

Healthplex Associates (HPA) is a national management company that specializes in consulting and managing fitness centers for hospitals, health systems, foundations, community recreation centers and universities. Our objective is to help clients meet the challenges of making wellness a clinical and financial success.

Strong club leaders understand the importance of Key Performance Indicators (KPI) that measure progress toward objectives and goals, and that taking a disciplined, data-driven approach to running a club can help achieve long-term success. We at HPA measure over 60 KPIs for overall marketing and operational efficiency, some monthly and some annually. These metrics are collected and analyzed from all the HPA-managed clubs throughout the country and are compared to HPA and industry averages. KPIs need to align with specific goals and be actionable and results-focused to provide measurable improvement. It's important to pick the right KPIs, and not get overwhelmed with paralysis by analysis.

Most clubs rely on KPIs to track progress and guide decisions; however, it's easy to fall into the trap of "measurement for measurement's sake". Just because a club generates measures doesn't mean that operations will improve without a plan.

A few metrics HPA focuses on include:

- *Percentage of Tours Sold*
- *Non-Dues Revenue as a Percentage of Overall Revenues*
- *Percentage of Members with a Personal Trainer*

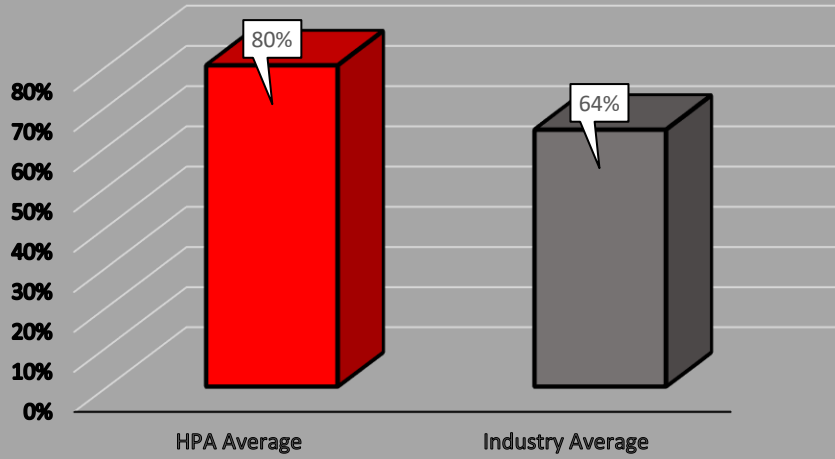
Collecting this data provides us feedback on how our facilities are doing and allows us to analyze problems and respond by creating a focused strategy. When the data flags a problem, it allows our club managers to collaborate with colleagues that may be achieving more efficient results in that specific area.

Using the 'Percentage of Tours Sold' metric as an example, if club A is at 60% of tours sold and club B is at 92% of tours sold, club A's manager can then reach out to club B's manager to compare their sales process and analyze how to improve their own. The graphs below illustrate HPA averages against industry averages according to the latest Medical Fitness Association and Club Industry benchmarks.

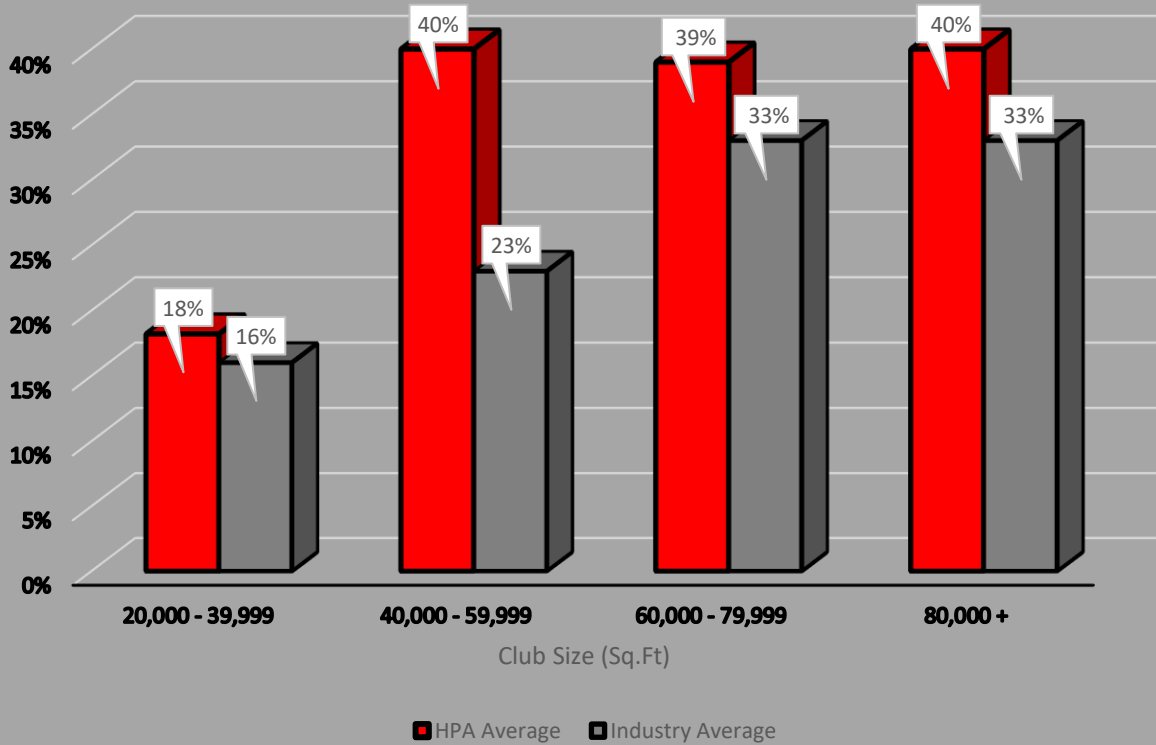
The bottom line is, tracking and reporting KPIs takes work – and if your KPIs aren't leading to better results, they're not serving your business.

To learn more about HPA's approach to KPI management and strategies, contact us at Ddoyle@healthplexassociates.com.

Percentage of Tours Sold



Non-Dues Revenue as a Percentage of Total Revenues



Percentage of Members With a Personal Trainer

