of 2018, originally being hired as an Exercise Specialist and Group Exercise Instructor. During her tenure, Sierra became a NASM certified personal trainer and created the children's learn to swim program as well as teaching group exercise classes such as HIIT, Muscle Pump and Total Body Conditioning. Sierra has been an invaluable member of the team at Mission Fitness and we look forward to seeing her continue to build and develop the exercise and training programs at Mission Fitness.

# Mission Fitness

### Food Drive

Mission Fitness hosted its annual holiday food drive benefiting the West Texas Food Bank and the local Veteran's Administration from November 26th through December 22nd. Although contributions were down this year due to the ongoing Covid situation, it is still nice to be able to support those in the community that are in need. This was the twelfth year that Mission Fitness has hosted the Food Drive and we look forward to continuing this annual tradition in the future.







Mission Fitness hosted three students this past fall semester from the University of Texas Permian Basin. These senior level students spent a minimum of eighty hours observing the different aspects of medical fitness to complete their practicum course requirements. They were able to participate in the planning and implementation of special events, observe the our Exercise Physiologists in Cardiac/Pulmonary Rehabilitation, assist in the conducting of Health Risk Assessments for new members to Mission Fitness and observe our Clinical Integration Program under the direction of Zach Cavazos, Clinical Integration Coordinator.

The ability to assist in the education of these students has allowed Mission Fitness the opportunity to build a mutually beneficial relationship with UTPB and provide practical application of classroom lessons to a professional setting.



### **Anderson Health and Fitness Center**

### **BE ANDERSON FIT!**



### Anderson Rock Steady Boxing Program Stays the Course

The past two years have no doubt been some of the most challenging times in our nation's history. And for those living with Parkinson's Disease, the isolation that resulted from the pandemic had the potential to be crippling.

That's why it was so important for the Anderson Rock Steady Program to get back up and running as quickly as possible.

General Manager Adam Hodges notes "by shifting class times to early afternoon, two days each week when the facility was less crowded and really spacing out the workout equipment for safer distancing, we were able to get the program running again during that first year of the pandemic".

Throughout much of 2021 and into 2022 the program has continued to grow as more of the program participants have been able to get vaccinated. Coach Rob Walsh points out "these members have really been able to stay the course over the past two years and as quickly as possible were willing to get back in here and continue the fight".

In recent weeks, 15 members have consistently made it in on Tuesday and Thursday afternoons for their training workouts as well as to spend quality time with the other RSB members.

Trainer Reva Coate stresses "we see this program really helping our Rock Steady members in their fight to live healthier more complete lives, and that is very rewarding to us".



#### Bryce Branning, Fitness Director, Anderson Health and Fitness Center



Anderson Health and Fitness Center welcomes Bryce Branning as the Fitness Director.

Bryce is native to the Meridian area where he attended Lamar High School, excelling in football and baseball. Bryce received a B.S. in Exercise Physiology in 2014 from the University of Southern Mississippi and has worked at Anderson Health & Fitness Center for the past 7 years as a personal trainer.

Bryce and his wife Brooke welcomed their first child into the world in July of this past year, a little girl they named Rae Caroline.

When not working, Bryce enjoys hunting deer, turkeys and ducks. He is also an avid arrowhead treasure hunter, with a robust collection.

# **HEALTHPLEX ASSOCIATES**

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