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Going Behind the Scenes: Understanding and Organizing a Corporate Fitness Center

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GOING BEHIND THE SCENES

UNDERSTANDING AND ORGANIZING A CORPORATE FITNESS CENTER

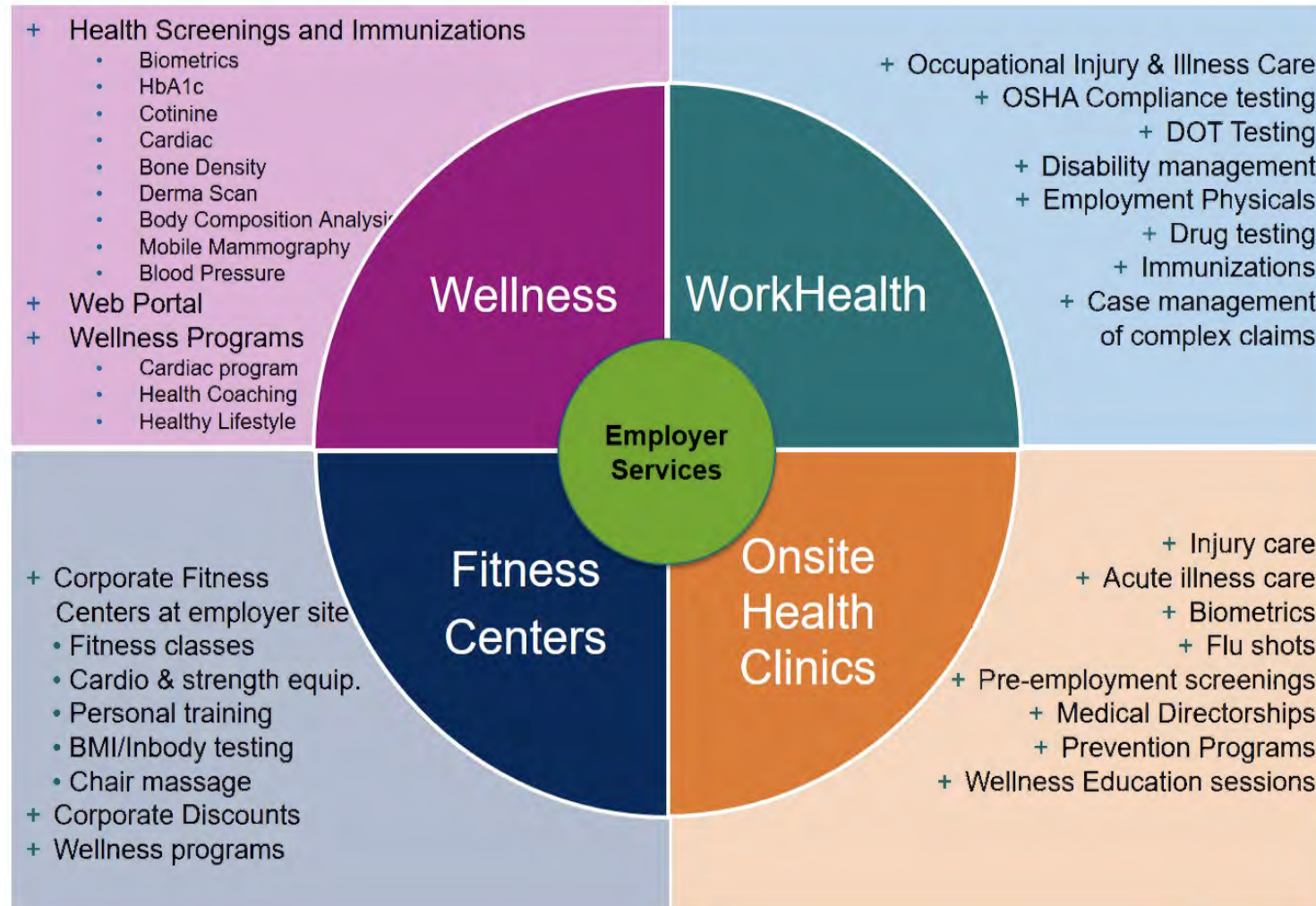


OHIOHEALTH & EMPLOYER SERVICES

- Lauren Quintana, MS
Corporate Fitness Manager, Employer Services
- OhioHealth David P. Blom Administrative Campus
- Various OhioHealth corporate fitness centers



