

With Wellness, Comes Opportunities!

Member Experience Meet Wellness



RICK LADENDORF

WHAT CAN THE PRIVATE CLUB INDUSTRY DO TO CAPITALIZE ON THE WELLNESS REVOLUTION?

According to Paul Zane Pilzer, best-selling author of *“The Wellness Revolution”*, wellness represents a trillion dollar industry. Just how much of that revenue your club will benefit from depends on your club’s wellness vision.

What comes to mind when you read the words “wellness center?” Do you envision a sterile medical center with uncomfortable chairs in the waiting room and white walls? Think of a club fitness center and what comes to mind...most likely a warm, inviting and homey environment.

Now imagine a private club offering wellness related services where the member can rehab injuries, manage weight loss, tend to health risks and conditions, receive nutritional counseling and take home a healthy meal...all from one convenient location - your club.

John Herring, general manager of The Club at Admiral’s Cove in Jupiter Florida says, “We are bridging the gap between health-care and the health-club. We have seen a 40 percent increase in revenues the last five years as a result of offering wellness programs, with a staggering 24 percent increase year to year in 2012.

“With our new spa and fitness facility, our members have access to certified acupuncturists, physical therapists, exercise physiologists, athletic trainers, nutritionists and a whole host of other wellness related services, many of which are billable to the member’s insurance company with little to no cost or liability to the club. Our members absolutely love the convenience,” he enthused.

Offering wellness related services is not only a convenience to the member, but it drives sustainable revenues and helps with retention and recruitment efforts.

Pamela Caldwell, director of spa, salon and fitness operations at Admiral’s Cove and president of the Club Spa & Fitness Association says, “since the association began five years ago, we have set standards, established financial benchmarks and helped our 100-plus member clubs to grow revenues and enhance the member experience through education and sharing of best practices.

“The industry has benefited greatly, and our success would

not have been possible had it not been for John Herring’s financial assistance and work with his colleagues to gain the support of the Florida chapter of the Club Managers Association and other area clubs.”

WELLNESS AND NUTRITION

Fitness is an important part of a healthy lifestyle, but nutrition takes the cake (no pun intended) when it comes to changing lives.

General Manager Don Walker from the Houston Center Club recently discovered that a large part of the membership wanted more healthy menu items so he created a plant-based whole foods mobile cart to help promote healthy choices. Members wanted to learn more about nutrition and the health benefits so he hired Dr. Baxter Montgomery, a Houston-based cardiologist to speak to the members as part of a five-week, plant-based nutritional program. The program sold out within a week.

Studies show that nearly 80 percent of \$2 trillion dollars are spent treating chronic illnesses, most of which are treatable with proper nutrition and regular exercise.

With that in mind, here are three low to no-cost suggestions to improve the health and well-being of your senior members while at the same time improving member usage and retention.

1. Healthy take-out menu. Offer prepared healthy meals as part of a nutrition and fitness plan and as members complete their workout or rehab session.

2. Partner with third party wellness service providers. The club provides the facilities and the member population, while the service provider brings the expertise, credentials and certifications. Start slow and expand as needed.

3. Offer Recipe Rehab cooking demos. Invite local nutritionists to work with the chef to “rehab” select menu items, get member feedback and have some fun with the process. **BR**

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