

The 3 R's for Successful Programming: Referrals, Results, Retention

Presented by: Douglas Sham, M.Ed., ACSM



Key Takeaways

- Which comes first: Results or Referrals
 - Establishing your referral sources
 - Creating the best referral process for you
 - Choosing successful programs
 - Build a value that your community will pay for
 - The other unidentified R's
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Referral or Results First

- Create a program with the referral source
 - Have results to gain more referrals
 - Sometimes start to get both
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Programs

- Bone Builders Osteoporosis Prevention and Intervention
- Fitness Forward Stroke Recovery
- InBalance Fall Prevention
- Cardiac Phase III
- Parkinson's PWR!Moves & PD Cycle
- Thrive Oncology Exercise Classes and IEP
- SMH RENEW Wellness and Dietitian
- T2 Diabetes Prevention

Coming Soon

- Post Op Exercise Recovery
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Referral sources

- NOT JUST PHYSICIANS
 - Outpatient rehab
 - Nutritional & dietetics services
 - Members
 - Program participants
 - Support groups
 - Events
 - Membership drives
 - Other department of the healthcare system (i.e. Labor and Delivery, Neurology, Cardiology, Oncology, etc)
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Simplify the Process


- Physicians don't have time
- Non-medical professionals don't speak medical jargon
- Provide a number of options
- Take the time to educate





Referral Options

- Order Facilitator (EMR)
- Physical copy
- Fax
- Referral Vouchers

Referral for Wellness		HEALTH FIT <small>POWERED BY SARASOTA MEMORIAL</small>
<small>With this Referral for Exercise, you will receive a complimentary health risk assessment and exercise prescription.</small>		
PATIENTS: PLEASE BRING THIS FORM TO SCHEDULE YOUR FIRST APPOINTMENT AT HEALTHFIT		
DATE OF REFERRAL: ____/____/____	PATIENT'S NAME: _____	
DATE OF BIRTH: ____/____/____	PATIENT PHONE: _____	
SERVICES REFERRED TO PATIENT	SPECIAL INSTRUCTIONS	
<input type="checkbox"/> Individualized Personal Training** <input type="checkbox"/> Bone Builders to increase bone density** <input type="checkbox"/> Healthy Hearts to improve heart and lung function** <input type="checkbox"/> InBalance for Fall Prevention** <input type="checkbox"/> Exercise for Parkinsons (Whopping Movers) <input type="checkbox"/> Pilates Reformer for mobility and strength** <input type="checkbox"/> Massage Therapy** (Oncology specific available) <input type="checkbox"/> Fitness Forward for Stroke Recovery** <input type="checkbox"/> Oncology Services/Thrive Program** <input type="checkbox"/> Whopping Movers	Diagnosis & Symptoms: Restrictions: Other notes: 	
Clinician Information		
Name _____		
Title _____		
Phone: _____		
Fax: _____		
<small>NOTE: This is not a referral for Rehabilitation. **Services are provided at an extra fee in addition to membership dues.</small>		
<small>5880 Rand Blvd., Sarasota, FL 34238 Phone: (941) 917-7000 Fax: (941) 917-5279</small>		

HEALTHFIT REFERRAL VOUCHER

This voucher entitles _____
(First & Last name)

- ☐ **FAMILY BENEFIT**
HealthFit Guest Pass at Discounted Rate of \$44 per month for up to 3 months.*
- ☐ **PARTICIPANT BENEFIT**
Waived initiation fee for signed membership agreement.*

Authorized by _____ Authorization Date ____/____/____



*Voucher must be surrendered at time of redemption and must be redeemed within 10 days of authorization date.

