



White Paper

Solutions for Facility Professional Education





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There was an interview on a recent news radio show with a correspondent from Men's Health magazine. He was explaining how to find a qualified personal trainer. Instead of asking if the personal trainer was certified, he recommended that you ask what kind of continuing education the trainer had completed. He recommended that you move on if the trainer gives you a blank stare. In actuality, that one question answers many questions. It is a strong indicator of whether you are certified, if you are working to remain certified, and most importantly are you continuing your education process and staying on top of industry standards.

As information like this becomes more available, the public is getting smarter about how to choose qualified health-fitness professionals. Continuing education is the cornerstone of the health-fitness professional's practice. The health-fitness industry is becoming more aware of the importance of the quality of continuing education. Quality professionals improve a facility's bottom line. Educated professionals reduce your liability risk and increase member satisfaction and retention with positive impacts on your bottom line.

Keeping current with continuing education requirements can be costly and time consuming for the professional. Travel expenses, missed time from work, and time away from family can make meeting those requirements even more frustrating. There are simple low-cost options available, but often those options lack quality and substance. Because of the time and cost, many health-fitness professionals consider an employer's contribution toward continuing education a welcomed employee benefit.

To retain and grow professionals, many facilities try to invest in continuing education for their staff. This can be very costly and many of the professionals work at more than your facility. For this reason, many facilities are going to shared-cost options for continuing education perks.

Over the past decade people have come to assume that information is accessible any time from almost anywhere. This includes education. In response, Fitness Learning Systems provides a shared cost facility Education Online System (EOS). The facility gains access to the platform for their staff with an affordable yearly access fee. This allows staff instant 24-7 access at a 25% savings to quality, convenient eLearning courses. Courses are authored by professionals in the industry and new courses are added regularly. All courses are formatted consistently in the Wasserman Learning Method and available for 5 year access. The platform is completely automated and is simple for a facility to initiate, administer and track.

Shared cost online education is a great solution for offering affordable and convenient continuing education options to help a facility recruit and retain quality professionals.



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