



**we will empower  
you to succeed**





**OPHFC**  
**Board of Directors**  
we will empower you to succeed

# Agenda

- Who is Power
- Historical Success
- Next Steps

We improve life by delivering excellence in health,  
fitness and wellness management.



### **Integrity**

We hold ourselves to the highest ethical standards. We are fair and honor our commitments.



### **Excellence**

We are driven to consistently deliver superior results and outcomes



### **Humanity**

We are dedicated to respect and improve the lives of the communities we serve with compassion and care



### **Passion**

We love what we do and it shows.



### **Creativity**

We challenge ourselves to provide innovative and personal solutions in everything we do.



### **Humility**

We are here to serve.



# Growth and Experience since 1996

**35+**

WELLNESS CENTERS  
IN 14 STATES

**3000+**

EMPLOYEE  
TEAM MEMBERS

**120K**

CUSTOMERS  
IN 35+ CENTERS

**2MM**

MANAGED  
SQUARE FEET

**5MM**

ANNUALIZED  
VISITS

INCLUDING  
**100**  
OPHFC  
TEAM  
MEMBERS

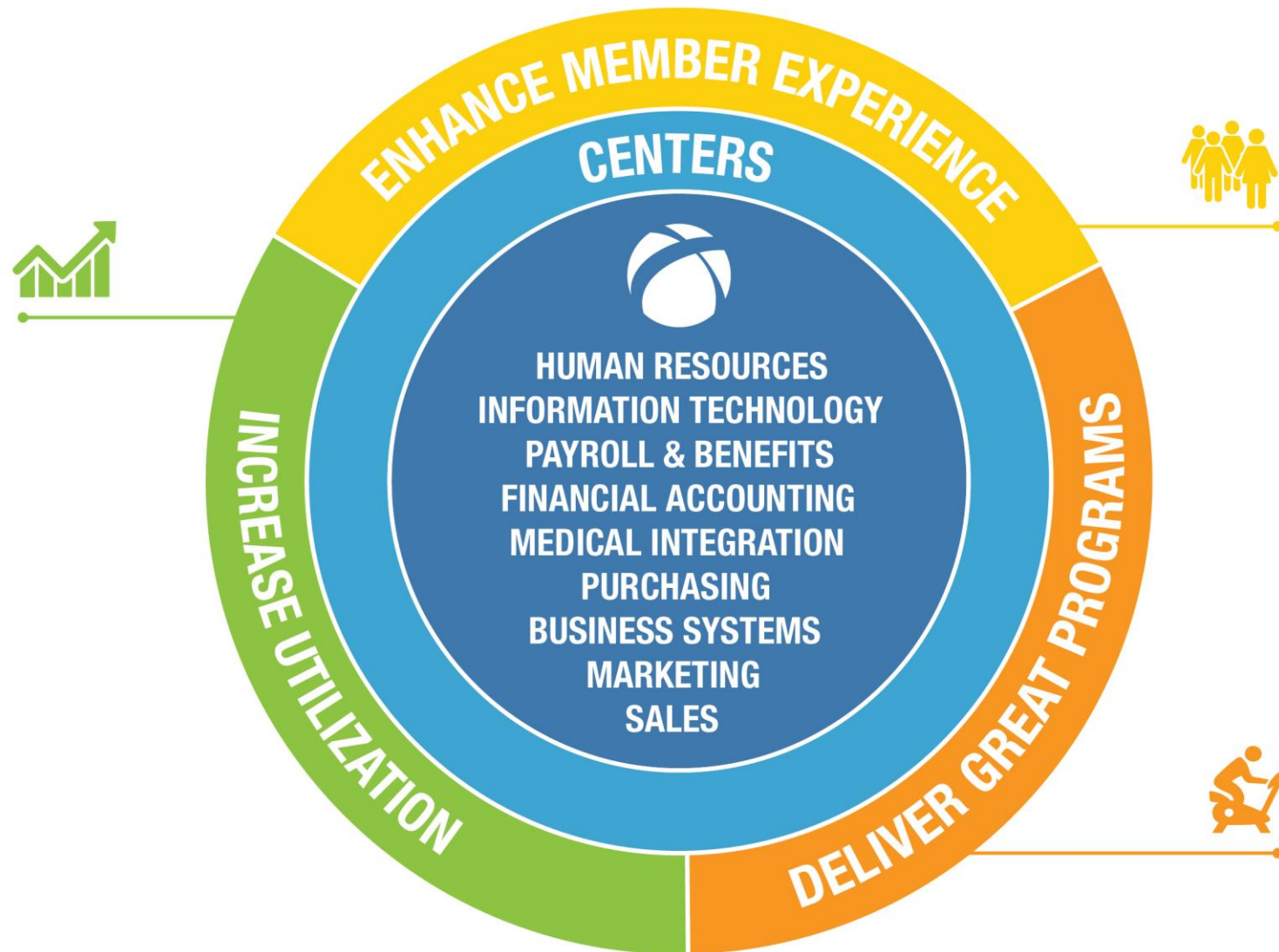


# Awards and Affiliations



Awarded the *Excellence in Management*  
2014 & 2016 and 2017 *Certified Facility of  
the Year* (Winchester, VA)

# Team Member Support



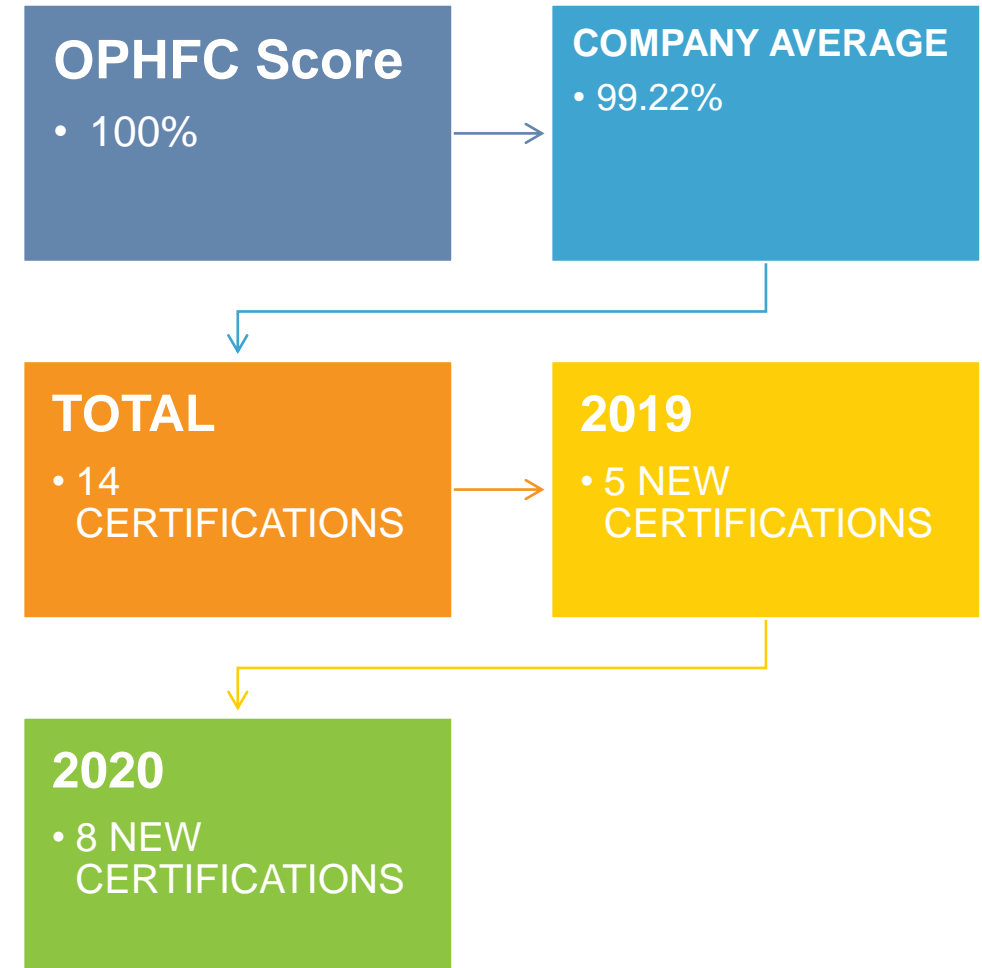
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# MFA Certification

