



“Medical Fitness; New Development and Design Opportunities to Grow the Influence of Medical Fitness on Population Health”

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MFA Annual Conference

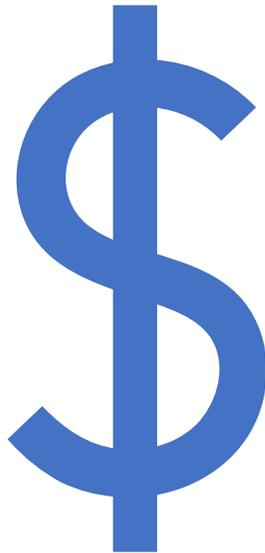
October 28th, 2021

Presentation Goals

Address	Address the emerging trends in Population Health Management, healthcare delivery and its relevance to the medical-fitness industry.
Review	Review design and planning “best practices” of medical fitness centers which promote integration with the continuum of care.
Present	Present key emerging design features of community-based fitness centers which incorporate elements of recreational, adult, boutique and medical fitness with an eye towards improving the health of populations.
Discuss	Discuss the strengths and weaknesses of hospital-owned centers compared to those incorporated into a planned community by highlighting the early success of a medically-integrated, fitness center built into the ecosystem of a master development.

“The Triple Aim”; Donald Berwick

(Journal of Health Affairs, 2008)



- Improving the patient experience of care including ***quality*** and ***satisfaction***

