

# CENTER FOR FITNESS AND HEALTH

BELLE VERNON, PA



## OVERVIEW

Studies have shown that there are several factors which cause a member to discontinue their membership. Some of the most common reasons for discontinuing memberships are uncontrollable factors. However, there are several controllable factors. While these controllable terminations cannot be completely eliminated, they can effectively be reduced by creating a friendly, comfortable and partnering environment along with innovative programming and a dedicated team committed to helping the members reach their goals.

### THE CHALLENGE

Regardless of what programs we have in place, we will not be able to prevent members from terminating due to: extreme financial constraints, relocation from target area and medical conditions that prevent members from participating. However, there are several factors that we can focus on to improve retention rates. The plan of action we have developed for our retention program will focus primarily on the following controllable factors related to membership termination:

- **Time:** "Cannot find time to fit in a regular fitness regime".
- **Commitment:** "Lost interest in the fitness program".
- **Family:** "Conflicting demands on personal time".

### THE SOLUTION

The overall Healthplex Associates Member Retention program is a direct contact approach that consists of phone calls, text messages and emails at key times to increase interaction between staff and members. Welcome calls to new members and follow up communication efforts at designated intervals provide opportunities for questions, program recommendations, review of attendance, and appointments to get back on track and create value, as needed.

The Center's Fitness staff is assigned new and existing members to contact regarding their progress on their exercise program. The calls focus on new members in their first 90 days and existing members who show early signs of termination as evidenced by a drop in their utilization of the Center.

### THE RESULTS

Healthplex Associates calculates its termination rate by dividing the total number of terminations each month into the total number of starting members. When the Healthplex Associates Member Retention was implemented the Center was losing an average of 3.4% of its members each month (Example: A facility with 3000 members would have 102 terminations if the termination rate is 3.4%).

Two years after implementing the Retention communication efforts; the termination rate was reduced to 1.95%, resulting in a reduction of terminations (in a facility with 3000 members) from 102 to 59. The proactive approach to increased member/staff communication allowed the Center to effectively reduce terminations and increase retention.