

ClubCoach.net

Scope of Services

Club Coach.net is a results-oriented company that provides results oriented, consulting and full-scale management services exclusively for the medically based fitness industry. We have over 25 years of experience relative to operations, marketing and development of fitness facilities ranging in size from 500 to 225,000 square feet of medically integrated space.

ClubCoach services include:

- Market demand and feasibility studies
- Business plan and projections
- Facility design and layout
- Equipment selection and specifications
- Operational policy and procedure development
- Marketing strategies and promotional activities
- Facility and program evaluation
- New facility start-up
- Employee placement
- Operational analysis
- Staff training
- New facility start-up
- New facility pre sales

For existing facilities these services may be of interest and provide insight into the expanding market of hospital-based wellness programs and facilities.

Not for profit issues

This issue may scare hospitals but it should have no effect on their efforts to provide services to their patients and community. In fact the wellness center can serve as an icon to the community for best practice and relations. Review of the hospital's mission statement/charter probably contains verbiage relative to community health improvement which fitness definitely does. Requiring a physician referral for membership, which would put it more in the realm of the hospital's mission and therefore not considered "unrelated" business income. A "private letter" ruling from the IRS maybe worth exploring. In summary, there are definite possibilities relative to working with the IRS.

Funding

Funding is always a critical element in the development or expansion of any project. This is true of wellness programs as well. The federal government has allocated 70 million in grant and funds for hospital based, community programs. An additional 70 million is available in grants towards childhood obesity prevention and treatment. There are significant other opportunities to explore relative to funding a wellness start-up or expansion. Club Coach, in conjunction with the hospital's administration, can orchestrate grant writing and procurement.

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Facility tours and benchmarking

Most clients and potential clients look to established programs and facilities for best practices and applicable design ideas that may be incorporated into their project. Benchmarking data is also commonly used to support the case for establishing a project and/or supporting decisions as to what to include or not within each project. Club Coach has an extensive database as well as access to a wide variety of facilities that may be toured.

Facility design and layout must promote the vision, mission and image of the institution

Club Coach can provide the attention to detail and serves as the personal link between conceptual ideas by designers and architects to what is practical, functional, and attractive to make your center successful. Whether it is converting existing space or building free standing facilities we have the experience in working with contractors, architects to ensure that every detail is considered when developing your center. Assistance includes anything from placement of electrical outlets, to HVAC requirements, to flooring material specifications.

Aquatic facility design, construction, maintenance, supervision and programming

An aquatics facility and program can enhance your fitness center and offer your members a variety of unique programs. Aquatic programs are attractive to a number of different populations including the active aging, pregnant women, overweight individuals, rehabilitating individuals, as well as members who want to add another element to their workout routine. Safety is a primary concern in aquatics areas, and our staff ensures a safe environment through extensive training and attention to detail in all areas of operations. Club Coach has developed diverse swimming and water exercise classes and quality incentive programs to attract a wide variety of participants.

Group exercise classes

Club Coach has trained professionals providing group exercise programs known throughout the world. These professionals are knowledgeable and energetic and committed to designing safe, effective classes for participants of any level. Classes are designed to be fun and invigorating as well as safe in accordance with industry guidelines and national certifying organizations.

Team building

Would you like to help your team learn to work better together and within the community? Club Coach can tailor team activities to meet the unique objectives of each group. The sessions put participants into action, working the muscles of issues like leadership, trust and cooperation in a spirited yet comfortable manner.