- ✓ Medical Advisory Committee
- ✓ Developed Industry Benchmark
- ✓ Medically Integrated Programming
- ✓ Member Safety and Security
- ✓ Emergency Preparedness
- ✓ Focus on Health Outcomes



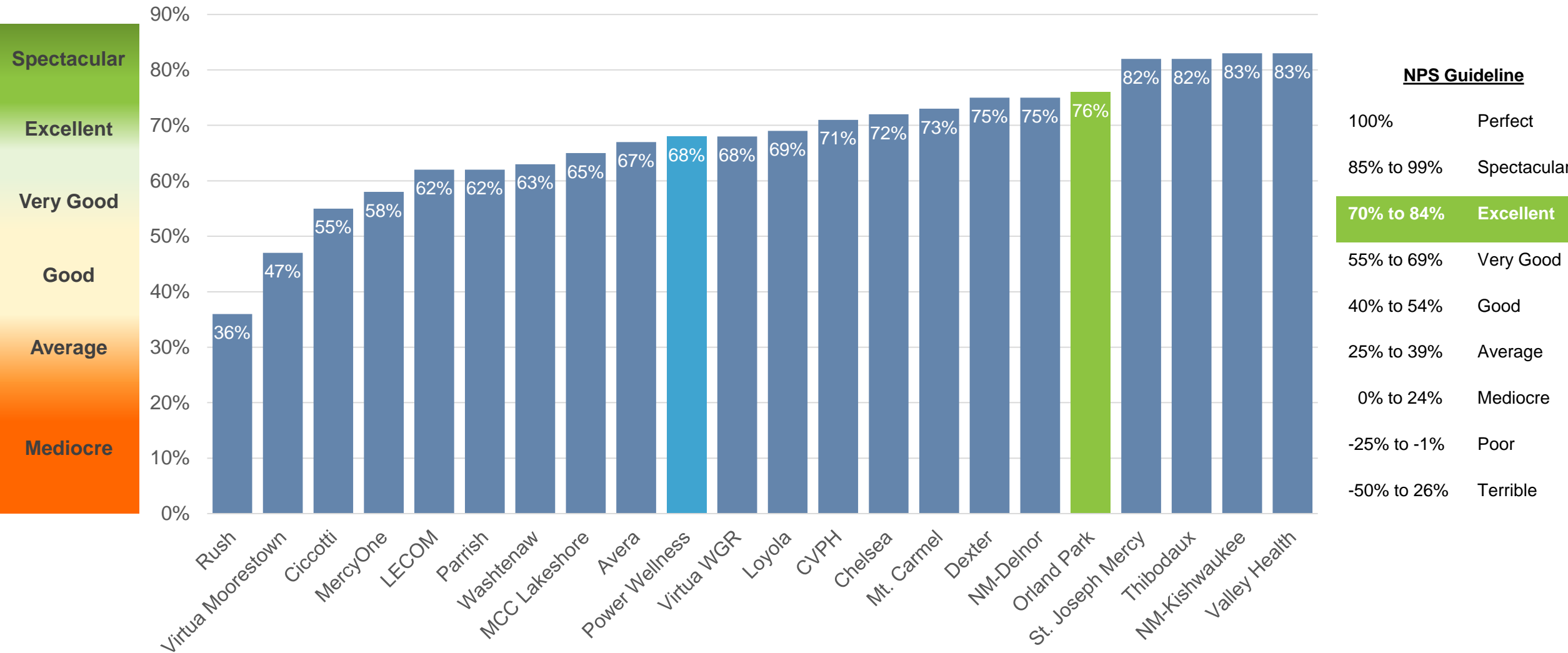


# Performance Metrics



# Customer Loyalty

## Net Promoter Score® System



# What Our Members Say about the Center

**"I love this place and all the staff. I can't imagine how it could improve unless it was in my backyard!????"**

**"OP has invested good money in upgrading and maintaining the center. Keep it up."**

**"Nice to see continued improvements made...such as replacement of floor carpeting; painting etc....informational visuals on walls have been helpful as well."**

**"Everything is great. Loved the new informational wall calendar on north wall near gym and the improvement of the bulletin board on the south wall by the physical fitness room. I am very glad that Orland Health and Fitness repaired the pools and the ventilation systems; etc. and remodeled the bathrooms; etc. I am also happy that you replaced the old gym equipment with new equipment."**

