

Sustainable Future of Medical Fitness Centers

John Jacobs
Director, TriHealth Fitness & Health Pavilion
Cincinnati, Ohio



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!

John Jacobs
Director, TriHealth Fitness & Health Pavilion
6200 Pfeiffer Road
Cincinnati, Ohio 45242

John_jacobs@trihealth.com
513 246 2601
TriHealth.com/FitnessPavilion

