



# Healthy Employees are Happy Employees

**T**here is an undeniable correlation between happy and productive employees, and a healthy working environment. A recent study released by Rise People states that 91% of workers at companies directed by leaders that support well-being efforts, say that they feel motivated to do their best at their jobs. Additionally, organizations with



highly effective health and productivity programs report 11% higher revenue per employee, 1.8 fewer days absent per employee per year, and 28% greater shareholder returns (Buffet National Wellness Survey).

There is no doubt about the effectiveness of having a fitness facility to increase employee dedication and morale; however, there are some fundamental trends that help companies differentiate amongst the pack with their fitness decisions.

Aviron Interactive had the opportunity to sit down with Ned Hunt, who is a Senior Portfolio Director for Lula Fit, to discuss how they incorporated some key trend

differentiators in their newest corporate fitness facility: Box Car.

Box Car is located within the Old Post Office in Chicago, Illinois, which hosts ten corporate tenants and nearly 4,000 residents. Within the 27,000 square ft space they incorporated two studios: a large turf functional space, and state of the art technology equipment. This is aligned with one of Lula Fit's key pillars: utilizing technology to get clear messages to workers on what their wellness programs entail, how they work, and how to get involved.

When discussing the inclusion of the Aviron Tough Series Rower in this new state of the art facility, Ned commented: "we were looking for something that people could

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Chris Gallagher (left) and Ned Hunt with Aviron Tough Series Rower

learn from, by stepping into this new digital world without direct knowledge from staff and learn how to row effectively, enabling them to improve, track, and compete over time.”

Aviron has added unique programming to the Tough Series Rower that guides users to use proper and effective form throughout a workout, demonstrates endurance and power techniques, and provides quick tips. Additionally, throughout the software, the Tough Series Rower provides haptic feedback to the users, which, based on the results the user is trying to achieve, will guide them through using correct stroke rates, different intensities, and split times.

With a quick search of corporate wellness trends, you can find that technology and tailored experiences rank amongst the

highest trends within the corporate designs in 2020. Allwork.space published an article on the top four fitness trends in 2020 for corporations, in which they noted: “Technology can empower individuals to have more control over their workout environment, while emerging platforms can make it easier for employees to pick a wellness program that best suits their needs.”

Ned mentioned during our conversations that one of the biggest obstacles when designing their facilities is that they have such a broad range of members, from fresh out of college and entering the workforce, to senior level executives nearing retirement. He mentioned: “finding platforms that can engage every level of user and provide tailored content to their fitness goals is essential, and we found that diversity in the Aviron programming with everything from pro athlete racing to scenic rowing for the older generation.”

Wellmark, a subsidiary of Blue Cross Blue Shield, published an article bringing home the message that if you invest in your employees, they will invest in you. While keeping the bottom line in view the return numbers speak for themselves; making the wellness investment leads to 41% lower health-related costs, and employees are three times more likely to go the extra mile for their employer.

With nearly 4,000 tenants in this new facility, having the highest technology available in the fitness industry will encourage continued involvement and membership. Aviron was happy to be a part of this \$1.2million renovation design in this cutting-edge corporate wellness facility, and leading the charge on their employee fitness programming.