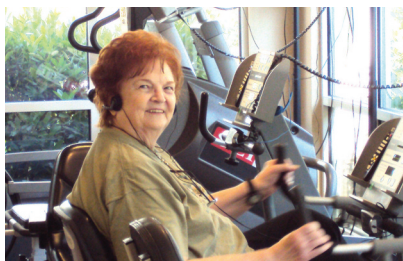




PARK SPRINGSSM
A Continuing Care Retirement Community

The Client: Park Springs
Location: Stone Mountain, GA



NIFS Staffing Summary:
• 40hr/wk beginning 10/2011

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



A STORY OF TRUST

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.

- **Engaging Programming:** 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. See the side bar for more information on the Wellness Challenge.
- **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.



- **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

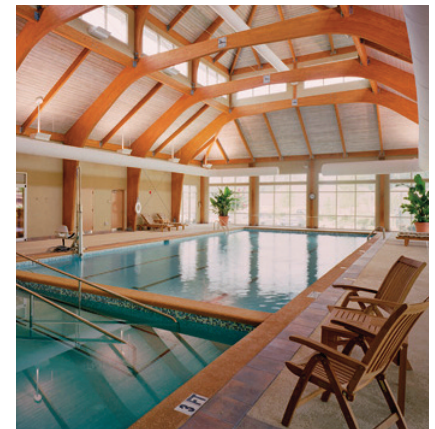
Park Springs is serious about the wellbeing of its members, and Lisa takes the responsibility and the relationship seriously. Ultimately, she had to work through her own evaluation process in order to recognize the benefits that NIFS could bring to the community.

Fortunately, NIFS doesn't specialize in making a heavy-handed sales pitch and we don't muddy the conversation with a bunch of unrelated bells and whistles. So Lisa was able to take her time getting to know NIFS and working through her expectations of the fitness program at Park Springs. As Lisa's comfort level with NIFS grew, she was able to trust that a NIFS fitness center manager at Park Springs would elevate the programming to help the community stay ahead of the curve.

For more information about NIFS's expertise in active aging services, contact Emily Davenport, 317.274.3432 ext 208. Visit wellness.nifs.org.

“I have arthritis in both my knees and was having trouble getting up from my church pew and also when sitting for a long time at the dinner table experiencing minor pain. PT exercises at Emory, Stretch and Balance and Arthricise [at Park Springs] have enabled me to get up from the church pew and not experience pain when getting up from dinner. The therapists at Emory said that our therapy pool (at Park Springs) is the best thing for arthritis.

—Park Springs Member



The Wellness Challenge Outcomes

- *Increased visits to the fitness center by an average of 435 visits/month.*
- *Increased group fitness class participation by 65%.*
- *Increased frequent fitness center visitors (8 or more visits/month) by 31%.*