



2021 MFA COVID Survey

If your Center(s) have been doing well since the pandemic, what are the top 5 strategies being implemented to stay open and operable?

It depends on how you define "well". We're 70% back to where our membership volumes were previously. Our safety protocols, aka masking, have actually proved to work in our favor. Since we re-opened in September of 2020 our health system has continued to require masks at our location and when we compare to how other facilities are doing in our area, the masks have actually proven to make people feel safer, and as a result I think we've seen a greater return of our membership. We, like many, also pivoted to virtual group fitness and virtual programming and have continued to provide virtual options, which we've seen great engagement with.

I don't know how we compare with others, but we have recovered roughly 500 members of the 1000 that we lost due to COVID. We simply have the advantage of our hospital saying "stay open" and we are at full "offering" in terms of services, amenities, etc. We have no restrictions. We sent out weekly and biweekly reminders to cancelled members when we reopened last year reminding them they could rejoin with no fee. We are currently offering a \$20 enrollment fee, and fortunately that coincides with our 20 Year Anniversary. We're just staying the course and pressing ahead with less staffing. We continue to roll out email offers and incentives, free week passes, etc.

Symptom/temp checks, COVID guidelines - attract those with chronic disease many have thanked us - so our clientele has changed a little
Patients from Cardiac Rehab and Therapies - want to transition due to safety of facility (COVID practices and not as crowded as others - like members who want a cleaner facility)
The members that have stayed are coming regularly as it is a social outlet as well as physical outlet - even though we don't allow them to congregate in the social area
Group Fitness classes - even though limiting size and created plastic pods to exercise in
Personal Training has seen growth - doing land and water

Constant communication, promotions and events to pull people back in.

Good promotion to attract new prospects
Consistent in COVID protocols set in 2020

This is difficult to answer due to the time frame involved, over 16 months. We have had many ebbs and flows during this timeframe. What we are doing well now is not the same as what we were doing well 12 months ago.

Taking temperatures, spreading out group fitness classes, cleaning continuously and advertising that fact.

1. Outdoor facilities (tent for strength equipment + group fitness)
 2. Reservation system for pool lane use
 3. Sanitation stations throughout the gym
 4. Constant communication w/ members and membership services. Offering freeze to accounts w/ small fee
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Not sure we are doing well but we are operating. 1. Maintain a safe culture and environment. 2. Promoting strengthening equipment. 3. Mandated mask wearing for all staff even if they received the vaccination. 4. Fully open all areas of the facility with no restrictions. 5. Back to offer a full schedule of events/programs, activities, and physician referrals.

We have been able to run our clinical referral programs throughout most of the pandemic, even when our building was closed for other services.

Classes are keeping the doors open right now.

At the height of pandemic, more conspicuous cleaning, physical distancing of equipment, temperature checks, hourly announcements- we have pretty much returned to pre-covid operations- we still have not opened our small cycle room and we are still making regular announcements reminding members wipe down equipment and physically distance

1. Diverse revenue streams: Clinical programs (physiotherapy, work injury management, Physician visits) have been permitted to proceed even under lock down. 2. Digital revenue streams - chronic disease management programs (Cardiac Rehab, Pulmonary Rehab, Diabetes) moved to digital so funding continued. Additionally, we introduced new fee for service digital programs - Online cardiometabolic risk reduction program. Participants pay for the program which helps bring in revenue even when the exercise facility was closed. 3. New programs - We introduced Post-Covid Rehab (for long covid). Insurers are paying for it. Additionally, we have negotiated with insurers to fund more mental health services for employees who are off work due to mental health as a result of the pandemic (many health care workers and teachers)

We were originally closed down, but converted everyone to a home program and leased out all our equipment. Everyone had a coach who programmed for them daily.

If your center is struggling, what are your top 3 challenges?

Many former members whom we've spoken with don't feel comfortable returning, despite the safety precautions we have in place, primarily due to the increase in the delta variant throughout our community.

I'm concerned that we won't recover those members who cancelled and then realized they weren't attending anyway, so they won't come back.

Wearing Masks
Limiting size of group fitness
Gaining/retaining Members

Same as first answer for the negative. [First answer: This is difficult to answer due to the time frame involved, over 16 months. We have had many ebbs and flows during this timeframe. What we are doing well now is not the same as what we were doing well 12 months ago.]

We still have challenges, some people are tired of the restrictions, even if they are lifted a bit.

1. Mask Mandates indoors
 2. Members not comfortable enough to return due to pandemic
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We have gained 330 members from the 2000 members we have lost. 1. Getting members who canceled during the pandemic to rejoin the facility. (Behavior have changed) 2. Staffing problems to keep the center operating. 3. Wage increases without increasing membership dues.

