



Adding to the Bottom Line

Non-Dues Revenue Streams

Patrick G. Faulk B.S., CPT
Fitness & Wellness Manager
Florida Hospital Celebration
"Your Choice, Your Journey"

The Vision

- The current state of the industry is ever evolving. The market has evolved and in order to adapt we must expand and look for strategic change and additions to our business.

“If you focus on results, you will never change.

If you focus on change, you will get results”

Jack Dixon

Goal and Objective

- Identify strategic additions/changes to your facility
- Identify market competition
- Discuss and strategize outline for adding to the bottom line.

Today's Situation

- THE FITNESS CRAZE!
 - Orange Theory
 - Crossfit
 - Online Programming
- Holistic Health Approach
- What's in the Store?

How Did We Get Here?

- Everyone's an EXPERT!
- We are in a 24/7 news cycle which has created a time in which information is available in real time.
- Fad vs Reality

Available Options

- Personal Training & Small Group Training
- Physiological Services
- Spa
- Corporate Wellness
- Pro Shop/Facility Store

Barriers

- Leadership buy in
 - Capital
 - Staffing
-
- Having the conversations now means not having to wait on them later!

Recommendation

- Brainstorm/Survey
- Evaluate Market
- Plan
- Advertise
- Implement
- Review
- Revise & Renew



Thank You!

Patrick.Faulk@flhosp.org