+

- Reducing the per capita ***cost*** of health care

+

- Improving the ***health*** of ***populations***

= ***VALUE-BASED CARE***

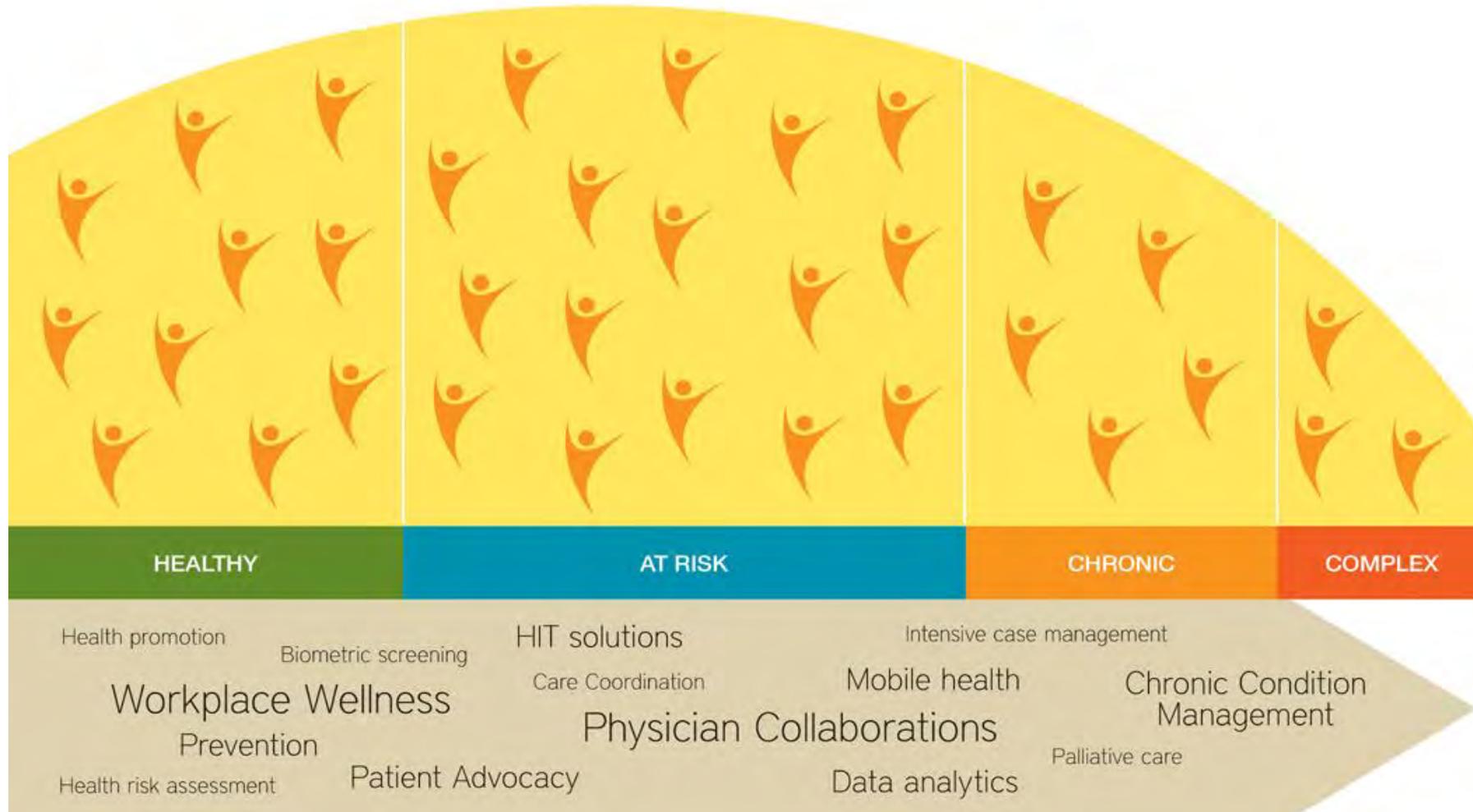
Population Health Management Defined

“The goal of PHM is to keep a defined patient population as healthy as possible. While PHM focuses partly on high-risk patients who generate the majority of health costs, it systematically addresses the preventive and chronic care needs of every patient/person.”

“PHM is about providing each patient in your community with everything they need, and nothing they don’t, to achieve and sustain the highest level of health and wellbeing possible.”

PHM Across the Continuum of Care

(Source: Care Continuum alliance)



Social Determinants of Health



Core Elements of Population Health Management





The Evolution of Medical Fitness

Epoch I; 1985-2016 Business Development Strategy

- ◇ Additional profit center for Health System
 - ◇ Drive volume (market share) to core business
 - ◇ Employee wellness strategy (internal and external)
 - ◇ Platform for launching or growing community education
 - ◇ Re-position image & brand within the community
-

Epoch II; 2017-? Population Health Management Strategy

- ◇ Extending care into the community
- ◇ Monitoring of patients with Chronic Medical Conditions
- ◇ Mechanism to promote patient engagement & lifestyle change
- ◇ Aligns with the philosophy of “keeping all patients well within a defined community”
- ◇ Tool for managing costs within value-based payment models

The Evolution of Medical Fitness; Improving the Health of Populations

	Medical Fitness, Epoch I	Medical Fitness, Epoch II
<i>Physical Location</i>	Hospital Campus, MOB	Community Setting, Planned Development (“live, work & play”)
<i>Targeted Populations</i>	Patient’s, Hospital employees, adults with CMC’s, serving single HC system	Kids, families, patient’s, students local Employers, serving all HC systems
<i>Core Offerings</i>	Selectorized machines, Group Exercise, Aquatics, EIM programming	Recreational fitness and sports, group exercise, adult fitness, family programming, wellness education
<i>Primary Focus</i>	Exercise, Fitness, Rehab, Health Coaching	Wellbeing, performance, holistic programming, lifestyle
<i>Outcomes</i>	Market share, health and financial outcomes of Hospital sponsor	Health of Populations, community wellbeing



TEN MOST IMPORTANT ELEMENTS OF WELLNESS DESIGN

1. Fit to Community Context

Site/Market/Use/Demographics – We are Creating a Human Ecosystem!

2. Embrace the Complexity

Understanding the Unfamiliar Puzzle Pieces That Come with “Whole” Person Care

3. Unique Solution

Fit/Flow/Function/Form – Efficiency Matters

4. Spatial Generosity

“Elbow Room” is Essential for a Comfortable Welcoming Experience

5. Indoor / Outdoor Connectivity

Avoid the Big Windowless Box

6. Styling for Theatrical Ambiance

Like a Theater, Create Focus on the Performers

7. Creative Code / Regulatory Compliance

There is Always More Than One Way to Comply with Building Codes. Be Knowledgeable. Be inventive.

8. Diversity Awareness

Respect the Ongoing Evolution of Gender, Age and Privacy Awareness

9. User-Friendly Detailing

Attention to Detail Never Wins Design Awards

10. Enable Social Engagement

Create Informal Gathering Places Throughout the Building

1. FIT TO COMMUNITY CONTEXT

Site/Market/Use/Community - We are creating a human ecosystem.



