



## **Health Clubs Profit from Ames MyFile**

As David Cook wrote in his book *The Pig in the Python, How to Prosper from the Aging Baby Boom*,

*“Any company that can tap into the health worries of this generation will land a guaranteed and large market”.*

Additionally, according to Center for Disease Control and Prevention adults aged 55 and older now make up a quarter of the health club memberships in the United States. The International Health, Racquet and Sportsclub Association (IHRSA), the leading industry association for health clubs, has identified that providing a total health solution is key to their members, as well as their facilities success.

With this in mind Ames MyFile has the solution that Health Clubs need. Ames MyFile is a secure, web based, Personal Health Management environment that provides the glue that ties together the exercise programs, health coaching and other services offered by Health Clubs, with the club member’s personal health and wellness programs. The benefit to the Health Club is both financial and additive. Clubs can now offer Ames MyFile to members and provide them with a unique health solution that goes beyond exercise programs alone. By offering this total health and wellness solution, health clubs can gain competitive advantage and greater profitability. Health issues can be improved with regular exercise. What is missing from the health club solution is a strong link to an individual's health history, status, and goals. This is where the convergence of health awareness education and the benefits of exercise come together.

Ames MyFile provides this link by:

1. Documenting one's health history (PHR)
2. Establishing a base line of health (HRA)
3. Providing a tool to use as guide for health improvement (MAP).

Ames MyFile provides value add for health clubs by improving membership retention, offering a new revenue stream, and extending personal trainer’s reach to more members. Ames MyFile provides this linkage by bringing together in one location - health assessment, management, and personal process improvement that must be part of any health and wellness program. The reseller model that Ames MyFile Systems brings to the table enables health clubs to make money by adding MyFile to their offerings, and reach their goal of better integration between health and fitness for their members.

**“...With Ames MyFile my personal trainers can guide more members training programs, plus we now offer a total health solution to each of our members....”**

