



CHRISTUS HWC

CHRISTUS Southeast Texas St. Elizabeth, a leading health system, wanted to design a hospital-based fitness center to engage more healthy individuals – not just the sick or injured – to create an additional source of revenue and improve quality of care. In 1995, CHRISTUS St. Elizabeth partnered with HealthFitness to develop, design and manage the CHRISTUS W.P. Herbert Health and Wellness Center (CHRISTUS HWC) that serves the community as well as its employee population.

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Thanks to the 24-year partnership with HealthFitness, CHRISTUS HWC is the premier fitness center in southeast Texas. We are definitely driving membership from the community and getting people active again.

– Chip Boyd
 HealthFitness General Manager
 CHRISTUS HWC

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Transforming health care in southeast Texas with a hospital-based fitness center

Challenge

Chronic diseases and related lifestyle risk factors are the leading drivers of health care costs for employers.¹ According to the Centers for Disease Control and Prevention, four in ten Americans have two or more chronic diseases resulting in \$3.3 trillion in annual health care costs.²

Although the United States pays more for medical care than any other country, problems abound in the health care system. A prevention model, focused on preventing the development of disease before symptoms or life-threatening events occur, is the strong solution to the current crisis.³

As a result, a growing number of health systems are looking to hospital-based fitness centers to focus more on prevention and provide additional revenue.

Solution

Since 1995, HealthFitness manages all aspects of CHRISTUS HWC, including its 95,000-square-foot facility, with more than 75 group fitness classes, indoor and outdoor pools and tracks, indoor basketball gym, tennis courts, racquetball and squash courts, full-day kids' camps, sports tournaments, sauna, locker rooms and more.

Results

Driving community health. CHRISTUS HWC offers more than a local corporate wellness center or community center. "People gravitate to our amenities—from racquet sports to aquatics program to sophisticated personal training and weight loss programs," says Chip Boyd, HealthFitness General Manager for CHRISTUS HWC. "We also integrate into the health system and partner with bariatric, occupational health and orthopedics."

CHRISTUS HWC offers medical-based programming. "When someone is coming from cardiac rehab, they want to be in an environment that is less intimidating," he says. "Members are highly educated and more comfortable in a hospital-based fitness center."

Boosting revenue. CHRISTUS HWC enhances the health of the community without putting a financial burden on the health system. In fact, they provide an additional revenue stream with CHRISTUS HWC growing its revenue from \$387,000 to \$1 million, adding to the health systems' bottom line.

"Although we are focused on well care, we're in the business of changing lives with a financial mindset," Boyd says. "This is challenging because the perception is that it is easier to take a prescription to fix something. Insurance would rather pay thousands of dollars for a pill than hundreds of dollars for a fitness center membership or a personal trainer. We want the doctors to see us as a remedy or a permanent fix to a problem. Once we do that, then the sky is the limit."

Helping save lives. The key to success according to Boyd is his HealthFitness 134-member staff of accredited health and wellness experts. These on-site fitness professionals design programs that actively engage members – and even help save lives.

See how our HealthFitness team at CHRISTUS HWC stepped in to action to help save the life of one of its members. Go to christushwc.org/welcome-back-richard to learn more.

About HealthFitness

HealthFitness, a Trustmark company, delivers a complete and personalized wellbeing solution that is designed to make people healthier and includes the best of fitness and recreation, wellness, injury prevention and an engaging platform. HealthFitness is URAC and NCQA accredited and a proven leader and partner for enhancing wellbeing programs and transforming lives for the better. Parent company Trustmark provides a full spectrum of employee benefits to improve wellbeing through better health and greater financial security. For more information on HealthFitness, visit www.healthfitness.com.

¹ <https://www.cdc.gov/chronicdisease/resources/publications/factsheets/workplace-health.htm>

² <https://www.cdc.gov/chronicdisease/resources/infographic/chronic-diseases.htm>

³ <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4339086/#R1>



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