

THE CLIENT: PARK SPRINGS

LOCATION: STONE MOUNTAIN, GA



THE HISTORY

When Park Springs opened to the greater Atlanta, Georgia community in 2004, the foundation had been laid for an excellent fitness program at the community. The community's owner, Andy Isakson, has a personal passion for whole person wellness and sought out best practices from such renowned preventive medicine and wellness destinations as The Cooper Institute in Dallas, Texas, and Canyon Ranch in Tucson, Arizona, to build an unparalleled offering at Park Springs.

To that end, Park Spring offers a beautiful club house that includes a generous fitness center, a substantial indoor heated pool, and fantastic senior-friendly equipment for both spaces. The community hired a fitness center manager to run the exercise program, and they began by offering a variety of group exercise classes both on land and in the pool as well as personal training services, massage, and other wellness-related services and amenities to round out the program.

Several years after Park Springs opened, we developed a relationship with their Community Life Services Director, Lisa Kiely. We collaborated with Lisa on a few projects, and eventually, Lisa's familiarity with NIFS led her to recommend us when she consulted with other communities who were looking to provide remarkably better exercise programming for their residents. In 2010, we started talking about how NIFS could transform offerings for Park Springs so that they could maintain their position as a leader in senior living.

TODAY'S REALITY

Through our partnership with Park Springs, we were able to understand their vision for the community's future, and we were able to personalize the programming to not only meet but exceed their expectations.

- **Balance Redefined:** We've added a variety of successful programming initiatives such as weekly balance classes that are so popular we continually evaluate how to best meet the strong resident desire for fall prevention programming. Our annual Active Aging Week programming involves multiple dimensions of wellness and has become a much-loved tradition at Park Springs. And niche programs like the annual Wellness Challenge have enriched the lives of residents and associates alike. Read more about Balance Redefined.
- **Meaningful Services:** With one-on-one exercise prescriptions and fitness assessments available to the participants at no cost, our staff have positively impacted the lives of several residents in the community.

NIFS STAFFING SUMMARY:

- 40hr/wk beginning 10/2011
- 60hr/wk beginning 1/2017

Includes managing the fitness center, pool, group fitness programming and personal training.



National Institute for Fitness and Sport

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- **Smart Data:** We are providing monthly utilization data to help inform the community about successful initiatives along with offerings that might require an overhaul. Additionally, through NIFS partnership with Interactive Health Partner, we are able to provide a rich platform of aggregated data on the impact of NIFS programs on member's vitality.

We also brought NIFS quality assurance program that helps to minimize liability for both the client and for individual members exercising in Park Springs fitness program. And, we now track certifications for personal trainers and group fitness instructors to increase member confidence in the skills of their staff. This also boosts the overall credibility of the program which allows the marketing and sales staff to sell the fitness program with confidence.

When we start a partnership with a new client, we understand how important long-standing traditions are to the success of the overall exercise program. To that end, we were able to tap into the program strengths that Park Springs had in place before NIFS came on board. For example, we kept many of the existing group fitness classes and instructors on the schedule, and we were able to assume a few classes to help Park Springs realize some cost savings. We also maintained the fee-based personal training structure and trainers to provide important continuity and trust for the residents.

Today, our staff are an important part of new resident onboarding at Park Springs. The NIFS manager serves as the "new resident ambassador" and plays a crucial role to help new Park Springs residents integrate successfully into their new community.

THE BOTTOM LINE

Park Springs is serious about the wellbeing of its members, and we're honored to be a part of their strategy for cultivating active lifestyle opportunities at their community. Jennifer Durham, Director of Community Life Services at Park Springs, sees the value in partnering with NIFS.

"Since the inception of our NIFS partnership we've been able to increase visits to the fitness center by 34% without much change in our IL resident occupancy. It's a huge nod to the success of partnering with NIFS. With all of the resources and tools provided [by NIFS] we continue to enhance the lives of our members and employees every day."