How to determine if your corporate fitness center is successful?

Companies that offer fitness centers for their employees hope to have lower absenteeism, higher job satisfaction and work productivity, higher employee retention, and lower health care costs. Achieving these goals is dependent upon ensuring that your employees are actively using the fitness center.   Here are four metrics that you should be measuring to achieve these goals

1. What % of your total workforce are members of the fitness center?   You have a problem if less than 30% of your employees are using the fitness center. In all likelihood this indicates that only the "Company Jocks" are working out. To be successful, your fitness center needs to reach those employees who are at risk for health issues.

2. What is the average number of visits per member per month?   Daily utilization to the fitness center needs to be tracked. On average, 35% of your members will use the fitness 8 or more times per month. Unfortunately, each month 25% of the members will have 0

visits to the fitness center.   The overall goal should be to see an average of 5 visits per month per member.

3. What % of your daily visits are from members who are participating in group exercise classes?   It is a proven fact that individuals who engage in group exercise programs have a higher adherence rate to exercise. For that reason, your fitness staff should be encouraging your employees to participate in group classes.

4. What % of your members are cancelling their fitness center memberships each month? A high rate of members cancelling their memberships indicates a that there are problems. Cancellations may be due to the cleanliness of the fitness center, broken equipment that isn't getting repaired in a timely manner, fitness staffing issues, cost, or a change in the company's wellness culture. On average, fewer that 2% of your total members should be cancelling their memberships each month.

Please contact us for a consultation to determine your success rating.	
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