Forget operating as an isolated destination designed only for exercise

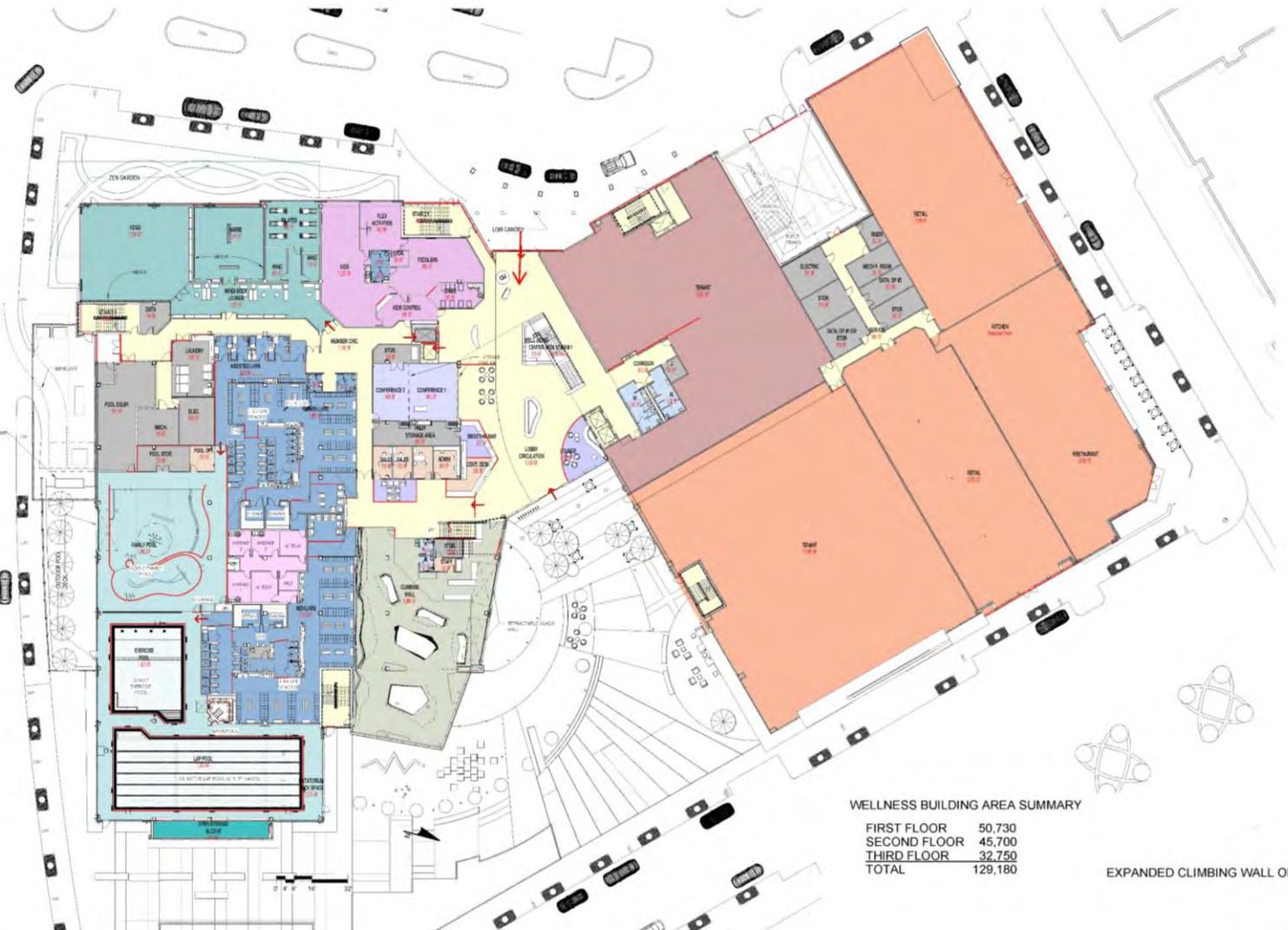
Partnering opportunities abound - corporate, hospitality, educational, retail, recreational, governmental – if you have a building, people want to be in!

