



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.



What our clients are saying:

"The team has just been wonderful. They have done a phenomenal job keeping people engaged."

"Today I took [a] class and this has been the most connected I have felt to [my company] all week."

"I am finding it so hard to be motivated to work out alone. Thank you for sticking with us. Can't wait to get back to the gym."



Restoring connectedness and belonging during COVID-19 pandemic

Challenge

Daily social connections reduced almost immediately

In March 2020, corporate employers, universities, and communities, along with their workforces, began to feel the impact of a global pandemic. As a partner with companies and communities across the country, HealthFitness saw a dramatic shift in the populations we serve over a short period of time – with over 250 locations open on March 4 to 100 percent of locations closed only 16 days later. Our employers and members were facing new stressors, new ways of working and interacting, and fewer social connections.

Solution

Reduce the effects of social distancing through virtual connections

With our national network of health and wellbeing experts to lean on and an abundant toolbox of programs and resources, HealthFitness associates ensured participants had the resources and opportunities needed to stay connected and sustain their wellbeing. From research-based educational meet-ups to engaging participants in mindfulness practices and ergonomic evaluations, our wellbeing experts were able to continue offering robust mind/body programs while individuals were off-site.

HealthFitness associates shifted our standard on-site offerings to a virtual setting, which included:

- Live and pre-recorded virtual group exercise classes, using different technology platforms
- Individual exercise prescriptions
- Virtual personal training
- Seminars on a variety of health and wellbeing topics
- One-on-one consultations with personal trainers, dieticians and health coaches
- National programs, like the Better Together Virtual 5K and Make May Matter challenge

Results

Our virtual programs leverage relationships developed on-site and enable connectedness by allowing participants to see familiar faces and interact with them throughout a majority of our virtual program offerings. Hearing familiar voices and seeing their colleagues' smiling faces provided a much needed lift for our participants' spirits and helped social connectedness. HealthFitness associates were successful in fostering continued social connections through thousands of outreaches and activities.

Over the past eight weeks...

88	Total number of clients reporting virtual programming
226	Total locations reporting services
468,000+	Fitness class participants
937,000+	Touchpoints through emails sent
17,000+	Unique outreaches and activities over eight weeks
7,000+	Fitness classes offered with participation ranging from dozens to several hundred
196	Outreaches and activities offered per company/community we serve, on average

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

