



Best Buy Wellness Zone

The Wellness Zone was established in 2002 to encourage and support the health and wellness of Best Buy's employees and contractors. This fitness center is located on-site at their World Headquarters building in Richfield, Minnesota. It is 16,000 square feet with two rooms dedicated to group fitness. The location services roughly 1,400 members with specialized programming events, group fitness and personal training.



You make a huge difference in people's lives, inside and outside of the Wellness Zone. From physical to mental health to overall wellbeing, you inspire us, so we can inspire others. Thank you for everything you've done in years past and have started doing to pull people together in this uncertain time. The Facebook, Teams, Wellbeats® and YouTube channels will be great! Thank you for making these resources available to all.

- Virtual Class Participant



Fitness center staff creating connection in an unfamiliar, distanced reality

Challenge

Sustaining connection in the midst of the COVID-19 pandemic

As Best Buy's fitness center closed its doors due to the social distancing protocol issued by the Minnesota Governor Tim Walz, HealthFitness staff began devising plans to keep Best Buy's population engaged and supported in their wellness journey. In a short amount of time, HealthFitness staff pivoted from testing virtual programming platforms to planning a virtual launch. Utilizing familiar contact methods, HealthFitness leaned on its national network of fitness professionals tasked with the same challenge to innovate and adjust programs so that Best Buy's employees had a familiar structure but new content that was applicable to their new reality.

Solution

Remaining virtually connected through reliable content

Over the last month, HealthFitness staff members have relied heavily on their pre-established Wellness Zone Facebook page that connects all employees and contractors to the happenings of the fitness center. It is a familiar space that was previously used to post articles and group exercise class schedules, but now serves as their one-stop shop for high-level connection. It is here HealthFitness staff direct people to their live group exercise classes, post challenges and share educational content that they would've otherwise done on-site. Many new faces are tuning in, getting engaged and feeling connected.

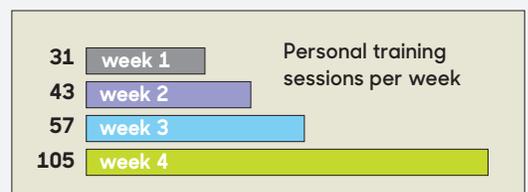
Personalization within group fitness and personal training

Group fitness classes and personal training were the most popular offerings within the Wellness Zone as they provided a more intimate workout experience and a personalized and familiar connection. Knowing the importance of that connection, the HealthFitness staff brought the classes live on Facebook so people could participate in the movement together and/or watch after the fact. They've created specific class content and have adjusted their scheduling to accommodate a Saturday class so that people working from home have the opportunity to connect when the home environment may be less stressful.

Personal training has also taken a virtual approach. Staff are able to connect with participants via Zoom, Microsoft Teams, or create customized workouts that can be accessed via a private YouTube link. Participants have been appreciative of this as it provides a seamless continuation of accountability and social connection.

Results

One month after moving to a virtual platform, HealthFitness has successfully implemented a new group fitness center schedule and developed ways to continue offering personal training. The number of personal training sessions has grown from 31 in the first week to 105 in the fourth week. Further, an average of 14 people have attended the newly offered Saturday group fitness class and have given great feedback!



About HealthFitness

HealthFitness, a Trustmark company, delivers a complete and personalized wellbeing solution designed to make people healthier with the best of fitness and recreation, wellness and injury prevention and treatment services. HealthFitness is a proven leader and partner for enhancing wellbeing programs and transforming lives for the better. Parent company Trustmark provides a full spectrum of employee benefits to improve wellbeing through better health and greater financial security. For more information on HealthFitness, visit www.healthfitness.com.

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