Be the *well-connected heart of a walkable community of healthy living*...not just a grand, canopied entrance aimed at a parking lot.

Access control and security are still important, but *multiple entries* can be justified when the planning is informed and optimized for a diversity of users.

2. EMBRACE THE COMPLEXITY OF THIS UNIQUE PLANNING PUZZLE

Understanding the unfamiliar puzzle pieces that come with “whole” person care.



Exercise, education, sport, rehab, prevention, nutrition, along with behavioral, social, spiritual health-- discovering how these pieces of the puzzle can fit together in ways that make the whole greater than the sum of its parts.

WELLNESS BUILDING AREA SUMMARY

FIRST FLOOR	50,730
SECOND FLOOR	45,700
THIRD FLOOR	32,750
TOTAL	129,180

EXPANDED CLIMBING WALL OPTION

LAKE NONA PERFORMANCE CLUB 1st Floor

2. EMBRACE THE COMPLEXITY

Understanding the unfamiliar puzzle pieces that come with “whole” person care.



Beware of creating unnecessary boundaries where seamless integration better serves the mission. A walled off MOB box sitting next to a walled off fitness box is not the answer.

3. UNIQUE SOLUTION

Fit/Flow/Function/Form – Efficiency Matters



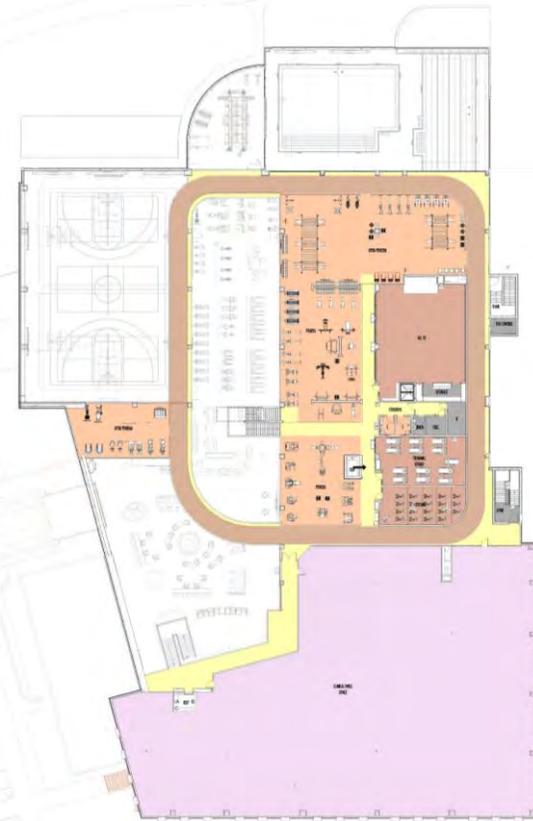
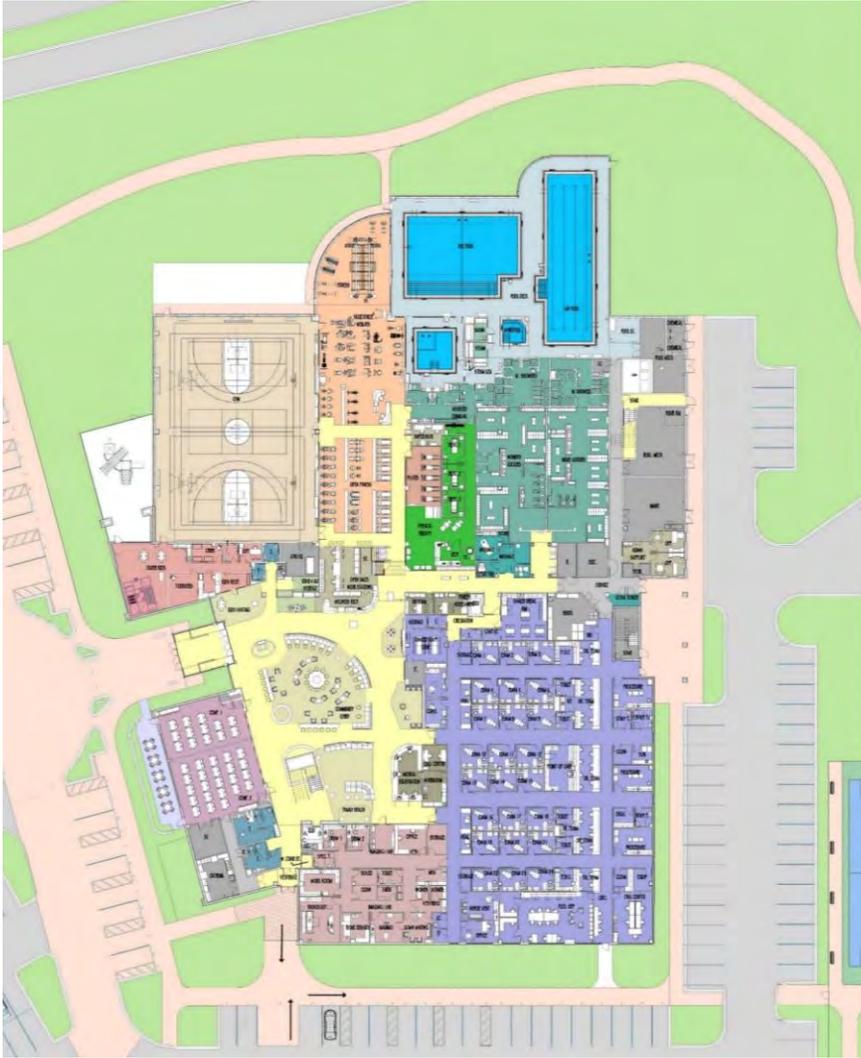
Solve the planning puzzle before you try to win the beauty contest. Having a beautiful building is an important component of success but make sure it is a beautiful building that works!



