

This case study explores **ProMedica ForeverFit's** digital transformation enabled by **Smart Health Clubs**.

Impact.

100+

Successful Bookings
Per Day

150+

On-Demand Videos

2,500

Minutes of Total Video
Consumption



The Story



When Brad Thorp, our Sales VP, met the ProMedica ForeverFit team the first time, he was struck by 2 things:

- ProMedica ForeverFit's superior offerings which are at the intersection of fitness and wellness and beautifully straddle both worlds
- **Their clarity about what they wanted. Covid had just struck and they wanted:**
 - Ability to offer Virtual only memberships
 - Need 15 feet of social distancing - 250 Sq' per person
 - A friendly UI for older members
 - Cardiac rehab, exercise physiologist etc. special populations

But what he was sure about was Smart Health Club's ability to deliver on all the above and more. We can confidently say today that ProMedica ForeverFit is using almost all modules offered by SHC and putting almost all of Smart Health Club's functionality to fantastic use.



About ProMedica ForeverFit

ProMedica ForeverFit : A Medically Integrated Fitness Centre. In other words, a Fitness Centre that specialises and excels at curating and integrating a fitness environment with their wellness programs.

They have **1500 active members**. These members have access to a variety of fitness and wellness programmes, including Group Exercise, Pilates, Golf, Swim Lessons, Massage Therapies, and Fitness and Nutrition Training.



Meet the Team

SANDRA DENNISS

She's the Operations Manager at ProMedica ForeverFit. In addition, she collaborates closely with Smart Health Clubs to develop and manage new and exciting sections of the SHC App.

MEGGAN MORR

She is the Program Coordinator at ProMedica Forever Fit. She manages the following aspects of the SHC App: The Group Ex and Swim Lane calendars, colors, push notifications and banners.



What was ProMedica ForeverFit looking for? →

Just before the Covid-19 pandemic, ProMedica ForeverFit approached Smart Health Clubs, expressing the need for:

- **Custom Branded Mobile and Web App:** With brand colors, fonts, designs, and icons.
- **Showcase Key Areas:** To highlight various parts of their club, such as detailed personal trainer and group exercise instructor information, class offerings and upcoming schedules.
- **Easy Access:** To allow their members to easily hop on to the app, view all the upcoming schedules and book a spot in their favorite group exercise class.
- **Limited Bookings:** Use bookings in a way where their members could reserve swim lanes prior to entering the club in order to adhere with the Covid 19 guidelines.

As the pandemic numbers increased, ProMedica ForeverFit suspended the Group Ex classes and switched to Live streaming completely. Specifically they offered the following to their members.

01 On Demand Videos and Live Streaming for At-home workouts

02 Re Broadcasting of existing videos as Live Streamed videos

03 Ability to offer **Virtual only** memberships.



Why ProMedica ForeverFit chose Smart Health Clubs?

Smart Health Clubs was the software of choice for ProMedica Forever Fit because our solution allowed clubs to:

- Customize, brand and display their information on a Mobile App
- Be in complete control of their information and look using the WebApp
- Allow their members to make bookings prior to showing up at the club.

The aim was to give a seamless experience to the members. We even took care of their specific needs:

- Allowing members to make limited bookings for a single day - **Through Capacity Limitation**
- Allowing members to claim a spot in a class in case somebody cancels - **Through Waitlist Option**

For virtual content, ProMedica ForeverFit chose Smart Health Clubs' On Demand Video module. This enabled them to host videos on the platform with a Netflix like user experience.



DEEP DIVE IN THE SOLUTION

The ProMedica ForeverFit app was launched.

It had everything that ProMedica ForeverFit wanted.