**"Very happy with the center!!!! Comfortable; affordable; friendly atmosphere. All the fitness people are great and answer any questions. Love this club!!!!"**

**"I can't find anything that you haven't already done. It is a fantastic fitness center."**

**"Whenever I have asked or suggested anything this place always has handled the situation. Their response on helping this facility is wonderful. Love this place."**



# What Our Members Say about the Team

“Janet at the front desk is **awesome!** Ray (manager) is great. **Everyone** at the fitness desk is **friendly and helpful!** Tom and Annette (instructors) have been **invaluable!** They have both **helped me with many issues.** Susanna (our help in the ladies’ locker room is also **very valuable!!** She is **always there to help with whatever is needed.**”

**“Every employee at the Center help you when needed.**

We ask if all the time if you need help and how are you doing. The center is **very wonderful place to exercise for people with physical disabilities.**”

“Linda is the **BEST ever.** She watches everyone carefully; **making sure all move safely.** When she notices someone may need some help; she’s **very proactive** and **goes out of her way** to teach and assist. E.g.. she saw that I have difficulty going from a seated position to standing. **She took extra time after some of the classes to work with me.** [...] She **exemplifies excellence** - OPFC and we; the members; are **extremely fortunate to have her be a part of our lives!**”

“Trace has been **very helpful** in helping me adjust my workout due to some health issues. He **always has a smile** that is **contagious** and **good suggestions.**”

“AJ is the **best!** Extremely **knowledgeable;** detailed and **always willing to help out.**”

“Lydia at the desk-**so much patience** every time I lose something Marissa- **great** trainer-works with my physical limits Dawna- **makes us all smile.**”

“The entire staff is **always very friendly** and **willing to help** whenever needed. **Outstanding customer service!**”

“Abrar is **great.** She **helps me and my family** with our membership. She has even helped me encourage friends and family by making the gym seem **always inviting** and **saying hi** whenever we pass by. My father has never had a gym membership and she **explained everything** to him and **now the gym has become a part of his normal routine!**”





# Operating Statistics

	2018	2019	% Change
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NPS	73%	76%	4.1%
Survey Mean Scores	9.0	9.1	1.1%

