

Software in a Fitness Center?

To manage a successful fitness center you need to:

- Manage an efficiently run center
- Build a solid program
- Retain and increase membership

The best way to accomplish the above is to provide:

- Members with personal attention and services
- Managers with detailed management information

With all your other responsibilities, center managers rarely have the time to adequately perform either of the above tasks, much less both. Yet without them, centers cannot reach their highest levels of service excellence and membership.

With the appropriate software managing your center's assessments, exercise prescriptions, program evaluations and activity tracking, you'll have both the time and the information to provide members with more diversified programs and one-on-one attention.

Software can organize your center's information to give you all the decision-making facts when you need them.

Computerized reports make it easy to plan program expansion, equipment maintenance, staff schedules, marketing promotions, and budgeting.

- Fitness center software should automate four basic functions:
 - Individualized fitness assessments
 - Personalized exercise prescriptions
 - Fitness improvement analysis
 - Member activity tracking

Red Canyon Systems has two software products for fitness centers. FICIS (**F**itness **C**enter **I**nformation **S**ystem) carries out all the above for sites that want to do it all on one computer. **Log In** is used exclusively to track member visits on a front desk computer.

What is FICIS?

FICIS is PC software that automates a host of record-keeping and management operations in a fitness center. Subdivided into four basic functions, FICIS provides members with personalized fitness services and managers with detailed operations information.

Individual Fitness Assessment

As members enroll in the center, they take a pre-test measuring various fitness and strength items. This data is then keyed into FICIS. Within seconds, a fitness assessment is printed for that member. Member test results are compared to national norms selected by sex, age and weight. As a center manager, you can select from several different sets of norms (Cooper Clinic, Canadian Fitness...). It's even possible, after testing for a while, to develop norms based on your own members' scores. FICIS can handle assessments for any number of members.

Personalized Exercise Prescriptions

Once members pre-test, their beginning exercise programs are printed with reps, exercise weights, and target heart rate based on their just-completed test results. FICIS can prescribe any number of different workout programs — each with specific exercises available in your center.

You can use FICIS to help design programs for an aerobic super circuit or for special needs such as upper body strength, lower body endurance, knee rehab or specific sports conditioning. The number of different workout programs and types of exercises included are unlimited.

Fitness Improvement Analysis

At any time, members can post-test the same fitness items as pre-test. Once the results are entered into FICIS, another fitness assessment can be printed along with another report that compares scores between pre and post-test. It shows how much improvement a member has made. It not only evaluates the success of the member's fitness program, but serves as motivation to continue working out.

FICIS also compares test results for groups of members. For example, you can see how men or women in a specific age group compare to another group who follow the same exercise program. In turn, this can help you evaluate the success of your workout programs.

Customizing FICIS for Your Center

No two fitness centers are alike in all respects. FICIS however, tries to accommodate as many differences as possible. You can customize FICIS to conform your center's specific needs in such areas as center exercises, workout programs, fitness test items, fitness norms, grade scales and visit restrictions.

Easy to Learn, Easy to Use

FICIS is user-friendly, menu-driven software. You don't need to be a computer expert to use it. Data entry screens match forms filled in by members. Each FICIS function is listed in an on-screen menu—no need for memorizing special commands. Help is available online and in the user manual along with one year of free Customer Support.

How Does FICIS Work?

FICIS has a very simple scheme of operation. When members enroll in the center they fill in a form with basic biographical information that is entered into FICIS. Normally, the member then takes a fitness test. A test form is filled in with the results and a staff member keys it into FICIS. Fitness assessments and exercise prescriptions can now be printed.

At the end of a set period, members take the fitness test again. The results are entered and test comparisons are printed. At any time, managers can select to run any reports for which the data has been entered.

The bottom line

With the appropriate fitness center software, you can provide personal services in a cost-effective manner to every member. These enhanced services not only motivate current members to continue their workouts, but encourage additional members to enroll in your center. Regardless of membership size you can continue to offer personalized services to each member.

The bottom line? An efficiently run fitness center can't help but be successful. FICIS gives you the time and information to achieve that success.

