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2007 Nova7 Fitness Prescription & Assessment Winner and Runners Up

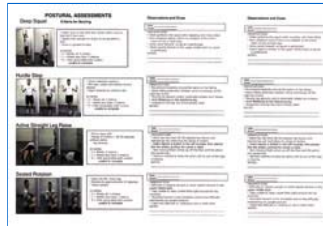
By Amy Scanlin
November 2007

2007 Nova7 Facility Award Winner for Best Innovation in **Fitness Prescription & Assessment**: Club One Inc., San Francisco, Calif. Innovation: HealthStart

Winner

Innovation: HealthStart
Club One Inc., San Francisco, Calif.

Club One's mission and purpose — "To deliver quality fitness and wellness solutions that support meaningful change in people's lives" — is the perfect umbrella for the goals of its innovative HealthStart program. Designed around the member's stage of change, exercise background and experience, HealthStart offers coaching that is specific to the member's needs, as well as follow-up techniques designed to maximize success.



HealthStart, implemented in all of Club One's 48 corporate health centers, starts with a questionnaire assessing the member's need for support and experience. That data is then translated into one of four action-based groups: high exercise experience, low need for support; low exercise experience, low need for support; high exercise experience, high need for support; and low exercise experience, low need for support.

The client's data is stored in a secure database that helps track members based on their group and goal. Members then go through a fitness and postural assessment that allows trainers to further plan an effective program. Finally, the member completes the HealthStart Member Survey after three months in the program. Says Lee, "Members may stay with the program as long as they need to. The goal is to provide support for as long as needed for the member to successfully reach maintenance."

HealthStart not only benefits Club One's members, but also its staff, giving them new opportunities for professional growth, additional personal training venues and new skill sets that allow them to better work with the stages of change model. Only certified fitness specialists are allowed to conduct HealthStart orientations, and all fitness specialists have a bachelors or masters degree in an exercise-related field.

Surveys report that nearly 72 percent of Club One members felt that HealthStart has helped them make significant progress in achieving their goals. Prior to implementing HealthStart, only 14 percent of participants exercised four or five days per week. After participation in HealthStart, 49 percent did. Facility usage is up 9 percent, voluntary cancellations are down 38 percent and member retention is up 42 percent.

"We felt that a one-size-fits-all approach is not effective in maximally engaging members in a healthier lifestyle," says Lisa Lee, manager of strategic operations of Club One, San Francisco, Calif. "We wanted to find a way to incorporate the 'stages of change' model in our approach to member orientations so that our members would be provided with the right type and level of support to best meet their needs."

Runner Up

Innovation: BP "ABC" Injury Recovery Program
BP Wellness Center, Houston, Texas

By Anne B. McDonnell, Senior Editor
November 2007

When it comes to managing minor to moderate musculoskeletal injuries or imbalances, people don't have many options. Chiropractors and physical therapists are often expensive, and usually aren't covered by insurance. People end up "dealing" with their problems until they become worse. BP Wellness Center, Houston, Texas, a corporate fitness center for the energy company BP and managed by Jacob Engineering, realized that it could fill in this gap in care. Josh Thompson, a BP Wellness Center staff member, created the BP "ABC" Injury Recovery Program to help in the prevention, recovery and management of musculoskeletal injuries and limitations.

ABC stands for assess, balance and change, and is based on an indepth interview with the client and a 21-point full-body flexibility evaluation. Then, according to Sheila Sharemet from BP, Wellness Center counselors develop a customized recovery program based on the assessment findings. Activities and exercises are chosen to address a specific chronic or acute injury or condition,

Runner Up

Innovation: Personalized Pilates
Conservatory Senior Living, Keller, Texas

By Anne B. McDonnell, Senior Editor
November 2007

Although many fitness programs can be tailored to older adults, some require extra work and attention from the fitness professional. Equipment-based Pilates is one such program — older adults have balance and other issues that may inhibit them from using some Pilates equipment. This didn't stop the staff at the Wellness Center at the Conservatory Senior Living, Keller, Texas, from creating its Personalized Pilates programs for its members/residents. (Conservatory Senior Living is a residential community for people ages 55 and up.)

Before residents can participate in the Pilates program, they receive an evaluation that includes medical and health history, and assessments for gait, mobility, balance and posture. Then, a certified Pilates instructor meets individually with every interested resident, and works with them to create a personalized routine using a reformer and stability chair. The program is innovative because of the clientele. Says Fitness Director Stephanie Paul, "[Older adults] are not the typical market for a Pilates studio. It can be difficult to work with clients who have so

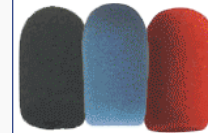
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and the client is monitored on an ongoing basis. Says Sharemet, "The beauty of the ... program is its simplicity. No extra, expensive equipment is required."

The success of the ABC program has been beyond expectations. According to Sharemet, the facility's usage numbers are 12 to 15 percent above industry standards, and this program regularly receives a 95-percent satisfaction rating from clients. In addition, 35 percent of current members have used the program, and 92 percent of those saw improvements in their condition. Also, more employees and non-members started to use the Wellness Center because of the program. Says Sharemet, "This program attracts employees of all ages, family members and retirees who would not normally [use the] fitness center."

many issues, ... [so.] it does require much research and careful implementation."

According to Paul, the program has been a huge success. "Very quickly, many participants could feel results, and some thought it was just plain fun. ... Once we get them to try it, they are ready for their next appointment."

The best part about the program is that it is free to residents at Conservatory Senior Living. "We are probably the only senior community that offers free Pilates equipment training to its residents," says Paul.



About Nova7 Awards

Amy Scanlin is a fitness expert, certified instructor and freelance writer. She has a master's degree in health promotion management, certifications through ACSM, ACE and the Cooper Institute for Aerobics Research, and she has facilitated health promotion programs both at home and abroad.



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