- 1) Masking is still a challenge. We are a health care system and we are required to have all members mask.
 - 2) Other facilities in the area have not and will not follow any of the state restrictions
 - 3) Communication with members
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Members "don't feel comfortable" being around large groups yet.
Staffing challenges prevent more revenue generating programs.
Housekeeping shortages.

I don't have a specific list; for us, it's all about mask policy. We had a very successful summer, but in August returned to a mask required during exercise policy. This caused us to revert back to April 2021 membership numbers.

Getting members back that we lost
Staffing - we have lost alot of team members and are struggling to hire
Keeping staff engaged due to additional cleaning requirements

1. Low member volume - about 50% of pre-pandemic. The good thing is that another 25% are on hold.
 2. Staffing shortages - since we are a department of Seven Oaks Hospital, staff have been re-assigned to support covid efforts in the hopsital.
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We are breaking even. Still struggling to gain back the numbers of members we had pre-COVID

How many facility closures are you seeing locally?

None: 4 responses

I don't think we've seen too many closures, aside from maybe some boutique/yoga studios here and there.

Very few in fact some have expanded and we have seen two open - we have lost membership to other facilities because we are following COVID guidelines of wearing masks and socially distancing. No other fitness center in our area are following these guidelines including YMCA

Hardly anything. Commercial facilities are not following any COVID guidelines or mandates. Never have. Local gyms in the area did not even close under the state order in 2020

Not aware of any

We have three locations but we have not seen many in our region.

A few small studios throughout the community

We have noticed smaller commercial facilities closing. I did see an ACAC facility closed.

No, other facilities in our area did not follow mandated closures/masking etc. They have seen an increase in business.

Moderate

Minimal

Unsure. Our province has had 3 mandated closures during 3 waves. Each closure was 2-5 months.

A couple have switched ownership

Is your hospital and/or medical center still supporting your Medical Fitness Center?

Yes: 13 responses

No: 0 responses

N/A: 3 responses

Which city and state are your Center(s) located?

Durham, NC

Victoria Texas (equally distant from Houston, Austin, San Antonio and Corpus Christi)

Jefferson City, MO

North Carolina

Mentor OH

Akron, OH area.

Rolla, MO

California

Culpeper, VA

Fremont, MI

Lumberton, NC

South Bend, Indiana

Jackson, TN

Celebration, Fl.

Winnipeg, Manitoba, Canada

Moorhead MN

Compared to Pre-COVID numbers, how are your facility member visits performing?

90% and above: 0

80-89%: 2

70-79%: 5

60-69%: 4

50-59%: 2

40-49%: 3 [Comment: Membership numbers dropped, but we are seeing more of an impact on utilization rates.]

30-39%: 0

Less than 30%: 0

Compared to Pre-COVID numbers, how is your revenue performing?

90% and above: 1 response [Comment: 96% comparing last month to August of 2019]

80-89%: 2 responses

70-79%: 4 responses [Comment: Given we have diverse revenue stream]

60-69%: 6 responses

50-59%: 2 responses [Comment: 2020 we were at approximately 50%-59%. 2021 we are projecting 60%-69%]

40-49%: 0 responses

30-39%: 0 responses

Less than 30%: 1 response

Does your facility require a vaccine for entry to your facility?

No: 13 responses

Vaxxed do not have to wear mask. No checking of a vax credential.

Not yet, but I have a feeling it is coming.

Yes as per health orders. However vaccination not required for the clinical area (only for exercise area)

Does your facility require a mask for entry to your facility?

Yes: 5 responses

No: 3 responses

Only if admittedly unvaxxed or if they want to. All employees, regardless of vax status must be masked at all times

Masks must be worn at entry but allowed to take off inside fitness center.

Yes, indoors only. Outdoor space is not required to wear a mask

No, but strongly recommended.

Yes, current status, members do not need to wear at their station.

Not yet but I think it is coming. Right now its optional for members but mandatory for staff.

Yes. Members can remove mask while exercising (as per health orders)

Does your facility require a mask for specific activities? If it does, please list.

No: 6 responses

Masking is required for all indoor exercise, except swimming, pool classes and showering. Masking is not required outdoors currently.

Yes, for patient care activities, per the Hospital

YES = all activities (except group fitness - we have moved it outside on weather permitting days or they exercise in Plastic PODS) We limit Pool time to 2 individuals at once and they don't have to mask - we used to have 4-6 in a class at one time.

No, if vaxxed

Mask mandates in our county only apply to indoor areas. Outdoors masks are not required.

Yes, All areas of the facility must wear a mask. If a member is at their workout station, they may remove their mask. In the pool, members and patients can remove their mask.

Not yet but I think it is coming.

Mask required at all times in our facilities, including during exercise.

While in Black status we required mask in all areas including the exercise floor and group fitness classes. Now that we are at Yellow status we will go back to mask in all areas except while exercising and in group fitness classes.

Staff - required. Clinical services - required at all times
