

CLUB MANAGEMENT EDITION

# CIO

## APPLICATIONS

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Corporate Health Unlimited (CHU)

recognized by **CIO** magazine as  
APPLICATIONS

**CIO** TOP 10  
CLUB  
MANAGEMENT  
APPLICATIONS Consulting/Services Companies • 2019

*An annual listing of 10 companies that are at the forefront of providing  
Club Management Consulting / Services and transforming businesses*



*Joe Phillip*  
Joe Phillip  
Managing Editor

### Company:

CORPORATE HEALTH  
UNLIMITED (CHU)

### Key Person:

Laura Clark  
Vice President, Health &  
Wellness Division  
Donald Whitney  
Founder, President &  
CEO

### Description:

Corporate Health Unlimited provides the highest quality of high touch service, fitness center management, and wellness programming to help employees achieve their health and wellness needs

### Website:

corphealth.fit

## Top 10 Club Management Consulting/ Services Companies - 2019

**W**ith the steady increase in the membership numbers over the decades, clubs require a holistic way of engaging with their clients and continue their aggressive growth efforts. The rising awareness regarding the changing governance and compliance factors while registration of members has created a stir among clubs to implement precise, streamlined, and a professional approach to club management. Added to that, clubs are leaning toward a one-to-one approach in terms of engaging with their members, aiming to redefine customer satisfaction. Evidently, club management service providers are promoting the use of technology at different levels of the organizations, fueling future-ready innovations in the club management landscape.

Observing such myriad of trends and the dynamic nature of the club industry, CIO Applications has compiled a list of 'Top 10 Club Management Consulting/Services Companies - 2019' to guide clubs in harnessing the true potential of technology to tackle present-day challenges, thereby helping them maintain a balanced approach toward establishing new memberships. Utilizing consumer data in the right manner and with the aid of appropriate technology, these service providers are navigating clubs to experience a significant reduction in the unwanted discrepancies while serving members. From designing robust workflows and roadmaps for clubs and organizations to taking charge of their continuity, computer expertise, and centralized documentation needs, top club service providers are relentlessly steering ahead to assist clubs in achieving better physical and mental life for their clients.

With several innovative technological capabilities and success stories up its sleeves, these service providers are constantly proving its mettle in the club management industry. We hope this issue of the CIO Applications helps you build a futuristic partnership with your clients to foster a technologically-driven environment.

We present to you CIO Applications' "Top 10 Club Management Consulting/Services Companies - 2019"

## CORPORATE HEALTH UNLIMITED (CHU) Attaining a Healthier Future



**C**ORPORATE HEALTH UNLIMITED is the leader in management, consulting, and design of health & wellness solutions for world headquartered companies, businesses, multi-tenant Class "A" office developments, hotels, resorts, and hospitals; including some of the biggest names in the corporate world like Mercedes-Benz-USA, Delta Air Lines, Georgia Pacific, Cox Enterprises, Turner Properties (CNN), Carters, Ritz-Carlton Hotels, St. Joseph's Emory Hospital and many others that are in their exquisite portfolio list of clients.

Offering health, wellness & fitness programs that help employees' live healthier lifestyles is one of the major keys to recruiting and retaining top talent today. CHU believes building a business strategy around the areas of health and wellness is becoming increasingly important every day. In fact, taking care of employees so they can take care of others has become somewhat of an expectation. Corporate Health Unlimited provides the highest quality of high touch service, fitness center management, and wellness

programming to help employees achieve their health and wellness needs.

Providing their state-of-the-art health and wellness services and solutions, CORPORATE HEALTH UNLIMITED, a division of Corporate Sports Unlimited has been in the business of bringing about these transformations long before it was seen as a phenomenon that is affecting the world. Over the past 39 years, CORPORATE HEALTH UNLIMITED

has been unrelenting in its high touch approach towards the betterment of physical and mental life by creating healthier communities through the clients they serve.

In a personal interview with CIO magazine, **Donald Whitney**, Founder, President & CEO at Corporate Sports Unlimited and **Laura Clark**, Vice President, Health & Wellness Division, CORPORATE HEALTH UNLIMITED shares information on the company's services and solutions, their secrets to sustenance in a competitive market and the way forward for organizations to have a proactive workforce.

