



Is It Time to Switch Your Corporate Fitness Vendor?

A Practical Guide for HR and Benefits Leaders Focused on Fitness Center Success



For HR and benefits leaders, your corporate fitness center isn't just a perk, it's a physical extension of your company's commitment to employee wellbeing. It should energize your workforce, create a sense of community, and deliver clear value for the investment you're making.

But if your current fitness vendor isn't delivering that experience, it might be time to reconsider the partnership.

This guide walks you through the red flags to watch for, what to look for in a new fitness vendor, and why switching vendors doesn't have to be a heavy lift.

Signs It's Time to Reassess Your Corporate Fitness Vendor

1 Low Engagement, Low Impact

If employees aren't using the fitness center or attending wellness programs, it's a clear sign something's off. Low participation may mean the offerings aren't relevant, fitness staff aren't inspiring or the programming and marketing is ineffective.

Look for:

- Sparse attendance in classes
- No strategic engagement planning to boost participation and engagement
- Lack of excitement or word-of-mouth among employees

2 Outdated or Stagnant Programming and Equipment

If your vendor hasn't updated fitness equipment or group exercise class formats, introduced new offerings, or responded to employee feedback, your fitness center and programming may be stale.

Warning signs:

- The same classes, same schedule, month after month
- No seasonal or theme-based events
- Little to no hybrid or digital options





3 Inconsistent Staffing

The people running your fitness center should be professional, welcoming, and aligned with your company culture. Whether it's staffing issues, class cancellations or a lack of professionalism, unreliable service reflects poorly on your entire fitness program.

Red flags:

- High turnover or disengaged staff
- Scheduling gaps or communication breakdowns
- Lack of employee trust in the fitness center experience



4 No Strategic Support

Your fitness partner should do more than run the day-to-day. They should help you connect your fitness center to larger business goals like retention, engagement, or culture-building.

Ask yourself:

- Is your vendor offering fresh ideas or insights?
- Do you get participation data or reporting?
- Are they helping you tie fitness into your overall benefits strategy?



5 Failure to Innovate

The workplace is evolving, and your fitness partner should be evolving too. If your vendor isn't adapting to your culture, space, or population, your program may feel stale.

Are they offering:

- Comprehensive programming that goes beyond fitness, like nutrition and mental health?
- Creative, relevant marketing campaigns that boost year-round engagement?
- Recreation programs?
- Clubs and special events?

What a Strong Fitness Vendor Should Deliver

When it's time to make a change, look for a partner that:

- Aligns fitness and wellbeing with your company culture and business goals
- Provides engaging, customized fitness programming (on-site, virtual, or hybrid)
- Hires and retains professional, certified staff who reflect your company's values
- Supplies clear participation data and insights
- Acts as your strategic partner and not just a service provider
- Helps you promote the fitness center and drive employee awareness

Don't settle for less than what your employees deserve. When it comes to fitness and wellness, the right partner changes everything.



Don't Sweat the Switch

Switching vendors might feel overwhelming but staying with the wrong partner is far more costly. Missed engagement opportunities, wasted square footage, and poor employee experience can add up quickly.



HealthFitness Makes Switching Easy

At HealthFitness, **we've helped hundreds of organizations** upgrade their fitness centers and wellbeing programs. Our streamlined transition process ensures a smooth handoff and a fast path to improved engagement.

Here's what we provide:

- **Full-Service Transition Management.** From staff onboarding to program relaunch, we manage the process from day one.
- **Engaging Programming.** We get your people moving through our innovative fitness programs.
- **Communication and Promotion Support.** We help you reintroduce the fitness center to employees through branded materials, launch events, and digital content.





Let's Build a Better Fitness Center Experience

If your fitness center isn't living up to its potential, or your vendor isn't living up to your expectations, we're here to help. Let's talk about how HealthFitness can revitalize your space, re-engage your employees, and make the switch simple.

Visit healthfitness.com or [contact us](#) to learn more.

About HealthFitness

For **50+ years**, we've helped clients offer valued fitness benefits, earning high satisfaction and long-term partnerships with over 180 organizations. Today, **we proudly support 1 million+ on their health and fitness journeys.**

If you are looking for a check-the-box solution, that's not us. We're at our best when partnering with organizations that have a culture of care and are committed to building a culture of health.

We are the leading provider of corporate fitness solutions

50+
years in business

3,000+
professionals
nationwide

180+
clients

1M+
participants

\$3.1B
in assets
(Trustmark)

400
sites nationwide

10 Years
client tenure

94%
client satisfaction
rating



HealthFitness, a Trustmark company, is a trusted partner in delivering integrated fitness, wellness, and injury prevention solutions that help organizations create thriving cultures of health and wellbeing. A proven leader in engaging people both on-site and digitally, HealthFitness supports the whole person through four key elements: Movement, Nutrition, Recharge and Connection. For more information, visit www.healthfitness.com.

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