



Reimagining The Fitness Industry

Fitness Centers that embrace change and whose leadership are visionaries will prosper greatly in the new age of Fitness starting in 2021. As agents for the health and well-being of their members, Fitness Owners need to assume that a Pandemic such as Covid-19 can happen again. Therefore, they must pivot their businesses to become “essential businesses” so that they will never be closed again by Federal, State or Local Government Agencies. Use what began in March 2020 as a lesson for the future and position your Fitness Center operation so it cannot be put in a position where it is not considered an essential business.

Initial Steps you can take **TODAY**

STEP 1 Join your State’s Fitness Industry Alliance so you are always aware of what is occurring on a state and federal level.

STEP 2 Contract with Health Insurance Commercial and Senior Fitness Programs which will give you the ability to bill insurance providers and add new members for little acquisition costs.

STEP 3 Develop a complete lifestyle approach to meet the criteria of “wellness” by:

✓ Diversify Fitness Services. ✓ Provide Comprehensive Medical Assessments. ✓ Offer Comprehensive Nutrition programming under the supervision of an R.D.N. and/or a Nutritionist (with a degree, not a certificate). ✓ Provide Diabetes Prevention Programming. ✓ Develop Life Skills Strategies Education to become more valuable to your market ✓ Need Ability to Report successful outcomes of participants.

STEP 4 Bring a Medical Director on Staff or an Advisory Board, which:

✓ Gives you the ability to offer a more comprehensive wellness services. ✓ Provides more validity and authority for the community you serve. ✓ Allows for expanded services for Physical Medicine, Therapeutic Exercise, Diabetes Prevention and Nutritional Counseling through case rate pricing. ✓ Creates the ability for Concierge Medical Programming.

Secondary Steps to Work Towards **IN 2021**

STEP 1 Rebrand your Fitness Center to include Wellness, Healthcare or Functional Medicine Organization

STEP 2 Comply with all Federal and State Covid-19 Healthcare Requirements and partner with a local Health System who will provide appropriate Covid-19 Preventive Health Protocols.

STEP 3 Contract with or hire a Medical Director or Medical Advisor who is an Epidemiologist.

STEP 4 Assign a key team member to be the HIPAA Compliance and Covid -19 Protocol Officer.

TIPS to Be AWARE Of Be careful paying licensing fees to organizations such as Medical Fitness Association and outside entities that claim to provide a certification from them that will assure that your Fitness Center will be branded an “essential business,” which is not true. The only certification that matters to States is that a facility is Medicare Certified or JCAH (Joint Commission of Accredited Hospitals/Health Centers) licensed. These certifications deem the facilities medically essential.

FINAL STEPS Build multiple profit centers all tied to Functional Medicine, Therapeutic Exercise, Diabetes Prevention, and Chronic Care Management. This is not as complicated or as costly as it may seem!