

REINVENTING THE WELLNESS EXPERIENCE AT HUMANA

THE CHALLENGE

Humana set out to create an innovative wellness experience that was open to both employees and community members.

The Story

As a health company, Humana knows the importance of inspiring people to lead healthy lives. The company has offered a corporate wellness program for years. Still, the leadership team saw an opportunity to do more and set out to reinvent the wellness experience they offered.

The next step was to retrofit a historical, multifloor building in downtown Louisville, Kentucky, into a fitness center — but not just any fitness center. Service offerings would cater to overall wellness, introduce innovative technologies, and serve the community as well as the Humana team.

DID YOU KNOW?

EXOS has designed corporate wellness solutions for more than 150 employers, including many Fortune 100 companies.

THE SOLUTION

“If you need motivation to go to the gym, one step inside and you’re hooked. What an amazing and thoughtful space.” — Nikki T., Wel at Humana member

EXOS supported the design of the facility and procured state-of-the-art equipment, created a comprehensive marketing plan focused on community outreach, and hired certified staff members. EXOS continues to manage the facility operations, and in less than a year, attracted 1,592 community members, nearly half of the total membership base.

The facility offers 90 group fitness classes per week and 250 personal training sessions per month. Members can schedule nutrition consultations and take advantage of massage therapy, high-tech NormaTec recovery tools, and a Somadome meditation pod.

CAPABILITIES DEPLOYED

EXOS JOURNEY
EXOS ENERGY SYSTEMS
DEVELOPMENT TECHNOLOGY
EXOS CIRCUIT
PERSONAL TRAINING
GROUP EXERCISE
NUTRITION CONSULTS
FACILITY MANAGEMENT



EXOS Circuit features a collection of more than 700 short, looping exercise videos that focus on movement quality. They're always playing so employees can follow along whenever they need.



To cater to busy schedules, the facility dedicates one group exercise studio to Wellbeats, which offers full-length fitness classes on demand.



Group exercise is all about community and camaraderie, and with 90 classes per week, there's no shortage of opportunity to combine movement and social hour.

THE RESULTS

AVERAGE VISITS PER DAY

600

PERCENTAGE OF MEMBERS WHO REPORTED BEING SATISFIED WITH THE FACILITY

97.5

TOTAL NUMBER OF MEMBERS LESS THAN A YEAR AFTER OPENING

3,837