

THE CLIENT: SAGEWOOD

LOCATION: PHOENIX, AZ



THE HISTORY

Sagewood opened in January, 2010. When they were still designing and developing this state-of-the-art project, community leadership identified that resident wellbeing was central to the lifestyle they were building into both the physical design as well as the programming and community culture. An uncompromising fitness center needed to be a centerpiece at Sagewood.

They also knew that they couldn't just build the space and hope the residents would come. Leadership understood the true value of creating a healthy environment where residents felt supported, encouraged, and able to take on new exercise challenges with their neighbors. Following several meetings to pour over the fitness center design and equipment selection as well as to talk about the value of partnering with NIFS, Sagewood contracted with NIFS for one 20-hour per week fitness center manager.

Since that time, we've grown as Sagewood has filled with lively residents. We've continued to add diverse group fitness classes and maintained crucial programming like senior fitness testing and exercise prescriptions. We have also added Balance Redefined programming for Sagewood residents.

TODAY'S REALITY

Today the Sagewood Fitness Center is a vibrant hub of activity! We're currently supporting more than 400 residents with a robust exercise program managed by two full-time NIFS employees. One of the ways we provide substantial value to the community is through our practices for gathering and using data. Check out some of the most recent data points from our program at Sagewood and you'll see why our staff are busy from the start of their shift to the end of the workday.

- Average 118 resident appointments per month
- Average 120 land and water-based group fitness classes per month
- Average 2,300 fitness center visits per month

Certainly since 2010, the program has grown tremendously. As the community has matured, it would be reasonable to assume that overall participation in fitness programs might taper off. And yet, in terms of program growth, between 2015 and 2016, we saw the following:

- A 210% increase in senior fitness evaluations
- A 3% increase in group fitness class attendance
- An 11% increase in referrals to therapy

NIFS STAFFING SUMMARY:

- 20hr/wk Dec., 2009–June, 2010
- 40hr/wk June, 2010–Dec., 2011
- 56hr/wk Dec., 2011–Dec., 2013
- 80hr/wk Jan., 2014–current



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Our Balance Redefined programming continues to serve the residents and community well. In 2017, we drove 24% more visits to the fitness center and 29% higher participation in group fitness classes with the balance-focused programming compared with the same offering 2016.

Certainly the participation numbers and NIFS focus on continuous improvement are important to community leadership. But the residents at Sagewood reap the health benefits of engaging in a professional relationship with NIFS staff. We know they are living full lives when they report back about excursions where they participated in cave exploring and sand sledding, as well as touring China with grandkids.

THE BOTTOM LINE

Sagewood took a chance on NIFS, and from day one, they've enjoyed the value we provide. It started when they tapped into our fitness center design expertise. Since 2010, the entire community has benefited from having NIFS adept staff on the ground backed by our organization with experience in the industry that is both broad and deep. Verna Chisman, formerly Director of Community Life Services at Sagewood shared this about her work with NIFS:

"NIFS is an intricate part the overall well-being of each of our residents. The true advantage of incorporating NIFS from day one is illustrated by the way NIFS meets the needs that our residents require as our community evolves and grows. NIFS is a valuable asset to our team and our wellness program."

As a brand new community that was nowhere near capacity, leadership at Sagewood, understood the importance of creating healthy choices for residents. And as the community was constructed, they simultaneously built a progressive vision that quickly made Sagewood stand out from its competition. We have been honored to be a part of their bold approach.

Photography provided by Michael Baxter/Baxter Imaging LLC