



How does MobileFit work?

MobileFit is a wellness system that provides adaptive workout plans based on member activity. The member registers at the kiosk, completes a wellness questionnaire, and is assigned to a trainer. The system prescribes a wellness plan based on the member's goals, a customized inventory of the YMCA's equipment/classes, and trainer recommendations. The workouts continuously adapt and change based on the members preferences, abilities and objectives. Members provide feedback on their workouts and MobileFit alters their workouts according to that data. Members can log their progress through the kiosk, online, or at the service desk.

MobileFit's advanced communication tools build the staff-to-member connections that are so vital to member retention. Smart messaging, e-mail communication, and custom announcements printed right on the workouts are just a few ways staff use MobileFit to reach more people at the right times.

The back-end reporting tools track member utilization, staff productivity, and outcome reports showing overall health and wellness results.

Why should MobileFit be considered over any other interactive wellness technology?

MobileFit is the next generation of health and wellness technology. MobileFit is not "hard-wired" to specific machines. Instead, MobileFit makes use of all of the assets at your YMCA. MobileFit is web-based, providing unlimited programming for all types of member demographics. Unlike the capital-intensive systems on the market today, MobileFit is easy to install, easy to budget for, and a clear ROI can be seen within 90 days of installation. As an added bonus, MobileFit's web-based software can be integrated with DAXKO Operations for a seamless flow of data between the two systems.

How does MobileFit help your members?

The first few visits to a YMCA can be very intimidating to new members. Approximately 40% of new members have never set foot in a health and wellness facility. MobileFit provides new members with a roadmap to wellness, with adaptive workouts, 1-to-1 communication with wellness staff, and easy progress tracking to build confidence.

Staff is notified when the members they work with are not following through with their workouts, enabling them to contact those members and provide support and coaching.

- The personalizing of the workouts are going to help members reach their goals much quicker than a generic workout.
- MobileFit also allows members to track their progress online. Members have the ability to connect with each other through workout partner requests.
- Members seeking nutritional counseling will be able to access a Nutrition module through the MobileFit kiosk for a yearly fee, giving them immediate feedback and support and providing us with another revenue source

- Templates are available for aquatics and youth workouts.
- Personal Trainers will be able to manage their clients' workouts and schedule appointments on-line and through the MobileFit kiosk. This is a benefit to all involved as it will streamline the process involved in getting new clients connected with the trainers and keep track of how many sessions each member has.

Why was the MobileFit system developed to support the YMCA?

Statistics show that 50% of new members will not make it through the first three months on a program. In fact, 30% of them won't make it past the first 60 days. By the third month, only 50% are still engaged. By supporting members from the start of their workout program, customizing workouts to fit their lifestyle choices, and combining it with key staff support, the MobileFit system is the YMCA's secret weapon for member retention. MobileFit is particularly successful with the health seeking, start/stop exerciser because it offers a "guided tour" to the member's workouts, and notices when they stop coming as often.

Does MobileFit require additional staffing or time-intensive procedures to be effective?

MobileFit helps existing staff reach more people at the right time. MobileFit connects all floor associates and trainers to members by assigning every member a "coach" from your team. MobileFit analyzes member utilization and workout patterns, providing your staff with a targeted list of members who need immediate attention. MobileFit is an excellent productivity tool for health and wellness directors, providing the key information they need to effectively manage their programs.