



CAREER CONNECTION



Virtual Gym's New Corporate Offering Targets Employers Seeking to Create a Healthy and Fit Workforce

[By Joanne Blackerby]

AUSTIN, Texas - With health care costs on the rise, many companies are looking for affordable options for keeping their employees healthy. Problems such as diabetes, carpal tunnel syndrome, and high blood pressure due to physical inactivity are growing at an alarming rate, putting undue pressure on today's corporate health care budgets. With this in mind, **demandFITNESS** launches its new corporateADVANTAGE program (corporate.demandfitness.com). This program currently offers over 200 on-demand fitness classes, tools to set and track goals, and health-risk assessments customized for each participant. This gives employers a complete solution which provides the benefits of increased productivity and higher employee morale, all at a price significantly lower than traditional corporate wellness programs.

"Our new corporateADVANTAGE program offers results-based wellness benefits not only to employees, but to their families as well," said John Webster, demandFITNESS co-founder. "As health care costs continue to spiral out of control, the need for a total family program that helps people develop a more active lifestyle is imperative. Unlike traditional education-based wellness offerings, our corporate solution enables employees and their families to workout anytime, anywhere – at home, office, or in their hotel room."

With the simple click of a mouse, classes are streamed or downloaded directly to participants. In addition, new classes are added every week to the site's existing library, so the content never gets stale.

"We do not believe in a one-size-fits-all model," Webster added. "Individuals come from different backgrounds and have different goals. A fitness curriculum must reflect this."

To this end, demandFITNESS features traditional fitness offerings as well as niche-oriented content. This curriculum is designed to appeal to all members of

the workforce and their families, including business travelers, telecommuters, prenatal/postnatal mothers, and those with limited mobility or who are overweight.

"We have a very diverse staff, and through its corporateADVANTAGE program, demandFITNESS gives us the option of providing a company-wide health benefit that meets the individual needs and time constraints of our employee base," said Dirk Van Slyke of American Medical ID.



The corporateADVANTAGE plan is available to companies at a flat monthly rate, based on the number of employees in the program:

Flat rate monthly pricing for any size company:

NUMBER EMPLOYEES	PRICE / MONTH
0-50	\$49
51-150	\$149
151-300	\$299
301-500	\$399
501-1000	\$699
OVER 1000	CALL FOR QUOTE

For about the price of a plane ticket, a company can offer a new and innovative employee benefit. Even better, there are no long-term contracts to sign and companies are free to cancel anytime, without penalty.

Since its launch in 2006, **demandFITNESS** has emerged as a leader in the virtual fitness space, combining an unprecedented number of workout classes with an innovative set of tools designed to optimize the user experience.

For more information on demandFITNESS' corporateADVANTAGE program, visit corporate.demandfitness.com, or call 1-866-254-0313.

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