HANCOCK HEALTH HEALTHWAY PARK

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HANCOCK HEALTH HEALTHWAY PARK

4. SPACIAL GENEROSITY

'Elbow Room' is essential for a comfortable, welcoming experience.



These buildings are community gathering places. Avoid unnecessary walls as you right-size spaces for the optimal user experience. Superior functionality can be achieved without adopting a rooms, doors and corridors model.

HANCOCK HEALTH HEALTHWAY PARK LOBBY

5. INDOOR / OUTDOOR CONNECTIVITY

Avoid the big windowless box.



With views in and out, daylight is always good. Less like fortresses with single drawbridge-like entries and more like shopping centers with multiple access options and interactive flow-through opportunities. Showcase indoor activities to the outside world.... Easily done at night during those times of the year when peak use periods often occur after the sun goes down.

NAC FITNESS ADDITION

6. STYLING FOR THEATRICAL AMBIANCE

Like a theater, create focus on the performers.



The architecture must not call attention to itself, but rather, let the people be the center of attention in these buildings.

Avoid a sterile healthcare feel, stay away from a bland corporate vibe, the classroom & hallway model is also not a good fit,

Employ high energy palettes when appropriate. Go with quiet ambiance when appropriate.

Think about each activity as its own brand, deserving of its own unique environment.



