



# The MedFit Guide to Wellness Centers

*We Deliver Results*



*Be Fit. Live Well.™*

**Planning • Development • Management • Marketing**



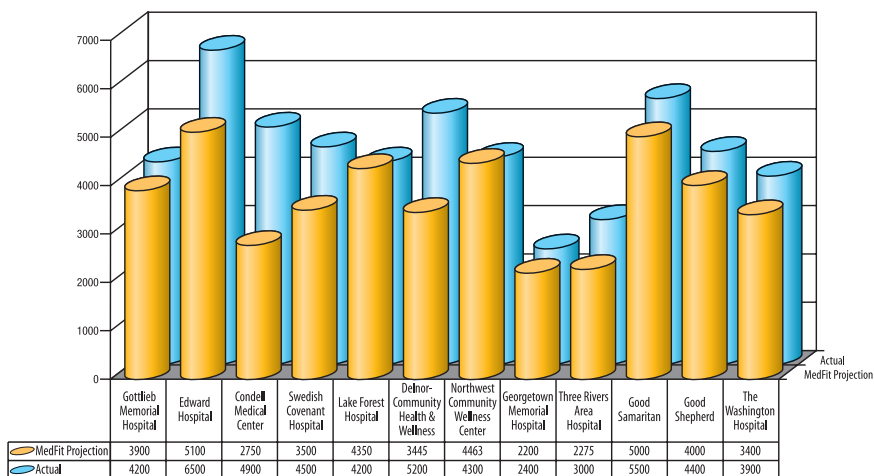
## Work with a leader

### For more than 20 years, MedFit Partners has been a leader in wellness center planning, development and management

Whether you're planning a new wellness center or need to improve performance at your current center, we can show you a variety of options. We help you every step of the way, from initial planning and performance models to membership forecasting, construction, staff and equipment selection, and marketing and management to bring you the best return on your investment.

Our results-oriented approach minimizes development time and maximizes performance. We offer a proven, proprietary, real-world financial forecasting model, customized site selection, and an array of program protocols that allow you to tailor your wellness center to your own specific needs.

**Membership Forecasts – MedFit Projections vs Actual**



In every MedFit project, membership enrollments have exceeded projections.



## It all starts with a plan

### **Plan your wellness center with clear and accurately defined goals**

A well-planned wellness center can be a valuable and productive asset to your healthcare facility or organization. Planning begins with a close and careful analysis of your goals and performance targets. Site selection, membership objectives and program development are critical to the success of the center, and performed with accuracy and thoroughness.

We start each project with a time-proven, in-depth feasibility study to accurately identify the potential members in your market area. Identifying your market is key. If not done properly, it can result in a facility that may fall short of your expectations and needs.

Next, we prepare a business plan that maximizes profitability and service to the membership. This includes capital planning, staffing needs, and other key expenses to determine budgets and financial requirements, as well as profitability and future growth.

Site selection and development are the next stages. These are key elements in every successful wellness center, whether you're designing and building a new facility or redeveloping an existing one. Our flexible approach provides a turn-key or fee-for-service basis to fit your individual needs.



## Execution is key

### **Provide the right mix of equipment, the right staff and the right atmosphere**

Many of today's wellness center consumers are sophisticated shoppers. This group responds well to the right mix of programs and services, a knowledgeable and well-trained staff, and a comfortable and supportive atmosphere.

The correctly executed wellness center generates a high number of initial memberships and maintains a high level of membership renewals. Word-of-mouth endorsements and in-center promotions help continue to grow your membership base.

### **MedFit Partners is your partner in success**

We work with you to:

- Provide an in-depth operations review and analysis to optimize your wellness center.
- Recruit highly qualified and well-motivated employees who help members reach their individual goals.
- Create programs and communication tools tailored to your community's needs, including lifestyle coaching, exercise programs that address chronic disease protocols, weight training and wellness programs.
- Provide ancillary business operations, such as day spas or retail areas, that expand membership and strengthen loyalty.
- Implement cost-effective administrative procedures that help you maximize your profitability by providing effective wellness center-designed administrative operations, information systems, payroll, customer service and training.



## Growing your wellness center business

### **Maintaining and growing the membership base, plus targeting new clients**

Over the years at MedFit Partners, we have learned that wellness centers are faced with different challenges, from enrolling new members and retaining them, to minimizing cancellations and implementing optimal new membership and retention events.

To address those concerns, we have developed a tailor-made, multitiered economic study to help increase memberships and retention rates while lowering cancellations. The in-depth research generated from our proprietary Wellness Center Economic Model helps create solutions for your complex issues. Our integrated healthcare and fitness communication tools also help educate members and clients.

### **Experience is the best teacher**

Our history in the wellness center industry has taught us that no two clients are the same. They may share similar goals and objectives, but their target audience, demographics and geographic situations may require a different marketing plan as well as other business and facility considerations.

Whether you're in the initial development of a new facility or are re-staging a current one to make it more economically viable, we are prepared to be your partner in your success.

*Call us at 847.475.2185 to learn more.*

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