



SEHFA

SOUTHEASTERN HOSPITAL
HEALTH & FITNESS ALLIANCE

Quarterly Newsletter

4th Quarter 2011

Volume 1, Issue 1

Building Bridges...

Crossing Boundaries
for Better Health



SEHFA Conference

Beaufort, South
Carolina



SEHFA 2011 Conference Overview

The 2011 SEHFA Conference was hosted by LifeFit Wellness at Beaufort Memorial Hospital in beautiful Beaufort SC on May 11th – May 13th. The event was located at the Hilton Garden Inn near the scenic waterfront downtown area of Beaufort.

Fried Green Tomatoes. On Thursday night there was a Low Country Boil sponsored by Carolina Fitness which was underneath a beautiful white tent located right off of the waterway in Beaufort. The sunset could not have been any prettier.

very candid and honest feedback on various questions. Other topics included were: Medical Weight Loss, Roundtable Discussion, Benchmarking, and Implementing a Successful Wellness Program.

If you missed out on the festivities this year be sure to make the next year's annual conference at the Stonewall Jackson Hotel and Conference Center in charming Staunton, VA. Thanks to Eric Good, Angela Kaltenborn, Becky Morrison and the team at Augusta Health Lifetime Fitness for hosting! The event takes place May 9 through May 11, 2012.

Inside this issue:

Letter from the President 2

Benchmark Report 3

Upcoming MFA Annual Conference 4

Educational Opportunities 5

At the conference there was plenty of time for socializing and networking. The preconference golf outing was in Hilton Head at Oyster Reef in Hilton Head Plantation. SEHFA hosted a cocktail hour on Wednesday evening with the vendors. SEHFA wanted to show the Vendors how much we appreciate and value their continued support. Thursday, Technogym sponsored the catered lunch at

Along with the social aspect of SEHFA the conference had a strong educational program. Dr. Larry Durstine was the keynote speaker of the conference sponsored by Ohlson Lavoie Collaborative. One of the many highlights of the talks this year was the Medical Roundtable. This was a great collaborative talk that included Dr. Hucks, Dr. Ripley, and Dr. Chahin. They were able to give

Letter from the President



“If things seem under control, you are just not going fast enough.” -Mario Andretti. The industry of medical fitness is positioned to positively impact the health of our communities now more than ever. As fitness professionals, this is our time to take the lead of integrating our services to best use our talents and our passion for empowering others to regain control of their health.

The medical fitness field stands to become more necessary than ever before. Hospitals will be compensated not only by how they heal but also by how healthy they keep communities. As front runners for the medical fitness industry, we need to move forward and fast to keep up with the many changes in healthcare.

My goal as president is to reinforce SEHFA’s platform as an industry resource for the southeast and to continue to cultivate the mission of SEHFA:

- To provide educational support to assist the growth of the Hospital Health and Fitness Industry in the five state region of Georgia, Tennessee, South Carolina, North Carolina and Virginia.
- To plan and sponsor local meetings and workshops to promote networking between industry leaders and front line employees.
- To provide members with access to the leaders in our field and access to valuable benchmark data for your operation.
- To provide a quarterly newsletter, an interactive website, and annual conference and more.

SEHFA is proud to be the southeastern chapter for the [Medical Fitness Association](#). This connection expands our reach to an international level while allowing us to remain a grassroots organization dedicated to our southeastern region. On behalf of the executive board of SEHFA, I urge you to share the educational and networking opportunities available through SEHFA with your colleagues and coworkers. Let us know of your successes so we can celebrate you and your team. Look to us for industry information and allow us to connect you with others in the fitness field.

I wish to express my gratitude to Bob Brown and his team at LifeFit Wellness at Beaufort Memorial Hospital for hosting an amazing conference in May. This conference was fueled for success by the generous support of our Best in Class Partners such as our lead sponsor True Fitness, along with Technogym, Carolina Sports and Fitness, Precor, Cybex, Perkins Eastman, Ohlson Lavoie Collaborative, Fabiano Designs, Power Systems, Retention Management, CSI Software, LifeFitness, Ecolab, Aspen, Iron Grip, Fitness Resource, Matrix, and Star Trac. Thanks to each of our Best in Class Partners for their ongoing support of SEHFA and for continually working to improve the medical fitness environment.

You are invited to keep up with SEHFA by visiting our new website at www.sehfa.org . Connect with us on LinkedIn and allow SEHFA to be your regional resource for medical fitness!

Sincerely,
Jennifer Hopper, SEHFA President

The 2010 SEHFA Financial Benchmark Report

Neil Byrd, Director of Wellness Services, Rex Healthcare. Neil Byrd currently is the Director of Wellness Services for Rex Healthcare in Raleigh, NC. He currently serves as a board member for MFA and chairs the annual benchmarking survey for SEHFA.