FICIS Specifications

- ❑ **FICIS provides personalized Member Services for each member:**
 - Member Fitness Profile—Introductory letter, fitness assessment, exercise prescription
 - Exercise Prescription—Based on your center's exercises and member test results
 - Risk Profile—Based on member responses and test results
 - Test Comparison—Comparison of pre and progress fitness test results
 - Narrative Assessment—Detailed assessment and fitness activity recommendations
 - Workout History—Log of each member's workouts
- ❑ **FICIS provides Management Reports:**
 - Membership Activity—ID, name, visits, time in center to date of each member
 - Emergency List—Member names, name and phone number of emergency contacts
 - Birthday List—Name, birth dates of members born this day, month
 - Demographic Analysis—Membership analysis by sex, age, center visits
 - Class Lists—Membership lists by course/section
 - Group Comparison—Average test result comparison for selected member groups
 - Risk Total—Analysis of risk responses for selected member group
 - Mailing Labels—Available by age, sex, center visits, test date, etc.
 - Mail-Merge—Address file of selected members for use with word processor
- ❑ **Customer Support**
 - Provided free for the first year of ownership
 - Phone assistance, software upgrades, newsletters ...
 - Annual fee for each year after first year
- ❑ **FICIS Hardware Specifications:**

PC with adequate memory and disk space

 - Pentium processor, 64 meg RAM minimum
 - Minimum 100 MB hard disk space
 - Network compatible
 - Color monitor and graphics printer

FICIS Product Price List

- ❑ FICIS System
 - Standard Version—\$2,850
 - Software: Available in CD-ROM, website download, and 3½" format (special order only)
 - User Manual: 1 included. Additional copies \$20.00 ea.
 - Customer Support: Free first year upgrades, technical support and newsletters
 - ❑ Customer Support (\$250 per year)
 - First year of Customer Support is free; it includes:
 - Unlimited phone support for FICIS related questions or problems
 - Regular newsletters
 - Regular software upgrades provided electronically through our website www.redcanyon.com
- Upgrades regularly contain implementation of user suggestions regarding reports and operations.

Purchasing FICIS

When you order FICIS or Log In please send a Purchase Order or call in your order with the following information:

- Purchase Order Number
- Product(s) being ordered—FICIS, Log In, both
- Disk format—or electronic download
- To whom the ordered materials should be sent
- To whom the invoice should be sent
- Any special shipping or billing instructions

Under normal circumstances, all software and materials ordered can be shipped within two days of receipt of order. Payment is due in full within 31 days of shipping.

Mail orders to:	Phone orders to:	Fax orders to:
Red Canyon Systems 16338 S. Peerless Ct. Plainfield, IL 60544	Red Canyon Systems (888) 435-2013 (815) 436-7095	Red Canyon Systems (815) 436-7199 Email: sales@redcanyon.com

Please feel free to call at any time for further information or to ask questions about ordering FICIS.

Budget Considerations for Purchasing FICIS

When budgeting for fitness center software, consider the personnel required in data entry and computer operation. This is normally assigned to a full or part-time clerical person, who may also have additional center duties.

Red Canyon Systems supplies masters of data entry forms and staff and member handouts. You copy these forms and handouts in numbers relative to center enrollment.

Keep in mind the need for software and blank disks required for hard disk data backup. Also at this time, consider any other software you might utilize in the center: word processing, etc.

Don't forget to budget for annual Customer Support in all future annual budgets.

Along with FICIS, include the following items in the budget for computerizing your fitness center:

- PC with adequate memory and disk space
 - Pentium processor, 64 meg RAM minimum
 - Minimum 100 MB hard disk space
 - Color or monochrome monitor
 - Graphics printer
- Data entry personnel
- Annual Customer Support fees after the first year
- Hard disk backup software and storage media (diskette, tape, zip disk, CD-ROM, server, etc.)
- Printer paper
- Additional software – Winzip32, Adobe Acrobat Reader 4.0, E-mail, Word processor
- Internet access from the Log In computer

