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GLOBAL CONFERENCE & TRADE SHOW

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**2017 IDEA World Program Director of the
Year**

**2014 Medical Fitness Association
Employee Wellness Director of the Year**

“The Magic of Wellness Programming”

The Magic of Wellness Programming:

Learning Objectives:

1. Why Now?
2. Where are the Gaps?
3. The 4 C's of Wellness Programming
4. Program Planning and Steps
5. Program Tips and Strategies
6. Program Ideas
7. Program Magic
8. Call to Action



Why Now?

1. CDC forecasts by 2030 over 50% of the US population will have a diagnosis of obesity
2. Rising cost of care is not sustainable for employers
3. Pandemic has created renewed appreciation for good health
4. Lifestyle education is clearly needed
5. Where does the average individual learn about good health in the adult stage of life?
6. Fitness club model is not focused on lifestyle education



Consumer Interest is ripe!

America has never been more unhealthy

Trillions are being invested in the wellness market

Cost of sick care is not sustainable – 80/20

Behavior change starts with believing

We are the experts to make it happen!





McKinsey & Company

4,141,082 followers

3h · 🌐

1. Health ❤️
2. Fitness 💪
3. Nutrition 🥗
4. Appearance 👁️
5. Sleep 🛏️
6. Mindfulness 🧘

These are the top categories that define the \$1.5 trillion wellness market.

Discover more here: <https://lnkd.in/dmq4EQp>

Today's consumer views wellness across six dimensions.



Better health

Extends beyond medicine and supplements to include medical devices, telemedicine, and remote healthcare services, as well as personal health trackers.



Better fitness

Was steadily increasing over time before experiencing some upheaval over the past year, with many consumers struggling to maintain pre-COVID-19 fitness levels.



Better nutrition

Has always been a part of wellness, but now consumers want food to help them accomplish their wellness goals in addition to tasting good.



Better appearance

Primarily relates to wellness-oriented apparel ("athleisure") and beauty products (skincare and collagen supplements), but also includes service-oriented offerings like



Better sleep

Now goes beyond traditional sleep medication, like melatonin, to app-enabled sleep trackers and other sleep-enhancing products.



Better mindfulness

Has gained mainstream consumer acceptance relatively recently, with meditation-focused apps and meditation-oriented offerings.

As reported in the Inc Newsletter, the world is on systemic burnout. Six (6) main causes:

1. Excessive workload
2. Perceived lack of control
3. Lack of recognition, value
4. Poor relationships, lack of social connection at work
5. Lack of fairness
6. Values mismatch

***Run it through again – EXERCISE, formative experience



- Consumers spend \$109 billion yearly at gyms, fitness studios, fitness clubs
- 3.7% of the world population are a member of a health club and/or participate in a fitness class regularly
- 103 million participate in home fitness
- 33.8 million people use a public/free fitness facility
- 21,000 outdoor gyms offer free classes and more

(Source: FIT SUMMIT 2021)



AND YET.....we have an ongoing public health crisis.

Obesity is forecasted to exceed 50% in Americans by 2030.

One in 5 is Burned Out

What is wrong with this model?