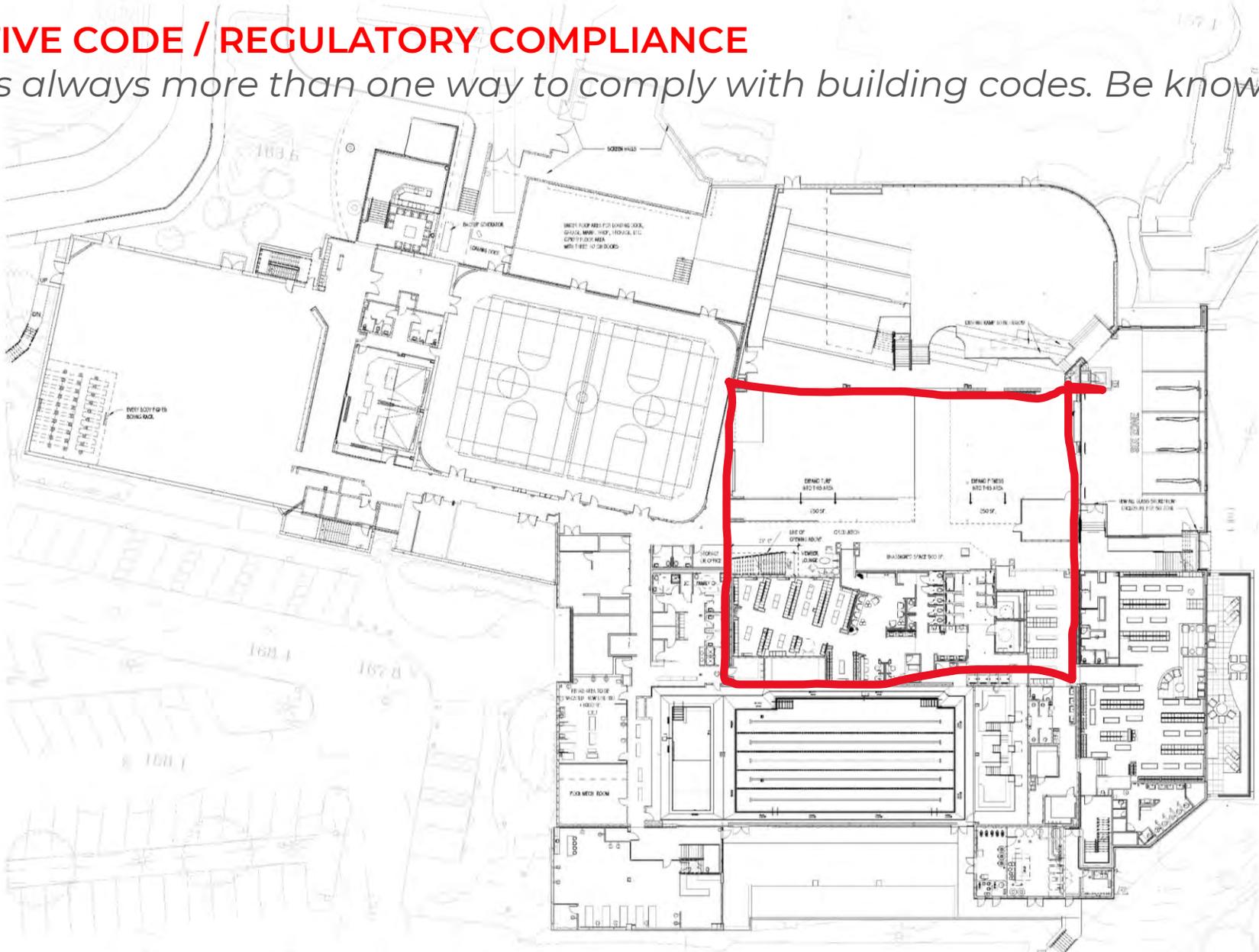
NAC PULSE

Multi-purpose design is a tempting goal, but what you can in you pay a price in lost credibility. Zumba and yoga are both group exercise activities but should not be conducted in the same, multi-purpose studio.



7. CREATIVE CODE / REGULATORY COMPLIANCE

There is always more than one way to comply with building codes. Be knowledgeable. Be Inventive.



8. DIVERSITY AWARENESS

Respect the ongoing evolution of gender, age and privacy awareness.



There is no excuse for being in denial of a changing world that is increasingly intolerant of barriers to full participation by the full diverse spectrum of humanity.

HOLLAND AQUATICS UNIVERSAL CHANGING

9. USER-FRIENDLY DETAILING

Attention to detail never wins design awards.



But designing the irritation out of the user experience will pay big dividends in user satisfaction and customer retention.



Avoid blind corners, poor lighting, hard to read signage, unnecessary doors, non-intuitive way-finding, inconvenient stairways, and poor acoustics.

10. ENABLE SOCIAL ENGAGEMENT

Create informal gathering places throughout the building.



Food and Beverage is not much of a profit center for Wellness facilities but is a proven lubricant for social interaction when properly positioned and managed.

LAKE NONA PERFORMANCE CLUB LOBBY



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EACH OF THESE ELEMENTS IS FERTILE GROUND FOR FURTHER CREATIVE INNOVATION BY DESIGNERS, USERS, OPERATORS AND DEVELOPERS

A CITY OF THE *Future.*



Lake Nona

A 17-square-mile community *designed & built* from scratch and anchored by clusters of *excellence* in wellbeing, sports, performance, education, and technology. This *fast-growing* neo-urban environment is inspiring institutions, businesses & people *to thrive.*

Lake Nona Performance Club is a state-of-the-art fitness, sports performance and integrative health center dedicated to advancing the pursuit of whole-person health and community wellbeing.

