

Guide to Telefitness for Virtual Fitness Sessions

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Are you ready for a convenient way to connect with fitness clients and deliver online fitness services?

As advances in technology are allowing healthcare professionals to provide care virtually, fitness professionals have also begun to break into the world of virtual fitness. Now more than ever, providing care for physical fitness is crucial to ensuring a holistic approach to our clients' well-being. Adding a telehealth tool can allow your gym or fitness center to continue to engage with and provide services for members when in-person options aren't available.

To help you understand how to use telehealth services in your business, Healthie has put together this quick guide for you to use:

- ❑ The Benefits of Utilizing Virtual Services for Fitness
- ❑ Healthie: a Client Engagement + Telehealth Tool for Fitness Experts
- ❑ How to Engage Fitness Members Using Healthie Telehealth
 - ❑ Virtual Group Fitness
 - ❑ Online Wellness Challenges + Programs
 - ❑ Message Support
 - ❑ Goal Setting
 - ❑ Metrics Tracking
 - ❑ Journaling + Food logs

✨ The Benefits of Utilizing Virtual Services for Fitness

Adding telehealth services to your business can help increase revenues for your business without severely increasing costs. The cost of incorporating new software to allow you to provide these services is minimal compared to the ROI.

Providing online services will allow you to not only provide additional services to your current clients but also add clients to your business who are looking for increased flexibility in their workout programs. Busy parents or those with rigid work schedules may not be able to come to your gym consistently to work with you, despite their desire to receive your services. But, offering varying virtual fitness and wellness services allows them to work with you in a way that allows flexibility, but also consistency. Chances are, you already have the content for virtual programs ready, as you use it with in-person clients, so it won't take too much time or effort to diffuse this information virtually to new clients.

Aside from adding new revenue streams to your business, virtual services will allow you to expand your client base beyond clients in your geographical area. Telehealth is not limited by borders; you can share your expertise with any client that wants to work with you. While this adds revenue, it also increases brand awareness for your fitness center and virtual fitness services.

✨ Healthie: a Client Engagement + Telehealth Tool for Fitness Experts

Healthie is a telehealth platform designed for wellness professionals, that enables fitness experts to build relationships with clients. When you sign up for a membership, your clients receive access to a secure client portal, which they can access from the web browser or the Healthie mobile app. With features like secure chat, photo food journaling, online programs, and live video classes -- fitness experts are able to connect with clients, track their progress, and provide support all through one platform/app.

With membership plans that scale in size, Healthie can be implemented within businesses that have only one fitness professional, and in large-scale fitness centers with expansive rosters of instructors and trainers. Healthie can also be used within organizations that provide multi-care services, including physical fitness, nutrition, physical therapy, and more.

Looking for a white label or API solution?

Build on top of the industry's strongest foundation. Every Healthie feature is available to you via our [turnkey API](#). To explore your organization's options for a white-label solution or a complete API, connect with us hello@gethealthie.com

✨ How to Engage Fitness Members Using Healthie

Group Virtual Fitness Classes

With advances in technology, at-home workouts don't have to be one-sided anymore. Using Healthie's integration with Zoom, fitness instructors can offer live classes that mimic in-person classes. Both clients and instructors can have their cameras on, so clients can watch instructors in real-time, and instructors can give feedback and motivation during the class. Healthie's video chat feature is integrated with the calendar feature, making it easy to schedule classes, confirm times with clients, and invite specific groups of clients to certain sessions. You can set specific appointment types within Healthie, so you can distinguish between different types of classes and appointments with clients.




Online group classes also give the feeling of community even when working out alone at home. Group fitness classes also can have positive impacts on our health. [Working out in a group](#) increases positive competitiveness, makes us push ourselves harder, increases our endorphins, diversifies our workouts, increases our commitment to the program, and adds accountability. At times when in-person group classes aren't available, telehealth is the key to accessing these benefits at-home.

In a [2017 study](#) where researchers measured outcomes from physical activity provided in-person or by telehealth to women pre-bariatric surgery, the women who received their care over telehealth actually had increased their physical fitness. The women were also very satisfied with the care provided using telehealth; their perception of telehealth increased positively after the telehealth intervention.

Online Wellness Challenges + Programs

Online programs can be an extremely effective tool for sharing information with clients virtually. Using Healthie's programs feature, trainers can easily create customized programs for clients that they can complete at their leisure and from the comfort of their homes. Within Programs, coaches can add videos, documents, modules, and surveys for clients to complete, as well as easily monitor client progress from the Healthie platform.

