Sustainable Future of Medical Fitness Centers

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Let’s be honest…

- Revenues are down significantly
- Many team members furloughed or redeployed
- Consumer confidence is low
- Some of us are not yet open, and some of us will close

What do we do now?
It’s time to pivot!

We are going to create a new business model that meets today’s needs while simultaneously spawning a future model of growth.

- Four Steps for the Present
- Four Steps for the Future
- Your Leadership is the Key
Present Model:
Agile business that can respond to new financial pressures while meeting MFA approved guidelines, and consumer desired experiences

1. Get leaner

2. Invest in our people

3. Ramp up differentiation marketing and sell

4. Transition your virtual offerings
Future model: Technologically integrated medical fitness center supported by communal experiences both in person and virtually

1. Add depth and monetize your virtual platform
2. Focus on group experiences
3. Integration with your health systems EHR
4. Population Health opportunities
Your Leadership is Key

Increase visibility

Acknowledge uncertainty

Empathize

Communicate directly and transparently

Focus on desired behaviors

Develop a purposeful plan that you can verbalize and role model confidence in the future
Thank You!

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