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Quick Fitness 24/7™ to offer Innovative Wellness Facility Program for Local Businesses, Small and Large

Maryville, TN. Quick Fitness 24/7 and its local fitness center here in Maryville have announced an innovative wellness center program for local businesses and corporations.

The program is designed to provide any size business the opportunity to offer the many advantages of a corporate wellness facility to its employees, without the capital investment and challenges often associated with the development and management of a company fitness center for employee use.

The benefits of a corporate fitness facility are well-documented in health and occupational wellness circles across the country. Every one of us yearns to feel invigorated, be healthier, and live longer. Employers have a great chance to tap that desire, and create a happier workforce with lower health care costs for both the employee and employer as well.

Employers have a tremendous interest in health-related issues because employers and their employees are the major purchasers of health insurance today. They both also are shouldering the ever-growing burden of paying for medical expenses to diagnose and treat preventable diseases.

According to *David Anderson, PhD* reporting in *Wellness Councils of America's Absolute Advantage, 2003*, "of the \$5,000 per employee the average employer spent on health care in 2001, more than 95% was spent on diagnosis and treatment, with maybe 2-3% being invested in early detection (screenings) and no more than 1-2% in prevention. This reactive approach persists despite evidence that up to 50% of health care expenditures are life-style related and therefore potentially preventable.

According to *Robert Dailey III*, the President and CEO of Quick Fitness 24/7 headquartered in Atlanta, "The bottom line for every business is very important and there are many studies documenting both the measurable and the intangible advantages of a corporate wellness program".

Here are some conclusions from a few of those studies as explained on the website at www.fitnessworksatwork.com:

- There is a documented relationship between healthy employees and worker productivity.
- A recent study of 200 people at 3 major corporations revealed that an employee's quality of life, mental performance and time management was 15% better on days when they exercised.

- A high quality fitness facility and wellness program is an employee recruitment and retention tool. As more employers add wellness programs and fitness center access to their benefit package, it is important to stay current and competitive to hire the better employees.
- There are over 600 articles that analyze research and anecdotal evidence of the cost-effectiveness of worksite wellness programs. In a review of 42 of these articles, there has been shown to be a:
 - 28% reduction in sick leave absenteeism
 - 26% reduction in use of health care benefits
 - 30% reduced worker's comp claims and disability management

Also, often overlooked by most businesses is the negative impact to employers of reduced "presenteeism" losses. "Presenteeism" is a term used to describe lower on-the-job efficiency due to employee poor health problems by Larry Chapman, writing in "*Meta-evaluation of Worksite Health Promotion Economic Return Studies*", *The American Journal of Health Promotion*, 2003.

"Quick Fitness 24/7 is like having your own personal gym just around the corner", says Dailey. The center on West Broadway in Maryville is entering its third full month of operations. The idea for the corporate wellness center program, a unique twist on traditional health club memberships, came as he was talking with his landlord, local businessman Rob Sheets. Later, as Dailey was reviewing his own company's health care insurance plan and the potential impact a corporate fitness center can have on an employer's many costs that result from poor employee wellness, the conversation with Sheets echoed in his mind.

"Some, if not most, large employers (500 employees plus) construct and operate fitness centers on-site as they realize the various positive benefits of a healthier workforce." "But," according to Dailey, "the vast majority of employers in this country are small businesses of 10-100 employees who simply cannot afford the investment to build, equip, staff and operate a good quality workout center in-house."

That's when the idea of Quick Fitness's new Corporate Fitness Center Program really started making sense. "Why not offer any type business of any size...from restaurant to doctor's office to real estate agency...an easy and affordable way to have a corporate fitness center for their employees?" "And most importantly", according to Dailey, "do it a small fraction of the cost of doing it themselves in-house."

Quick Fitness 24/7 workout centers are based upon a fast-growing concept for fitness facilities, the "boutique-size health club". These new type fitness centers are smaller, yet heavily equipped facilities. They are available to members 24 hours, seven days a week and are designed with video and audio entertainment and surveillance security systems. Each center is equipped with a wide array of cardio, strength training and free weight equipment for any level workout from beginner to advance. Unlimited tanning is also available for members only. The nature of the 24-hour availability is perfect for almost any work and lifestyle schedule as members may workout whenever they like. Quick Fitness also offers personal trainers at an extra fee for those who want the customized and added impact a personal training coach can provide.

The new corporate wellness program Quick Fitness offers has several features that according to Dailey, "are not offered by any other health club in the area today, and are more advantageous than maintaining an in-house corporate fitness facility."

Among the most notable features of the new program are: the fees per employee for fitness club membership are heavily discounted under the corporate program. There are no initial start-up costs, no staff costs, and no insurance or upkeep expenses. Businesses are billed once monthly, (or may charge to a company credit card) can stop the membership anytime without any cancellation fees, and may add and remove employees from the

plan anytime at no cost. Monthly corporate membership fees are capped for employers under and over 100 employees so the cost per employee actual drops as the number of employees in the plan increases for almost any size business.

"There is no better time of the year for employers to add a corporate wellness center program to their list of employee perks as people are really focused on New Year's resolutions right now. And businesses are planning their coming year's budgets as well," Dailey said.

Now any size business in Blount County can offer the same perk to their employees as the big companies at a fraction of the cost... access to a corporate fitness center...And one that is accessible 24 hours every day, state-of-the-art, and close to home.

If you are a local employer and would like more information on this new corporate fitness concept, contact Quick Fitness at 865-233-0518, e-mail to info@quickfitness247.com, or visit their web site at www.quickfitness247.com.