	2017	2018	% Change
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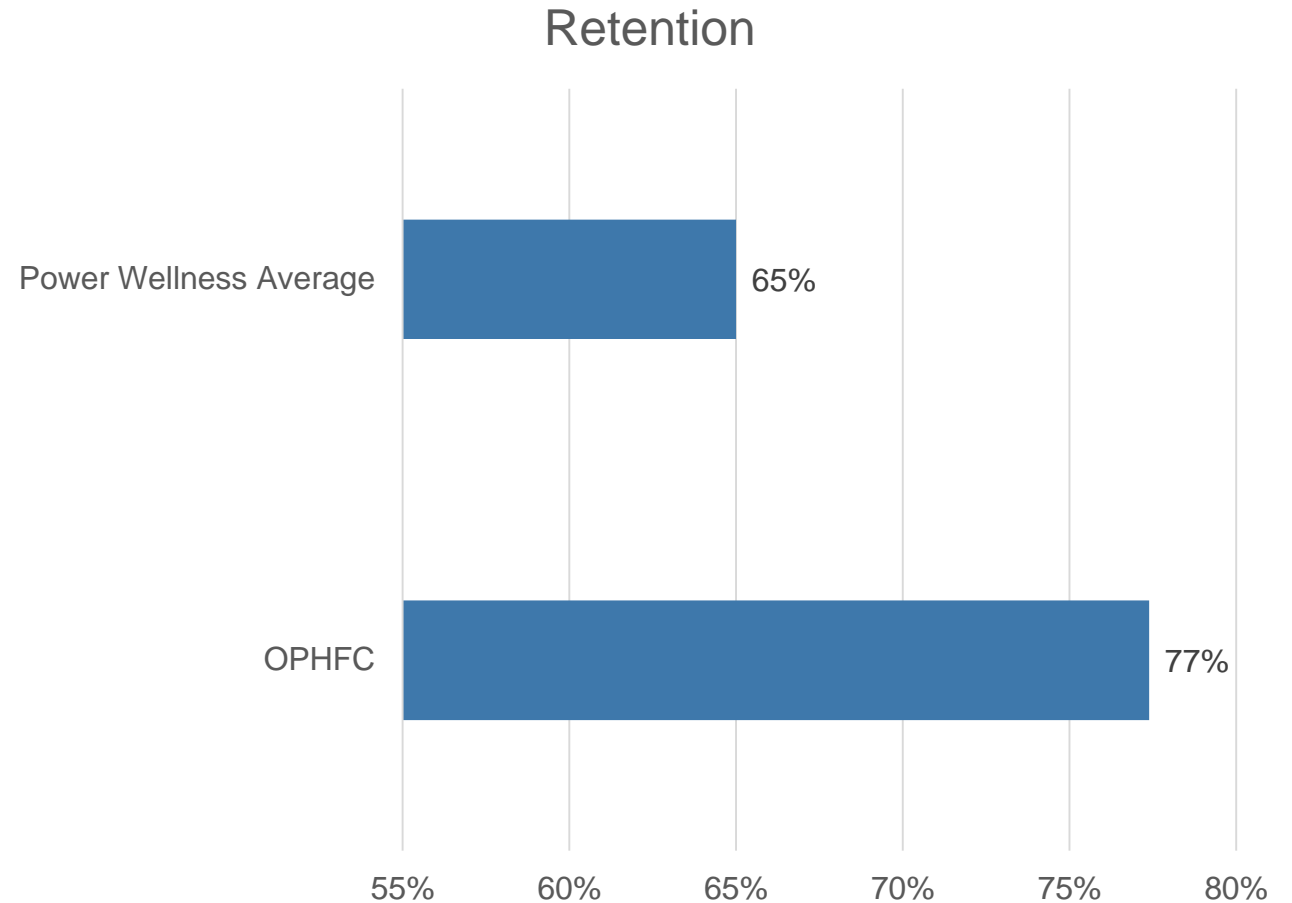
Members	3,377	3,662	8.4%
Retention	70.6%	77.4%	9.6%
Next Step Volumes	125	229	83.2%
Personal Training Sessions	2,809	4,286	52.6%