LAKE NONA PERFORMANCE CLUB



- Medical Director
- Medical Advisory Council
- Emergency Response and Covid-19 Safety Plans
- Outcomes-based
- Clinically Integrated Programs

OUR AMENITIES. YOUR *Advantage.*

 chopra
Mind-Body
Zone

Aquatics
Center

EDGE
Sports
Performance

Technogym
Cardio &
Strength
Training

ROX
Climbing
Gym

Kids in
Motion
Activity
Center

Whole Health
& Fitness

Integrative
Medical
Fitness

Massage,
Sauna, and
Steam

Precision Rx
METABOLIC HEALTH & HUMAN PERFORMANCE LAB

UP IT *Experiences.*



chopra
MIND-BODY ZONE & SPA

at

LAKE NONA PERFORMANCE CLUB



- ✓ Personalization based on a mind-body type assessment
- ✓ Chopra signature meditation classes
- ✓ Chopra signature yoga classes
- ✓ Additional boutique-style classes
- ✓ Educational classes on well-being topics
- ✓ Special pricing on Chopra Spa Services
- ✓ Chopra App subscription (available on iOS)



OUR DIFFERENCE. YOUR *Advantage.*



CONTINUOUS SERVICE MODEL



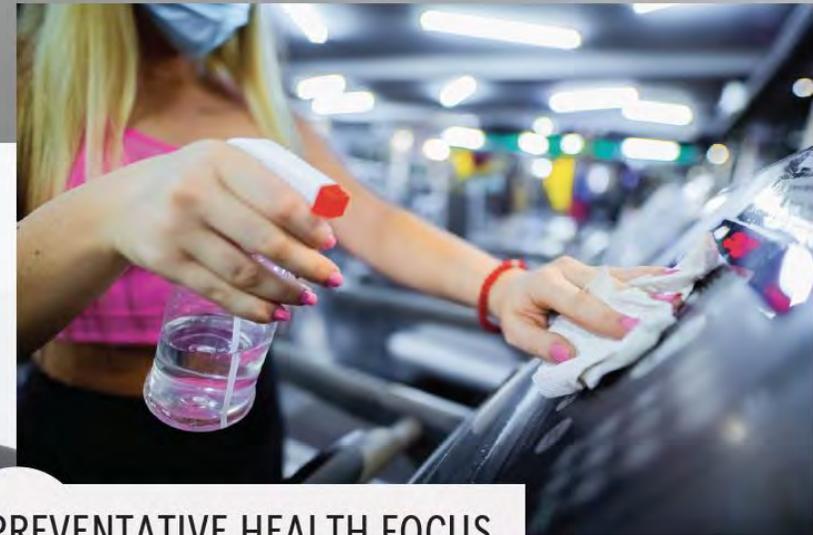
PRECISION WELLBEING ASSESSMENT



COMMUNITY INSPIRED EXPERIENCES



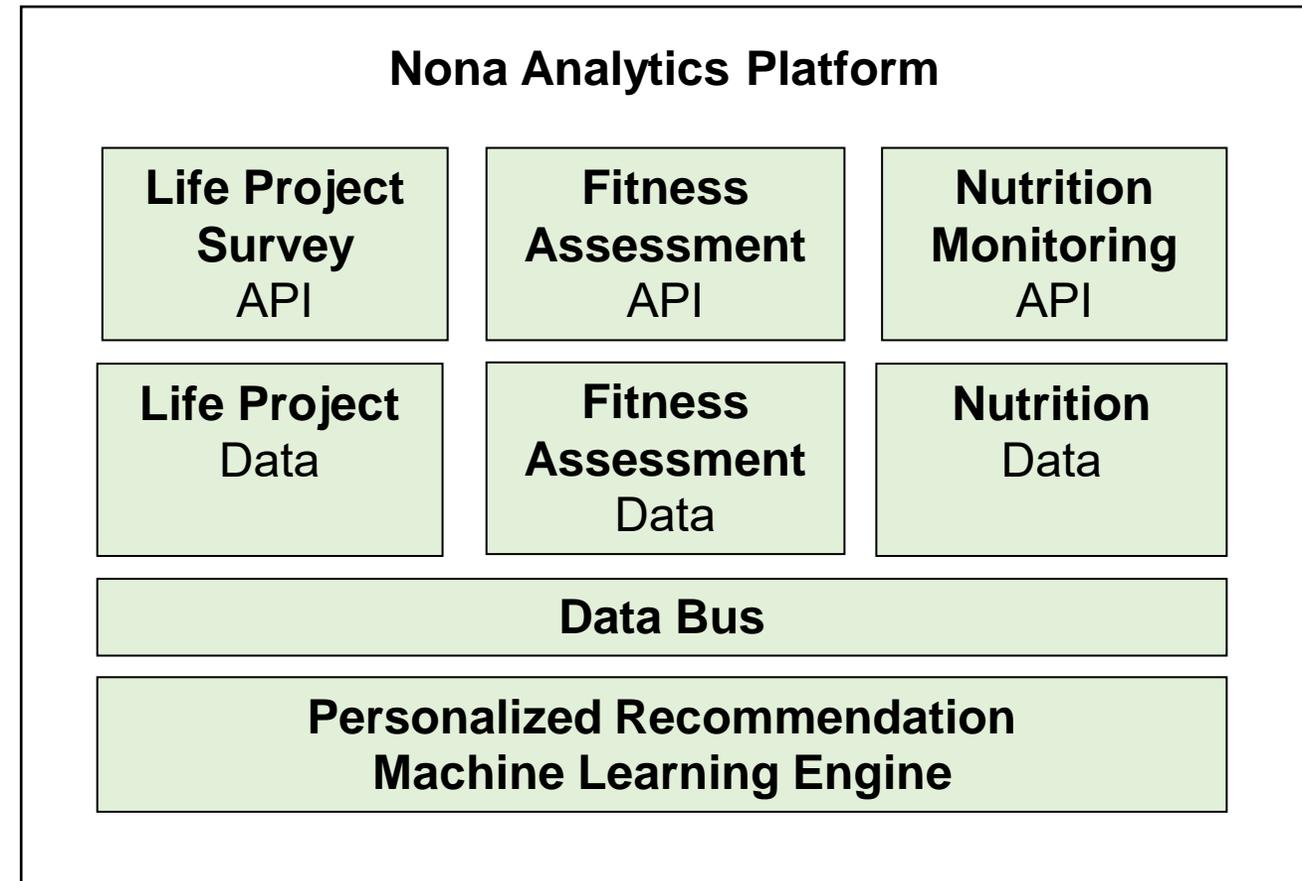
RESULTS DRIVEN OUTCOMES



PREVENTATIVE HEALTH FOCUS

Data-Driven, Result-Oriented Fitness Club Experiences

- **The Lake Nona Performance Club** is using the Nona Analytics Platform to provide data-driven, result-oriented ways to improve the gym members customer experience and club metrics. The Nona Analytics platform allows the following
