



National Programs Virtual Fitness

HealthFitness strives to create engaging, sustainable cultures of wellbeing across the country, in over 25 different industries, as well as collegiate and community settings. With over 250 fitness center locations, our staff is focused on helping members create social connections and build relationships as one way to build cultures of wellbeing – both on-site and virtually.

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What participants are saying:

"I was worried that my activity would go down after the self-isolation started. The program helped me stay active and improved my time for a 5K!"

"Knowing I had a 5K each Saturday kept me focused on my other workouts. Even though I was running alone, it felt part of a bigger family."

"The program helped me focus on healthy habits and fitness goals while in this strange time of work from home."

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National programs encourage active lifestyle during pandemic

Challenge

Keeping members moving at home during COVID-19

By the end of March, all HealthFitness fitness centers closed due to the COVID-19 pandemic. With members across the nation now at home, HealthFitness staff immediately identified a need to create a virtual program that could easily be deployed across HealthFitness' book of business. The goal of developing these new nationwide programs was to help keep members active while being disconnected from their accustomed fitness center staff, equipment and support.

Solution

Creating a national, virtual programming series

HealthFitness' fitness professionals joined forces and quickly created programming that could be rolled out to all HealthFitness fitness center client sites across the country.

Better Together Virtual 5K Series

The Better Together Virtual 5K Series was one program designed to encourage participants to complete 5K runs, walks, strolls and wheelchair rolls each weekend in April. Although members were physically apart, they were united in their commitment to fitness. Participants had the option of completing the weekly 5K at one time, or break it up over the entire weekend. To assist in program engagement, virtual marketing materials were created for client sites to distribute to participants including; promotional flyers and emails and social media posts.

Make May Matter

A second national program, Make May Matter, took place throughout the month of May and provided activities that could positively impact each participant's level of physical activity, mental health and eating habits. The purpose of the program was to provide support, encourage continued fitness, address the fact that participants' needs have shifted due to being at home and to foster a sense of community among HealthFitness clients. Participants earned points by maintaining or starting healthy habits based on weekly themes including, movement, mental health and mindful eating.

Results

National programs are getting great participation and engagement and are helping to keep people happy during this challenging time. At the end of each program a survey was sent out to measure program success and satisfaction.

Virtual 5K Results (178 survey respondents)

98% said that the program met their expectations

73% increased their physical activity

78% increased their time out of the house

99% would participate in future virtual programs

Make May Matter Results (134 survey respondents)

90% overall program satisfaction

63% increased their physical activity and energy

60% increased overall health habits

55% increased mental health and decreased stress

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.

Learn more

Discover how we can partner with you to connect and engage your employees with virtual fitness programming. Contact us today!



800.639.7913 | www.healthfitness.com

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