Dripping out content virtually, over a period of time, allows clients to have that flexibility they crave for their workout programs. They can complete the workouts when it is convenient for them, but you can still monitor progress as they complete modules. The content you provide can be easily customized by adding videos and modules specific to your clients' needs. You can group clients based on their goals and needs, and share certain content with each specific group.

		
Half-Marathon Training Program	Signature Online Yoga Program	Fueling Your Fitness Workouts
4 Clients	14 Clients	14 Clients
60 Days	30 Days	14 Days
<p>Are you gearing up to run a half-marathon? Learn how to train and fuel properly with our online program. Each week you'll find a new training guide, snack tips, and goals. You can connect virtually with your run coach through chat. Track your progress week after week.</p>	<p>Want to incorporate yoga consistently into your life, but can't make it to regular classes? This program delivers 40-minute yoga videos to your inbox each week. Complete your class when you're able. As a bonus, you'll be automatically enrolled into our weekly LIVE</p>	<p>Tired of reading conflicting information on how to best eat to reach your fitness goals? In this premium online program, our team of nutrition and fitness experts have partnered together to increase your knowledge of sports nutrition. Find meal plans, recipes, snack lists, and</p>
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Heathie's programs can be created with a fixed start and end date for programs that you'd like to run for a certain time period (ie. January Wellness Challenge) or can have open enrollment for signature programs (ie. Total Body Workout Program). Creating a program to compliment your fitness services allows you to:

- Diversify revenue sources
- Engage with existing clients (longer membership/retention)
- Attract new clients

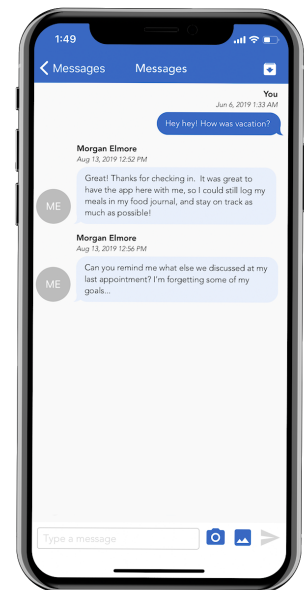
Message Support

While face-to-face sessions can be a great time to go over any trials or tribulations since the last visit, engaging with clients *between* sessions allows you to address challenges as they happen. Real-time support is a powerful motivator for your clients.

Additionally, message support allows you to add another layer of accountability for clients through simple check-in messages. Ask clients how they are feeling after a session, or if they have completed their "goals" for the day yet. Letting clients know that their fitness instructor and/or personal trainer are there to support them *and* make sure they are working towards their goals will increase their motivation to make progress between sessions.

More than a text-message style of communication, the Healthie chat feature is a built-in messenger tool that both you and your clients can access from any desktop or mobile device. It allows you to be in constant contact with clients, without breaking the boundary between personal and work life.

No need to give clients a phone number; whenever they have questions, or if you want to check-in on progress, simply send a message to one client, or even multiple. You can also use Healthie chat to message other trainers or employees. It will help streamline communication within your business, securely share client updates, and obtain information from other employees.

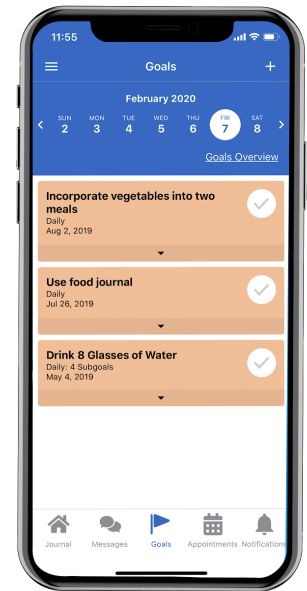


Goal Setting

Beyond making some steps towards change, health goals are achieved when clients can make *consistent* habit-forming changes. Making a collaborative effort towards goal setting shows your clients that you care about their progress and future success.

Goal setting has been shown to be effective in helping adults achieve changes in their dietary or physical activity behaviors. Additionally, goal setting interventions that included SUPPORT from another person were much more effective than those in which clients set goals and worked on them individually.

Healthie's Goals Feature allows trainers to create personalized goals for each client. Through their client portal, clients are able to receive reminders of their goals, check-off completed items, and easily see their completion progress for each goal. When clients complete goals for three consecutive days, clients have begun a goal streak 🔥. By using Healthie to set and track goals, clients can easily access everything they need for success in one place.



Metrics Tracking

When working with clients in a fitness center, tracking metrics is a relevant and data-driven way to help clients feel confident in their progress, and propel them to continue working on their goals. When clients begin to see improved outcomes, their circle of friends and families sees it too. This leads to word-of-mouth recommendations and potentially more new clients for you.