# Operating Statistics

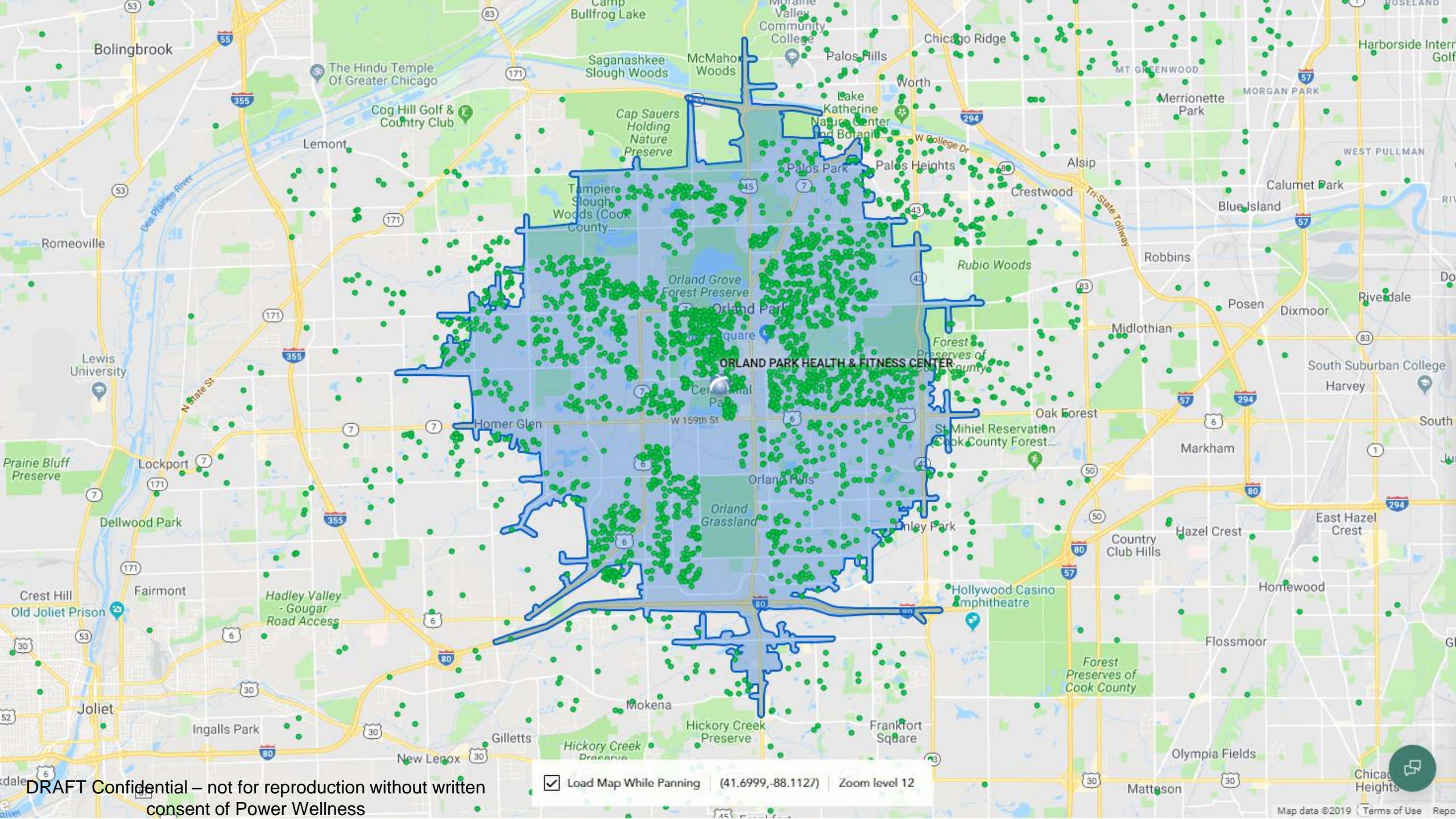
Operations	FYE 2016	FYE 2017	FYE 2018	Forecast
				FYE 2019
New Members	1,496	1,020	1,082	1,235
Cancellations	2,510	1,000	797	880
Total Billable Members	3,357	3,377	3,662	4,017
Annual Visits	235,860	229,991	248,546	282,835
Visits Per Member / Month	5.5	5.3	5.5	5.6
Group Exercise Visits % of Total Visits	21%	26%	25%	24%
Next Step Volumes	128	125	229	254
NPS Score	n/a	n/a	73%	76%
Secret Shop	93%	96%	96%	99%
Member Retention	32%	71%	77%	76%
Financials	FYE 2016	FYE 2017	FYE 2018	Forecast
				FYE 2019
Gross Revenue	\$2,684,495	\$2,644,563	\$2,788,843	\$3,120,487
Operating Expenses	\$3,136,480	\$2,791,061	\$2,905,686	\$3,005,167
NOI	(\$451,985)	(\$146,498)	(\$116,843)	\$115,320

# Membership Statistics

- Average Lifecycle of Current OPHFC Members
  - 82.43 months / 6.87 years
- Break Even Number
  - ~3,700 Members