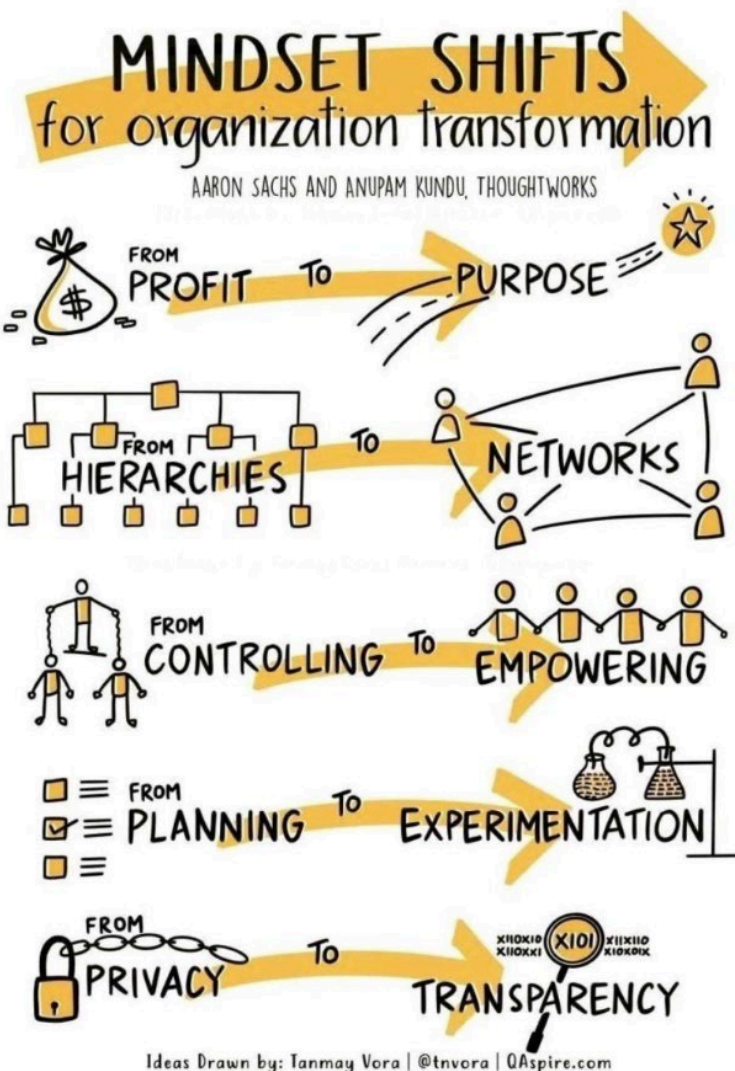
- The masses need us right now – to teach healthy living!!!!
- We need to create environments in which individuals believe that we genuinely hear their needs, meet them where they are without judgment and create safe, welcoming educational opportunities/programs that allow for behavior change over time.
- We need to create environments that are inclusive, diverse, pristine, age encompassing, using appropriate language, communications and marketing to reach a vast audience in need.



Our values have shifted Post Pandemic ...



Our mindset has shifted...



What Are the Gaps in What we Provide:

Solutions for de-motivated, de-conditioned, de-sensitized, fearful, distrusting.

Group instruction creates the community, culture and sustainability that is needed in ongoing behavior change.

In person education - virtual education mostly 1:1 offerings or DIY model.

Affordable education opportunities in self pay space.

Insurance coverage for health education for the masses.

Connection to provider in lifelong journey of health.



Specialty groups such as overweight, out of shape, post covid patients, fear filled consumers who want health opportunities.

Gender neutral programming.

Age-appropriate programming.

Inclusive programming.

Multi-generational programming.

Beginners, non exercisers

Change the focus – it is not always exercise first.

Think – meet the client where they are and behavior change model.



Fitness Club model is broken. Profit driven. Memberships do not improve health outcomes.

Focus on products that improve health

We do not have to start with exercise as first step to better health

Providers have limited time with patients to provide necessary health education.

Safe spaces for non exercisers, new exercisers, COVID recoverees, overweight and out of shape individuals, special populations etc?



Affordability

Marketing body ideals vs health improvements

Inclusivity vs exclusivity – boutique everything

Customization vs one size fits all

Personal training often delivered without outcomes to track
improved health metrics

Lack of integration with primary care providers to create a more
robust care of individuals in fitness clubs



Leverage Potential Partnerships:

There is a \$648 billion explosion in the care economy...

And how do we become part of the care solutions and get our piece of this billion \$\$\$ market?

Find partners outside of our industry who need our expertise!
Healthcare, Hospitality, Real Estate, Hollywood, Travel,
Employers, Older Adult Living Communities etc...



The 4 C's of Programming:

1. Community
2. Culture
3. Commitment
4. Content
5. ***contemplating adding Crisis to my list due to Burnout, the Great Resignation, Covid strains 4 and 5, Recession and more...