What FICIS Does for You and Your Members

- ☑ Within minutes of testing, members can receive fitness assessments and exercise prescriptions from FICIS.
- ☑ You can design custom exercise programs for FICIS to prescribe for special needs such as rehabilitation and sports athletes with the exercises in your center.
- ☑ After testing, a member can quickly get an exercise prescription, detailing exercise sequence, weights and reps for any type of workout program to conduct.
- ☑ FICIS can print a workout log of every date and time a member worked out.
- ☑ If you want to award prizes to members with the most visits or time in the center, FICIS can list them for you. Post it on the bulletin board to motivate others.
- ☑ Do you need to justify requests for additional staff, equipment and center hours? Use the FICIS Hourly Use and Daily Total Reports.
- ☑ Add a personal touch to your center. Wish happy birthday to members born today from a list printed by FICIS.
- ☑ Having a Senior Citizen's Fitness Workshop? FICIS can print mailing labels for all members over 65 to use in sending announcements.
- ☑ Are some members showing up less frequently than they should? FICIS can help generate a reminder post card to every member with less than a certain number of visits to date.
- ☑ FICIS can print mailing labels to all women over 50 for an Osteoporosis Workshop.
- ☑ Need a breakdown of membership by age and sex? Run FICIS's demographic analysis.
- ☑ Suppose you have corporate members from local businesses. FICIS can automatically list all members working for company ABC for their personnel office.
- ☑ Does company ABC want to know how much their employees are improving overall? Run a FICIS group pre-post test comparison just for ABC's employees.
- ☑ Use FICIS's mail-merge to print personalized reminder letters or announcements to selected members.
- ☑ Time for grades? FICIS calculates and prints mid-term or final grades using your own grading scale in 10 minutes or less.

What Goes Into FICIS

The following data is entered into FICIS for each member. Not all of it is required. You decide which data to use. Under *Member Fitness Data*, columns 2, 3 and 4 are fitness assessment items that are compared to national norms. Once the required data is entered, you can print any FICIS report for any member, group of members or the entire membership.

Member Biographical Data:

Entered When a Member Enrolls

- Member ID
- Name
- Address
- Phone
- Member Type
- Enrollment Date
- Birthdate
- Course
- Section
- Sex
- Emergency Contact

Member Fitness Data:

Entered Each Time a Member Takes a Fitness Test

- Height
- Weight
- Waist
- Abdomen
- Hips
- Thigh
- Calf
- Bicep
- Chest
- Resting Pulse
- Blood Pressure
- Blood Pressure
- Blood Pressure
- Blood Pressure
- Step Test Pulse
- 12 Min. Walk/Run
- 1.5 Mile Run
- Sit Ups per Min.
- Push Ups per Min.
- Flexibility
- Body Fat %
- Skin Folds
- Upper Body
- Lower Body
- Chin Ups
- Grip
- Max VO2
- Lung Capacity
- Treadmill Time
- Total Cholesterol
- HDL Cholesterol
- Triglycerides
- Glucose
- Other 1 - 3

15 Risk and 15 Goal questions are available as part of the fitness test

Member Workout Data:

Entered Each Time a Member Works Out

- Date
- Time In
- Time Out
- Type of workout (Optional)
- Number of workouts

FICIS Reports Descriptions

FICIS has a special reporting capability to keep in mind when reviewing the reports. With it, you can tell FICIS which particular group of members to include in any report. This can be all center members, just men, only women, members over 40, members with under 10 visits to date, members from a particular company. This capability lets FICIS analyze and evaluate different member groups. As you review the reports, think of the benefits each report has when targeting specific member groups.

Fitness Profile

Printed after a member's fitness test results are entered, this single-page profile contains:

- An *Introductory Letter* welcoming each member to the center. FICIS comes with a standard letter, or you can change the letter to your own.
- A *Fitness Assessment* comparing the member's fitness test results to national norms based on age, weight and sex.
- A *Workout Program*, (Exercise Prescription) providing the member with a personalized workout program of exercises from your center.

Once a member's data is entered into FICIS, it takes less than a minute to print a profile. Compare that to what it would take you to assess a member's test results, graph them out, develop and then write a personalized workout program.

Workout Programs

You can define any number of different workout programs consisting of any exercises available in your center. They can be any type of conditioning or strengthening programs.

Most centers recommend an aerobic super circuit to all members. This is usually the workout program in the Member Fitness Profile. Besides the super circuit, many centers have programs designed for specific member needs or goals; upper body strength, swimming conditioning, lower body strength, volleyball conditioning, etc.

Members can request specific workout programs and have them printed with personalized weight recommendations at the same time.