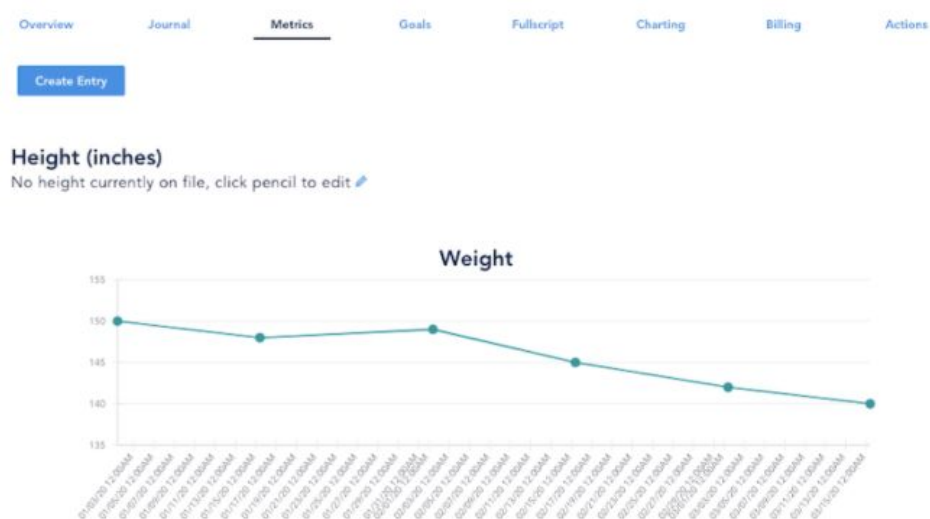
- By syncing with wearables, like FitBit and Apple Health, clients can track their steps and other numbers tracked by the technology
- Trainers can update relevant metrics post-sessions for clients to view within their client portal
- Clients can self-monitor and log recommended metrics and independent workouts

Once your clients see their results forming, it will give them motivation and align them to stay determined and focused throughout their entire journey. For instance, although losing weight

isn't always a linear process, like anything in life there are ups and downs, but seeing results will give them hope in reaching their goals.

With Healthie's Metric feature, providers can monitor and graph metrics like weight, height, BMI, or body fat percentages as well as create *custom* metrics to track for each client. Also, Healthie Metrics can be viewed and tracked from both desktop and mobile devices, for convenient logging. Documents, such as test results, can be uploaded to a client's profile to be securely stored for future reference.

Additionally, clients can sync their wearables, like FitBits or Apple Health, to Healthie to seamlessly track metrics like steps, calories burned, or daily exercise. Entries will automatically upload to their Healthie portal, so both you and your client can monitor progress without extra effort to log the numbers.



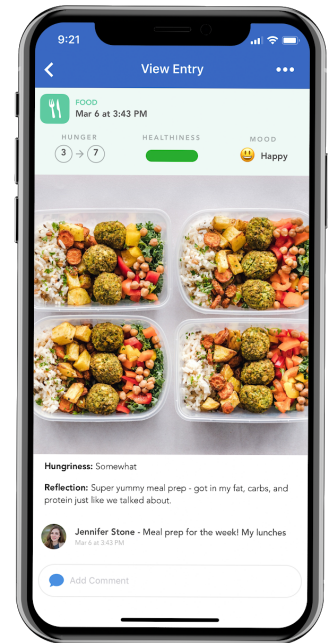
Journaling + Food Logs

With a built-in journaling tool, clients are able to conveniently log water and beverage intake, pictures of meals, and assess their meals using custom metrics set by their coaches. In a study completed at West Virginia University, it was found that participants who consistently recorded their food intake lost more weight than participants who rarely or never recorded intake. While our goal isn't always weight loss, food journals add another layer of accountability for the patient.

To help improve both the consistency and accuracy of food journaling, Healthie uses a photo based food journal within the platform and mobile app. Photo food journaling allows clients to log images of their meals in real-time. Even more, with a host of settings, the Healthie Food Journal also allows coaches to customize the food journaling experience for each of their clients.

Besides, the journaling process can be kept basic (ie. client can simply upload their picture) or more detailed (ie. client can log the meal, include a description, identify their pre/post-meal hunger and mood).

For Healthie providers, you can conveniently keep track of all of your clients' food journal entries by logging into the dashboard of your Healthie account (or mobile app). When client's food logs appear in a feed, similar to Facebook newsfeed, for you to scroll through, review and comment on. Then see all of your clients' most recent logs in minutes.



Ready to connect?

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Visit us: www.getthehealthie.com

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