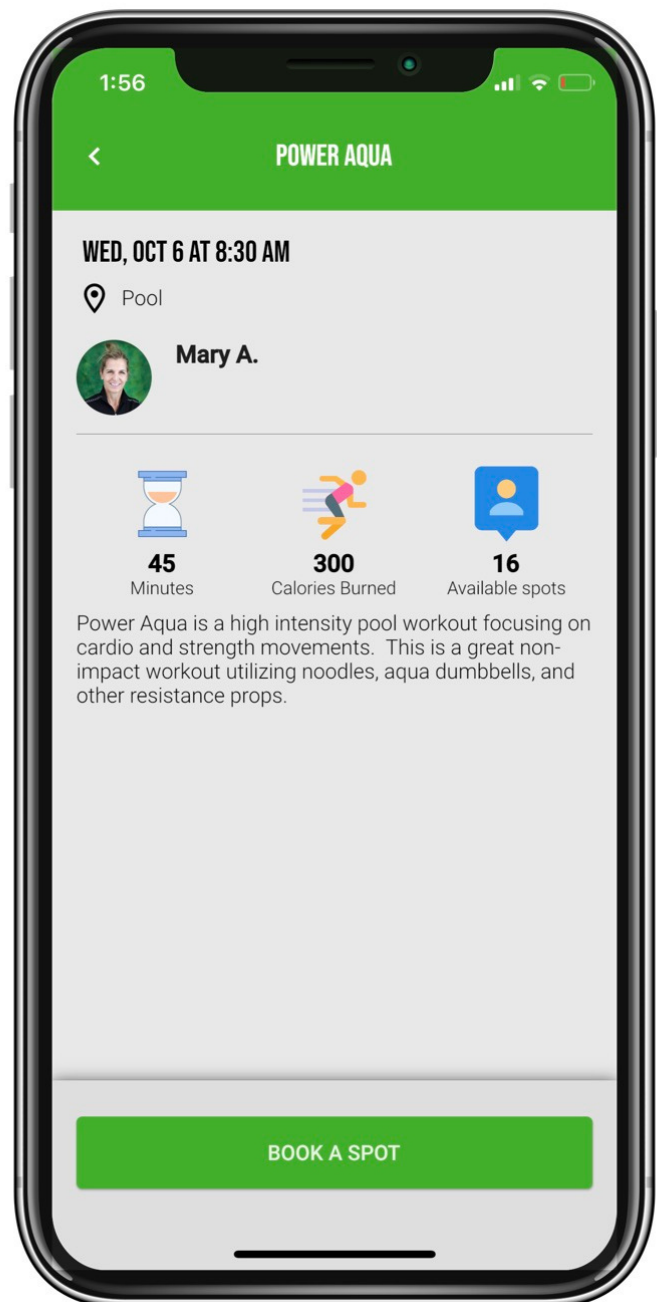
- The app was set up with attractive colors, icons that pop, rich department, class and instructor information
- It also had a great set of dynamic banners that are always available to their members for the most updated information about the club.
- Along with these, the app had the ability to book specific spots in a class, studios and pools.