Data Entry Forms

Contents of member's Biographical and Test Forms entered to date.

Individual Member Summary

Providing a snapshot of a member's current status in the center, it shows basic Biographical data as well as visit summary date.

Individual Member Test Comparison

A member's pre and progress test results are compared in this report. Results of each test are shown with the absolute and percentage change between them. This report shows members how much they improved in each fitness area. It is a great motivational and evaluative tool. Print it anytime after a member's progress test data is entered.

Member Workout History

This report shows the date and time of every workout a member conducts between any two selected dates. It verifies to members the accuracy of your records.

Member Risk Profiles

This prints for each member who has a risk response or fitness test result that indicates a health risk. You establish what results indicate a risk. For each member, either a standard sheet or a 4x6 note card can be printed. Each test score indicating a possible risk is printed.

Narrative Assessment

The Narrative Assessment is a long version of the assessment part of the Member Fitness Profile. It is printed for individual members. A paragraph or more of detailed assessment prints for each fitness test result, including specific recommendations on activities and programs at your center appropriate for that member.

Member Address Report

Names and address of members.

Emergency Information Report

Name and phone number of each member's emergency contact.

Member Phone List/Member Birthday Lists

Name and phone number of each member. Birthdate of each member. It can be displayed on your bulletin board on a monthly basis to announce member birthdays. Staff members can use the list to personally wish members happy birthday during workouts.

Course, Enrollment, Category Report

This lists each member's course enrollment and category data. Categories group members together by some characteristic such as; student, employee, corporate member, basketball player, etc.

Member Center Activity List

There are several variations of this report. Each prints some combination of member ID, name, total visits, time in the center and last workout date. The last page lists total members, total visits, total center use time, average time per visit, average visits per member.

These reports serve as member attendance lists and provide center use analysis. They are often displayed at the front desk for members to view, especially at schools that grade by visits or time. Some centers use a variation of the report with a shortened version of member ID and name to protect member privacy when displayed.

Mailing Labels

Member names and addresses can be printed on gummed mailing labels. They can then be affixed to post-cards, letters, brochures, any type of mailing.

This is a terrific way to communicate with special groups of members for motivational or informative purposes. Send a special reminder post card for members who are below a certain number of visits or who haven't worked out recently. You could send announcements on upcoming workshops to members of a certain age or sex. Any group can be targeted for a special mailing and labels printed for just those members.

Workout Program Total

This report shows the number of times different types of workouts have been completed in the center. This gives you an idea of which programs are more popular as well as what equipment is being used the most. It can be used as a tool in evaluating different programs as well as equipment needs.

Member Risk List

This report prints a line for each member with any risk factors. An abbreviation for each risk is printed on the line with the member's name. At the end of the report, a total page is printed listing each risk and the number and percentage of men, women and members overall with each risk.

The Totals page provides a quick overview of the overall risk profile of membership as a whole. Risks are taken from the most recent fitness tests taken. Comparing this report after pre-testing to one after post-testing shows what risk areas decreased.

Test Dates Listing

Dates of all tests taken by each member to date.

Membership Demographics

Membership totals are broken down by sex, age, average visits and time per member in this report. It is useful when analyzing membership for marketing and programming.

Group Test Comparison

Similar to the Member Comparison report, this report compares pre and post test results for an entire group of members. The group could be all members, all corporate members, all women, all members with over 30 visits or any selected group of members. Use it to evaluate the success of the fitness center in improving overall member fitness. It can also be used to assess the effect of a specific workout program or to provide a company with analysis of their employee group improvement.

Goals Listing

This report analyzes the goals members responded to on the member test form. Use this information to determine the needs of membership in terms of the types of programs they would most likely participate in. Compare this report after pre and progress tests to see which goals members have met.

Mail Merge

The Mail Merge function creates a disk file containing the ID, name, address and additional information for each selected member. This file is then used with a word processor to print personalized correspondence to each member selected.

You could print a reminder postcard to each member with less than 10 visits and personalize the card with the member's name, address, total visits to date and last date in the center. The mail merge file could also be used to print file folder labels, awards certificates, special motivational letters and more.

Consistency Report

Some centers are interested in seeing if each member is consistently working out. This report lists how many times each member visits the center on a weekly basis between any two dates.