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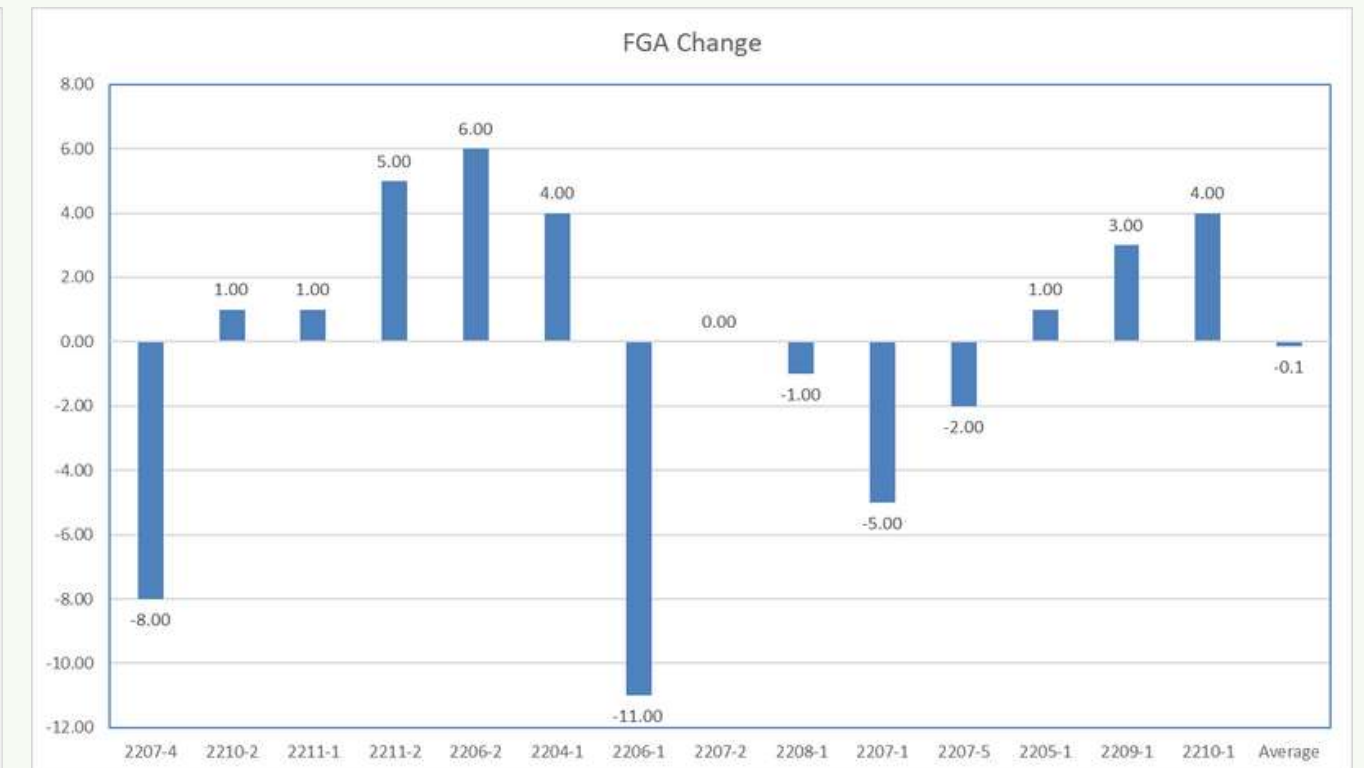
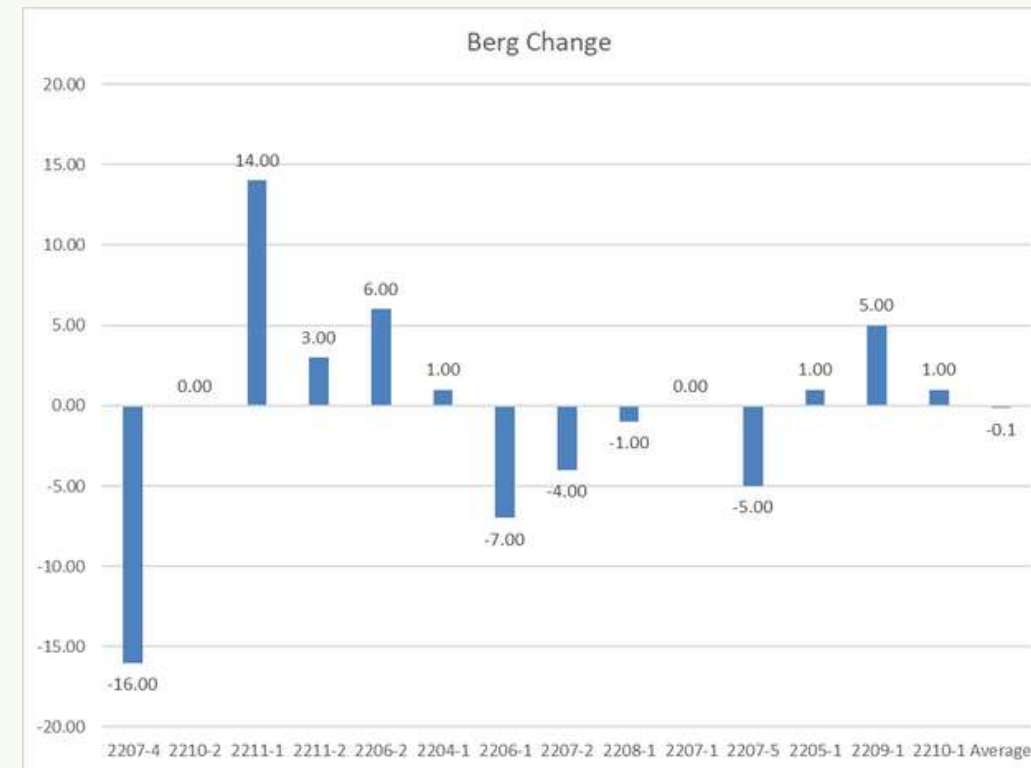
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Results are Effective