### WHAT IS CORPORATE HEALTH UNLIMITED'S CORE MISSION PHILOSOPHY?

**Laura:** We are all about customer satisfaction and positively impacting the well-being of the total population we serve. Organizations engage CHU for their complete health & wellness needs that include management of



their onsite fitness center, proper design and equipment selection, wellness programming, and the latest in health & fitness technology. We manage the day to day affairs for a successful fitness center operation with our highly certified and educated team of fitness and exercise science degree professionals; including wellness coordinators, managers, personal trainers, registered dieticians and nutritionists, massage therapist and guest service associates. At CORPORATE HEALTH UNLIMITED, our most significant focus is to engage employees on many different fitness and wellness levels and guide them to perform at their optimal best.

**Donald:** Today more than ever before, work-life-health balance is essential in this fast-moving world we wake up to every day. It is crucial that fitness and wellness solutions are provided to all organizations to help retain and attract quality & productive employees for their business. We don't believe people are motivated by just money, everyone deserves a quality of life and there are great dividends and ROI to companies that choose to recognize that an overall employee health & wellness initiative matters. Our fitness and wellness services assist in a major way to the overall wellbeing of every employee by providing the kind of fitness and wellness programming that any employer or multi-tenant office development owner wants to have in order to reduce turnover and provide a major savings to their overall insurance cost. It's a win-win for everyone!

### TELL US ABOUT THE FITNESS SOLUTIONS AND SERVICES THAT CORPORATE HEALTH UNLIMITED OFFERS?

**Laura:** The beautiful thing is when clients hire CHU, we handle absolutely everything. We professionally run the entire operation including management, staffing, cleaning, recruitment, preventative maintenance, purchase of equipment, and wellness programming, as well as back-end membership management, accounting, and financial and operational statements for all our clients. Our team focuses on engaging and helping employees lead a happier and healthier life. We have developed researched-



DONALD WHITNEY

based, unique wellness programs specific to client populations that help reach employees outside of the fitness center. We have implemented these programs both nationally and internationally for company-wide participation.

In addition to our onsite fitness center management, we just rolled out our very own inside CHU wellness program called **Wellness 360**, which is our Hybrid model where we offer wellness programming, group fitness classes, digital marketing, and monthly wellness events for multi-tenant Class-A buildings and organizations who either have a 'smaller' onsite fitness center in the 3,000-5,000 sq. ft. range or buildings without a fitness center at all. **Wellness 360** is a corporate health & wellness approach that improves



LAURA CLARK

social, financial, nutritional, mental, and physical wellness to all employees.

**Donald:** It is important to us that employees are healthy because when they are healthy, an employer is getting considerably more energy and longevity from the employee. Under our parent company of Corporate Sports Unlimited, we also serve most of our clients through a separate division, CORPORATE EVENTS UNLIMITED. Under this division, we currently produce over 300+ events each year serving over 3,000,000 annually for their health fairs, holiday events, philanthropic events, company picnics, team building days and more. See: [corpevents.com](http://corpevents.com)

In addition, giving back has been part of our culture for the past 39 years. We are committed to the communities where we do business and have been grateful to be able to contribute over \$5M to 30 local children's charities over the past 15+ years. We are also involved in continually supporting a children's charity, The World Children's Foundation. [worldchildrenscenter.org](http://worldchildrenscenter.org)



### WHAT DOES THE FUTURE HOLD FOR CORPORATE HEALTH UNLIMITED?

**Donald:** We are very blessed to have been in business for the past 39 years and our proven reliability speaks in volumes about our approach to fitness regimes. Our goal is to continue to stay ahead of trends in the marketplace and to continue creating new wellness programs that allows each employee to achieve his/her optimal best.

**Laura:** In the next twelve months, we are going to set the industry ablaze with our CHU "Wellness 360 - Hybrid" model. This will become a major focus of our work in 2020 along with our continued growth in fully managing health & fitness centers for world headquartered companies, Class "A" Office Developments, Hospitals, Resorts and Hotels. **CA**