1. Community – identify who you are serving:

Employers

Employees

Members

Uninsured

Communities

Medicaid/Medicare

Well, at risk, rising risk, high risk, specific disease state

(Bob Boone, Medical Fitness Essentials, 2021)



2. Culture – identify the culture you are creating in your center:

Inclusivity vs exclusivity

Affordability

Health improvements vs body image

Age appropriate

Gender appropriate

Intergenerational

Lifestyle education vs exercise focus solely

Personal training often delivered without outcomes to track improved health metrics



3. Commitment - to outcomes and medical wellness model:

Continuum of care model

Referrals from providers

Health improvements are key

Data is everything

Sharing of data with providers

Creating outcomes that may lead to reimbursable events

Long term relationships to monitor health over time



4. Content - be the local health and wellness expert:

Become a Healthy Living Center, The Lifestyle Education Center, the Starbucks of your community

Become the known provider in your community to provide quality education for healthy living with corollary programming

Become the real live breathing library with the best team in town that are known as the resident experts

Hire specialists – behavioral health therapists, counsellors, dietitians, social workers, care coordinators, Parkinson's instructors, older adult instructors, health coaches

Create a book nook in your center for an exchange of quality health education books, resources

Seek endorsement from your local healthcare systems and lean on their experts to attain credibility

Provide Lunch and Learns to local groups, employers



Program Planning Steps:

Identify your audience, research best practices

Identify the tool to gather data

Identify referral sources

Communication/Outreach plan

Close the loop with the provider (s)

Report outcomes

Publish outcomes

Celebrate success(es)



Programming Tips!

Offer programs that will:

1. Increased socialization
2. Decreased fear
3. Increased trust
4. A safe place to be whatever that may mean to our visitors(sanitized, expert staff...)
5. Provides education
6. Diminishes myths
7. Offers solutions ie hybrid, on-demand
8. Offer joy, hope, fun, laughter in the human interactions
9. Create affinity groups
10. Cover all ages and stages, if possible



Program Planning Strategies:

1. Offer Healthy Living Programs – social, cognitive, spiritual, environmental
2. Offer Healthy Living Programs without requiring a membership
3. Offer Intro Level classes and Disease specific type GX classes
4. Only offer Personal Training with pre and post metrics included
5. Partner with local healthcare experts to support education in your fitness center



Program Planning Strategies continued:

6. Host an annual health fair and offer annual flu shots – partner with local employers
7. Host a Know Your Numbers event in partnership with a local vendor
8. Add an RD, Social Worker, Care Navigator to your team, even if part time to begin
9. Co-mingle services with other vendors in your community –
ie. Partner with CVS
10. Create a 12 month wellness calendar with themes and Lunch and Learn series



Programming Ideas:

1. Sanitization 101
1. Immunity 101
2. Reset Your Health Post Pandemic
3. Lose the Pandemic Pounds
4. Eat for Health
5. Stress Less – Breathe More
6. Zoom Out – Solutions for Tech Neck
7. How to Travel Safely – get out of your comfort zone with a checklist
8. Financial Wellness



Programming Ideas continued:

9. The Art of Breathing – Meditation Moments
10. How to Create a Home Gym
11. Zoom Out with Self Care Breaks
12. Desk Setup for Health
13. Movement Snacks – 15 to Fit
14. Mobility at Your Desk
15. Recovery from health challenges post covid
16. Signs and Symptoms of Burnout



Programming Magic:

Wellness Programs are Magic because:

Recruitment – get them in the door, try before you buy

Credibility – trusted partner in health

Create like minded groups – community

Focus on health – outcomes

Focus on positive change and culture

Create new ancillary revenue streams

Retention model

Sustainable model with culture, communities and commitment to improve population health



We have a tendency to think in terms of doing and not in terms of being. We think that when we are not doing anything, we are wasting our time.

But that is not true.
Our time is first of all for us to be.

To be what? To be alive, to be peaceful, to be joyful, to be loving. And that is what the world needs most.

Thich Nhat Hanh



What is your Call to Action?

Make Magic Happen!!!

Thank you so much for attending this session today!

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