- Accountability
- Referrals
- Improvements
- Graduation
- Program Modification
- Retention



I am seeing improvements with my health and physical ability.

Answer Choice	0%	100%	Number of Responses	Responses Ratio
1 (Strongly Disagree)			0	0%
2			3	2%
3			12	9%
4			24	19%
5 (Strongly Agree)			85	68%

Why send them away, when you can retain?

- Ongoing program rather than hard stop programs
 - If they are benefiting don't stop
 - Some results aren't seen in 6 to 12 weeks
 - Higher member retention
 - Ease the transition into membership
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The Other R's

- Resilience
- Resources (marketing, staff training, education)
- Recruitment
- Revenue streams
- Recognition
- ROI





Supplement Other Services

Progress is faster when other areas of concern can also be targeted



Accountability from multiple sources will improve outcomes



Retention is higher when members are more engaged in your facility



Certified Medical Fitness Facility



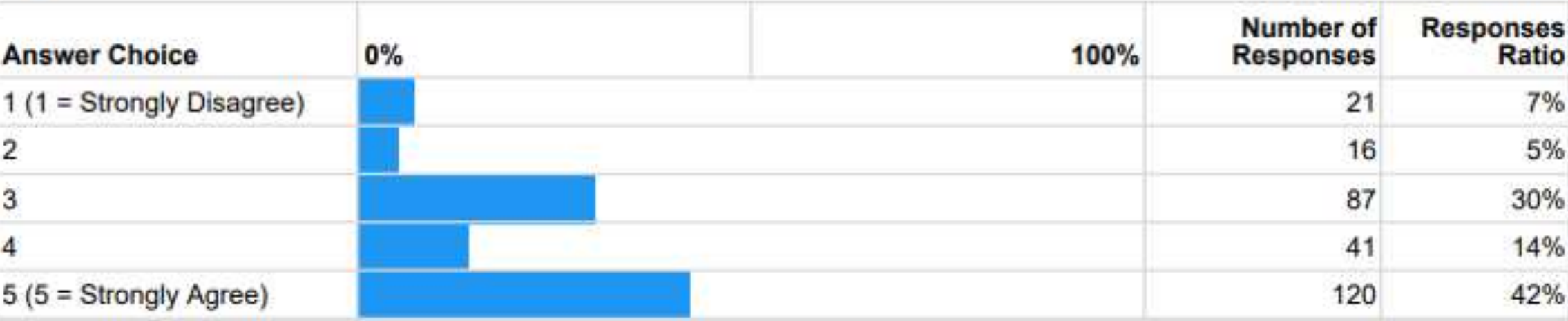
- Magnet recognized
- Ranked #4 in nation and #1 in Florida for “Best in-state Employer” by Forbes
- 5-star rating from the U.S. Centers for Medicare & Medicaid Services 8 years in a row
- Ranked in the nation’s 50 best hospitals for Specialty Services



Know your value



I chose to join because HealthFit is a certified medical fitness facility through the Medical Fitness Association.



I chose to join HealthFit because it was part of Sarasota Memorial Healthcare system



FY 2022

Programs Revenue	\$11,053.29
Program Salaries	\$12,458.88
Profit Margin	-11%

FY 2023

Programs Revenue	\$63,756.03
Program Salaries	\$59,741.18
Profit Margin	6%


YOY change of 476%!

Thank you for attending

Questions?



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