BOOKING AND ATTENDANCE

Today ProMedica ForeverFit is using a diverse set of Booking and Attendance policies for Group Ex classes and Swim Lanes, such as -

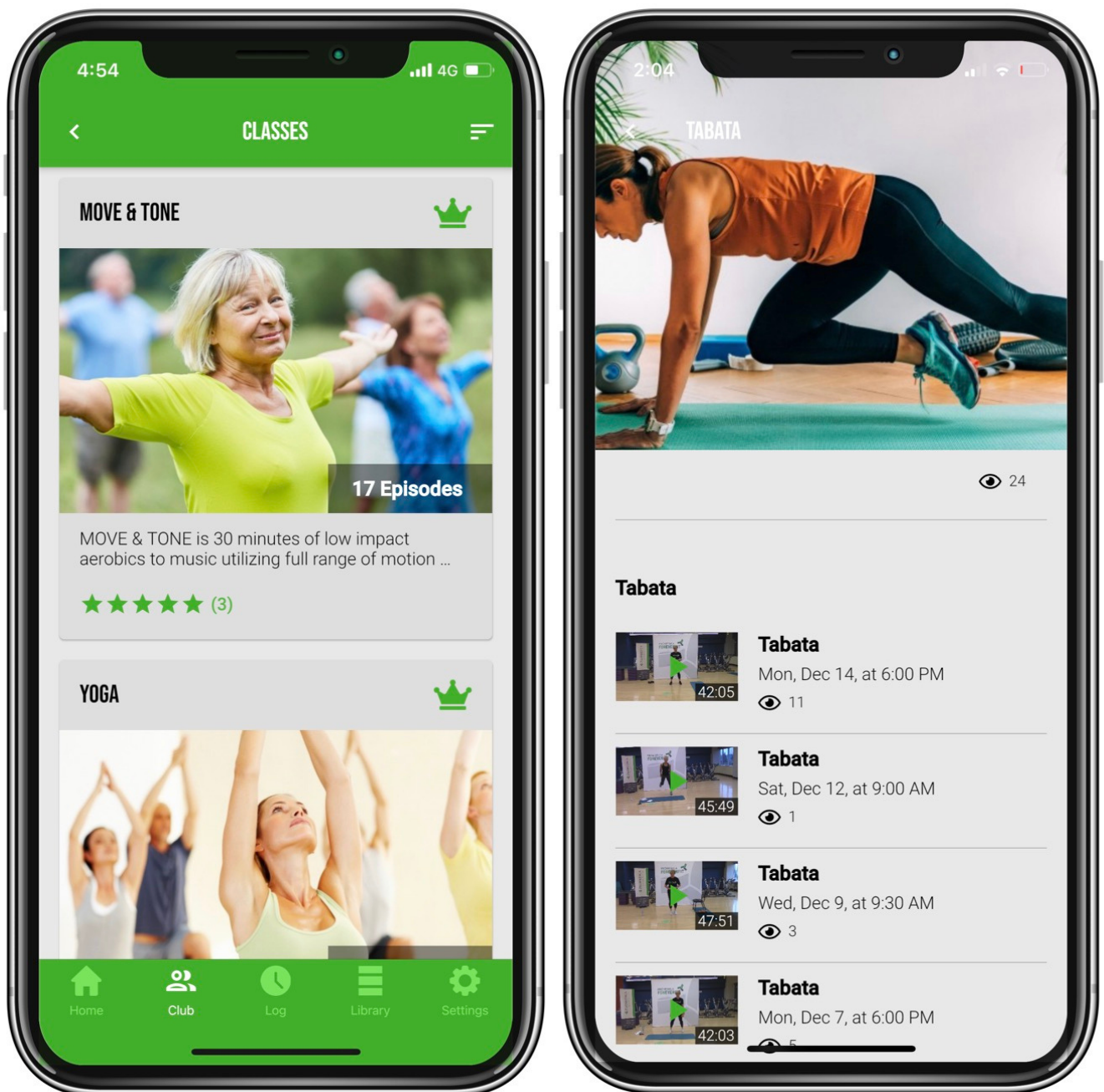
- 3 types of Waitlists
- Multiple notification options
- Booking windows
- Department Specific Booking policies, cancellation windows and many more.





