



Vetting a Corporate Fitness Vendor: 6 Key Considerations



In a market that's crowded with options, we know there's a lot to consider when comparing corporate fitness vendors. We can help make the process a little easier with our guide, designed to help you cut through the clutter.

Get the answers you need to find a comprehensive fitness solution partner to reach, motivate and educate your people.

1 Pricing

Understandably, pricing is likely top of mind and the most important factor in your decision. Is it clear what you're getting for the price you're paying? Do you feel the value of the benefits meets your needs?

Get the details:

- What is the ideal pricing model for your site or program?
- How can pricing evolve as scope and services grow?
- Is the pricing in line with the market price or value for your state and region?

2 Support for employees

Companies with benefits that demonstrate they care for their employees have higher retention rates. Lower turnover means less disruption to your programs. Does this company walk the walk and invest in their own employees?

Get the details:

- Are employees supported and cared for or just a number?
- What training and continuing education is available?
- What's the turnover rate and satisfaction rating?

3 Implementation

You're using this guide, so you're great at vetting a vendor, but at the end of the day, you likely want to know how quickly things can get started and when you're going to see an impact. Is the timeframe right for you and will the vendor shoulder the majority of the burden and make it easy for you?

Get the details:

- What does their formal, strategic implementation plan look like?
- Is there a one, two and three year strategy and plan?
- How is data privacy and compliance managed?



5 Products, services and capabilities

While your main need is fitness, at some point you may want to expand services. Is that a possibility with the vendor you're considering? If so, are there also options for different delivery modes, such as online and hybrid?

Get the details:

- Are the offerings configurable to your needs and goals?
- Can the solution be seamlessly integrated with other vendors?
- Is there diverse programming for all levels and interests and can they target specific populations?



4 Engagement

You want a solution that engages your people, on-site, remote and hybrid, with approaches that are appropriately tailored for each audience. How is this done?

Get the details:

- What strategies are used to reach your entire population, helping you to offer equity in benefits?
- Do they offer something for everyone with diverse programming and personalization?
- How will your program be promoted, what marketing services are available?
- How is engagement measured and reported, is segmented reporting available?

6 Experience and stability

When you're looking at a vendor's experience, you'll want to feel you're in good company. Consider how long they've been in business and how many clients they have, but also whether they have clients in your industry with similar populations as yours.

Get the details:

- What's their client retention rating?
- What is their client satisfaction rating?
- Are they financially stable with reliable funding?

About us

At HealthFitness, we're more than a check-the-box fitness solution. We create opportunities to get and keep people moving, but our services extend beyond to address the whole person on-site and online. We connect with each participant, caring for them and making each person feel as though they belong, while creating a community of health to support their journey. And we'll make it easy for you – we have tons of experience and are really good at what we do:

50+
years in business

3,000+
professionals
nationwide

180+
clients

1M+
participants

\$3.1B
in assets
(parent company
Trustmark)

75
Net Promoter
Score

10 Years
average
client tenure

94%
client satisfaction
rating

What our clients and participants have to say



The HealthFitness team is a full-time extension of me. I trust them to do the work the way I would do it because they care about our population as much as I do.

HealthFitness client



It's so great to work at a company that provides a fitness center with staff members that get to know you on a personal level and encourage you.

Eddie, fitness member



My weekly virtual personal training sessions through HealthFitness has been one of the most important aspects of my mental and physical wellbeing while working from home; HealthFitness keeps me active and helps me enjoy my life.

Sharon, fitness member

Let's connect and start building your solution.



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.

800-639-7913
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