The eighth annual SEHFA Financial benchmark survey was recently presented at our annual conference in Beaufort, SC. Seventeen hospital health and fitness centers from our region participated in this year's survey which tracks the key statistics most likely to drive bottom line results. In order to compare facilities of different sizes, ratios are used for each statistic such as:

<i>Revenue per square foot</i>	<i>\$57</i>
<i>Revenue per membership</i>	<i>\$678</i>
<i>Revenue per FTE</i>	<i>\$90,507</i>
<i>Revenue growth</i>	<i>.3%</i>
<i>Membership Retention</i>	<i>73.5%</i>
<i>Membership Growth Rate</i>	<i>4.7%</i>
<i>% People Cost</i>	<i>53.5%</i>
<i>Productivity – Units/FTE</i>	<i>.83</i>
<i>% Non-dues revenue</i>	<i>23.8%</i>

We have over 50% of our centers participating each year and have begun to see favorable trends in several categories since we began the survey in 2003. For example:

- Revenue per membership has increased from \$527 to \$678*
- Revenue per square foot has increased from \$34 to \$57*
- Rev/FTE has increased from \$67,000 to \$90,507*
- People costs have increased slightly from 51-52% of revenues*
- Membership retention has increased from 63.5% to over 73.5%*

Several trends are noteworthy including the increase in revenue productivity - revenue per FTE has increased for the fourth consecutive year to \$90,507 while we have held salary and benefits costs to 51% of revenues. Membership retention remains strong at 73.5%; however, retention dropped slightly for the first time in four years from a peak of over 74% in fiscal year 2009. Non-dues revenue is approaching 25% with the top five centers reporting non-dues revenue in excess of 30%. Downward pressure on dues pricing has required centers to actively develop and promote other sources of revenue such as personal training, nutrition programs, massage and coaching.

The Southeast region's top performing centers in this year's survey include The UNC Wellness Center at Meadowmont in Chapel Hill, North Carolina and Powell Wellness Center in Culpeper, Virginia. Both centers scored in the top five in four categories. Please join me in congratulating the teams from both centers on their success.

*20th Annual
Medical Fitness Association Conference
Nov. 30 – Dec. 3, 2011
Orange County Convention Center, Orlando, Florida*



Join us to celebrate the 20th year at MFA's Annual Conference this winter in Orlando, FL.

This is the best investment you will make in 2011.

Attend the 2011 conference in Orlando and you'll get all the latest information on operating, marketing, programming and staffing your medical fitness facility.

Who Should Attend?

Fitness Center Directors & Managers, Physicians & Medical Directors, Hospital CEOs & Administrators, Healthcare Business Planners & Developers, Marketing Directors, Clinicians/Therapists/Rehab Specialists, Exercise Physiologists, Program Leaders, Athletic Trainers, Kinesiotherapists / Registered Nurses / Nurse Practitioners

Conference Chair: *Andrea Layton, Wellness Center Program Manager, Duke Raleigh Hospital Wellness Center*

Conference Co-Chair: *David Flench, Director, Hancock Regional Hospital*

As part of the Athletic Business Conference and Expo, the 20th Annual Medical Fitness Association and Healthcare Conference is the *only* conference dedicated to the medical fitness industry. We **guarantee** you will learn something at this conference that you can use to reinvent yourself, further your career, or grow your organization.

To register or for more information, visit www.medicalfitness.org

Educational Workshop Opportunities

Piedmont Hospital Health and Fitness Club will be hosting
SEHFA's First Educational Workshop!

**Friday, November
11th, 2011
8:30 - 3:00pm**

Restorative Yoga Stretch, Strengthen and Rejuvenate

Piedmont Hospital Health and Fitness Club's Mind Body Studio
2001 Peachtree Road, NE, Suite 100, Atlanta, GA 30309

Perfect for SEHFA and MFA managers, exercise physiologists, group exercise instructors, program coordinators.

Experience the far-reaching benefits of restorative yoga, how to instruct a class and how this gentle form can broaden your center's program base.

Contact: Jennifer Hopper, 404-605-1969, jennifer.hopper@piedmont.org

Cost: Your time, travel and talent.

- 8:30am Meet, Greet and Introductions (Jennifer Hopper)
- 9:00am Participate in a full Restorative Yoga Session (Avril James-Hurt and JasminTheard)
- 10:00am The Physiology of Restorative Yoga (Avril James-Hurt)
- 11:00am Lunch on Your Own
- Noon Learning How to Instruct (Avril James-Hurt and Jasmin Theard)
- 2:00pm Show What You Know! (Class Participation)
- 3:00pm Tour the Club, Stay to Workout or Safely Head Home

HEALTH AND FITNESS CLUB



Yoga teaches us to
cure what need not be
endured and endure
what cannot be cured.

~B.K.S. Iyengar