EMPLOYER SERVICES OVERVIEW



OHIOHEALTH CORPORATE FITNESS

- Director of Corporate Fitness – Amy Upp
- Corporate Fitness Manager – Lauren Quintana
- Wellness Coordinator
- Exercise Physiologists
- Group Fitness Instructors
- Outpatient Dietitians
- Supervisors
- Front Desk reception

CORPORATE FITNESS OFFERINGS

Wellness Programs

- Group based coaching
- Nutrition consultations
- Health coaching

Lunch & Learns

- Nutrition
- Fitness
- Wellbeing

Fitness Offerings

- Yoga
- HIIT
- Zumba

Inbody Testing

- Health Fairs
- Pre and Post Assessments

Fitness Management

- Corporate Membership
- Management
- Staffing

HUNTINGTON NATIONAL BANK FITNESS CENTERS

- Gateway
 - 8,000 sq. Ft.
 - Membership – 400+
 - Available population – 1,300
 - 58%
- Easton
 - 9,000 sq. Ft.
 - Membership – 700+
 - Available pop. - 2,600
 - 65%
- Akron
 - 5,000 sq. Ft.
 - Membership – 200+
 - Available pop. - 550
 - 70%



HNB Data Reports

- Track:
 - PMPM
 - PMPY
 - % of members with 2 visits/week
 - Cross reference with Gateway Wellness (utilization)



CULTIVATING RELATIONSHIPS

Business Development

- Business Liason
 - Leads meetings
 - Main mediator between business and OhioHealth
 - Weekly/Bi-weekly meetings
 - Monthly/Yearly programs
 - Goals & Objectives

Upcoming
Fitness
programming

Huntington
Total Health

Fitness and
Wellness
collaboration

Next year
programming

Additional
needs and
wants from
HNB

FITNESS PROGRAMMING

OPPORTUNITY FOR NEW SITE

- BMW Call Center
- Liason – Tricia
- Site visit
 - Fitness Facility
 - Wellness Clinic
 - Additional space available for use

What are their wants and needs?

Floor Plan for size reference



SITE REVIEW FOR BMW

- ~1,500-1,600 colleagues in building
- Not currently staffed
 - Badge-in access/Sign in
- Locker room – across from fitness area
- No organization of fitness equipment
- Outdated/worn equipment
- Low utilization



RECOMMENDATIONS

Membership

- Payroll deducted
- Lower cost for membership
- Offer sign-up incentives

Staffing/Space

- 1 EP on site
- Possible 1 front desk/reception staff
- Update equipment/review cardio equipment
- Re-work layout

Programs

- Increase # of group fitness classes
- **10 minute stretch breaks**
- Lunch & Learns
- Communication through member e-mail

January	February	March	April	May	June	July	August	September	October	November	December
Fitness 101		March Mayhem		Mindfulness / Meditation		Women's Wellness		Weight Program		Holiday Holdout	
Quarterly Challenge			Quarterly Challenge			Quarterly Challenge			Quarterly Challenge		
Wellbeing Webinar	Lunch & Learn		Lunch & Learn		Wellbeing Webinar		Lunch & Learn	Wellbeing Webinar	Lunch & Learn		Lunch & Learn

Miscellaneous: Continuous 10 minute stretch breaks, department wide stretch breaks, 10 minute walks, quarterly satisfaction surveys

PROGRAM CALENDAR

Monday

Zumba

10 min Legs

HIIT

10 minute Walk

Barre

Tuesday

Built on Balance

10 minute

Pilates

10 minute

Strength and Mobility

Wednesday

Yoga

10 minute

Strongstep

10 minute

Total Body

GROUP
FITNESS
SCHEDULE

BUDGETING AND FINANCES

- Determine how much BMW is wanting to spend on upgrades/remodeling/equipment
- How much staff are they budgeting for?
- Expenses including bringing in dietitians/therapists

Can other companies compete with our services/offerings?

NEXT STEPS

- Bring BMW on site to view offerings in person
- Work closely with OhioHealth Wellness to ensure our goals and objectives align
- Draft proposal
- Develop timeline



QUESTIONS?