ON-DEMAND AND LIVE STREAMING MODULE

- On Demand Videos - Access limited to certain membership types
- Automatic conversion of Live Streamed Videos to On Demand Videos
- Introduction of Re-Broadcasting of Pre-Recorded On Demand and Live Streamed videos



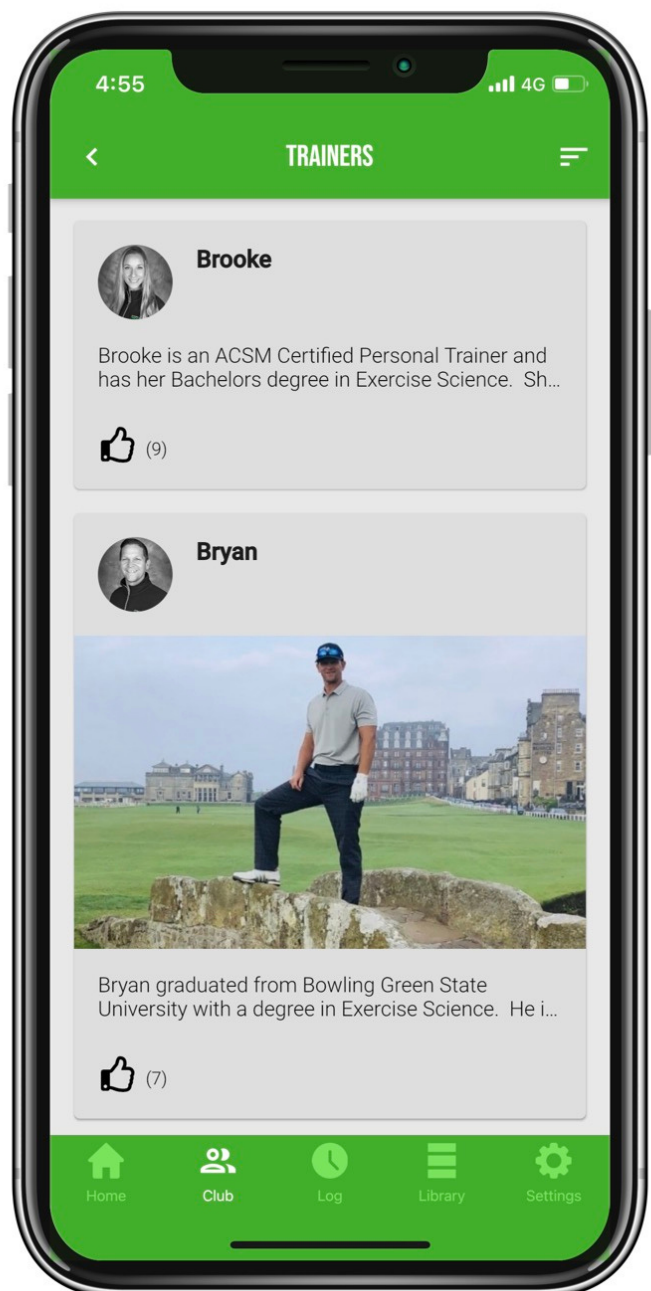
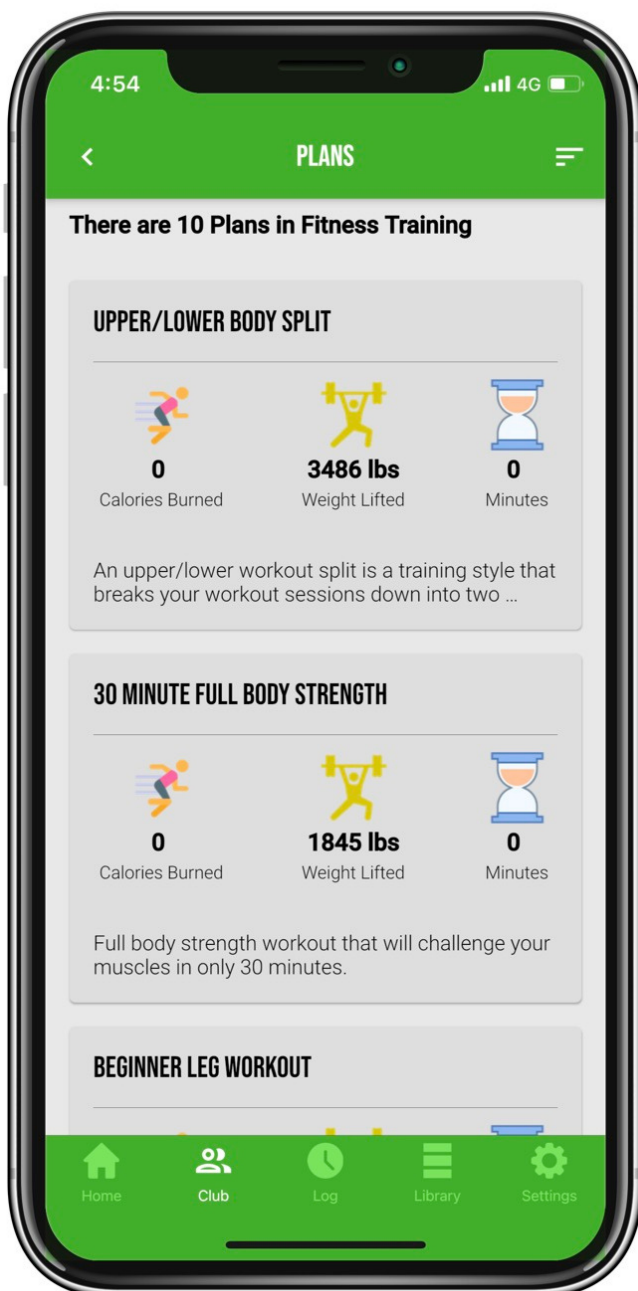


FITNESS TRAINING MODULE

ProMedica ForeverFit also opted for the Fitness Training module offered by Smart Health Clubs.

Clubs could now let their personal trainers create exercises, workouts and elaborate fitness training plans on the platform. They can be sold to all members or be assigned to specific clients by the trainer.

ProMedica ForeverFit created a few different plans. This offering syncs up with Exercise Logs on the app for members to view, perform and log their activities in a single place.





IMPACT

100+

SUCCESSFUL BOOKINGS
PER DAY

150+

ON-DEMAND VIDEOS

2,500

MINUTES OF TOTAL VIDEO
CONSUMPTION

Members now walk into the club, knowing they have a guaranteed spot in a class every time.

They can access the growing library of On Demand, Live Streamed Videos and Fitness Plans - anytime and anywhere.

Personal Training Solution : Under Progress SHC is working on building a feature with 2-way video training, hiring and paying for a personal trainer straight from the app.

ABOUT SMART HEALTH CLUBS

Smart Health Clubs is built by a team of fitness technology entrepreneurs with a vision of creating an All-in-One customer engagement platform for Health Clubs. The management team has over 15 US and International patents along with 60+ years of software and engineering experience. SHC also has deep roots in serving Health clubs and understands the challenges that are faced by clubs today.



SMART HEALTH CLUBS
THE FUTURE OF WELLNESS