 - Improve customer experience to gym members, providing personalized feedback metrics and recommendations to help gym members to achieve their fitness and wellness goals.
 - Provide to health and fitness administrators with an integrated, 360 degree view of all the key performance indicators of gym members activities and analytic insights to make data-driven, results-oriented business decisions.



Data Analytics – Tracking Fitness and Wellness Trends Overtime (Each Quarter)

The table below shows the average biometrics captured during the fitness & wellness assessment. The assessment is repeated every quarter to track progress of the LNPC members to achieve their goals and overall trends.

Tracking Fitness and Wellness Assessment Over Time

Total LNPC Members with Assessments = 791

Biometrics	Total Average	Male Average	Female Average
Mean age (years)	42	43	42
Body Fat (%)	30	25	35
Lean Body Mass (lbs.)	102	121	87
Left Hand Grip Strength (lbs.)	74	96	57
Left Hand Grip Strength (lbs)	77	99	60
Systolic Blood Pressure (mmHg)	135	129	139
Resting Heart Rate (bpm)	73	71	74
Body Weight (lbs.)	174	198	156
BMI	27	28	26
Waist Circumference (Inches)	35.06	37.6	33
PAVS (minutes/week)	296	337	264
Exercise Confidence	3.29/5	3.30/5	3.29/5



JOIN THE *Movement.*

Residents, employees, patients, athletes, students...

We are all
Performers.



Improving the Health of Populations, Through Community-Based Partnerships



Thank
you.