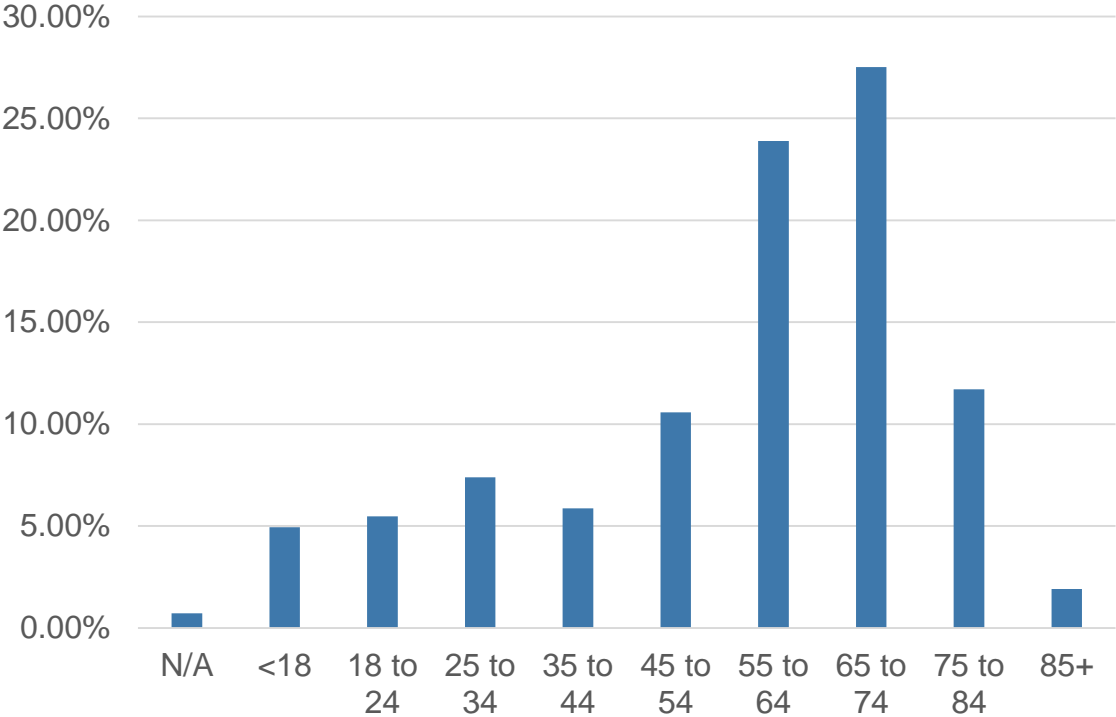
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☒ Load Map While Panning (41.6999,-88.1127) Zoom level 12

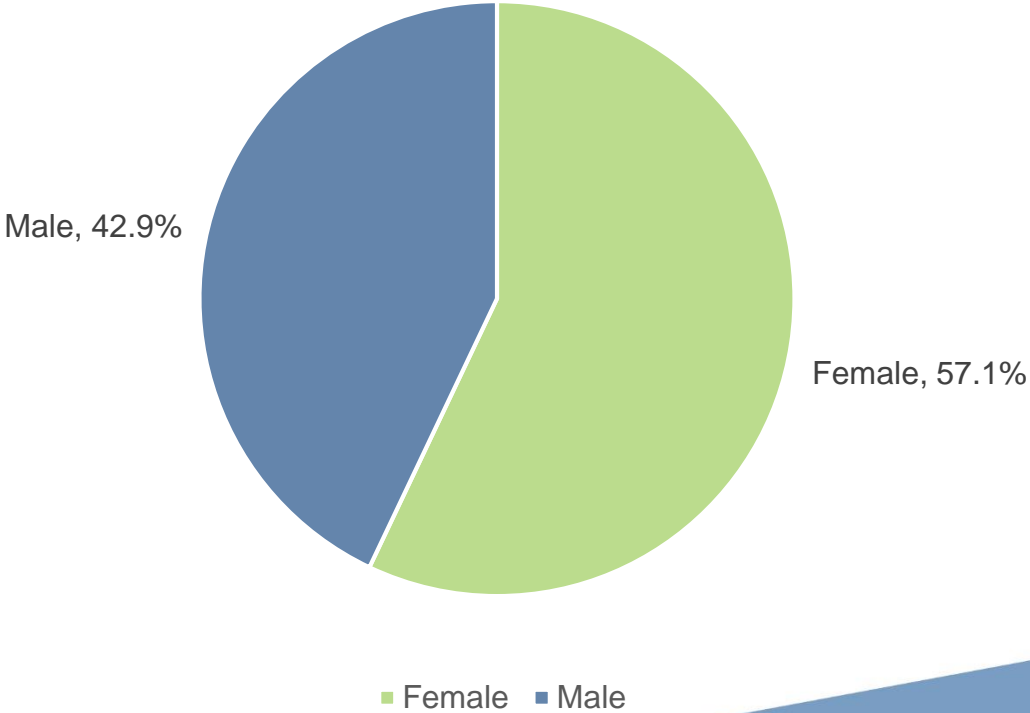


# Member Demographics

Age



Gender



# Why Power?

- ✓ Single Source Accountability
- ✓ Medical Fitness Industry Leader
- ✓ Proven Clinical Integration Strategies
- ✓ Proprietary HIPAA Compliant Technology
- ✓ Business Performance & Risk Transfer
- ✓ Unified Metric Driven Operational Model
- ✓ Employee Training and Bench Strength

