



Engaging and Empowering Senior Adults



# Senior Services

Non-profit established in 1967, serving King County

- Promotes positive aging through integrated system of quality programs, initiatives and senior centers
- Serves more than 71,000 people each year
- Works with more than 3,800 volunteers
- Funded by local AAA, private donors, sales, grants (state and federal), and fundraising activities
- Developed and administers top tier evidence-based program, EnhanceFitness



# ENHANCE FITNESS

- Evidence-based with ongoing research
- Format: one-hour classes, three hours per week, ongoing
- Cardiovascular, Dynamic/Static Balance, Posture, Strength and Flexibility in every class
- Currently in 31 states and growing
- Award Winning
- Certified, trained fitness instructors
- Program outcomes and attendance tracking, setting the EBP industry standard



# ENHANCE FITNESS

“I come to EnhanceFitness to get consistent exercise and the proper kind. I know I won’t do it on my own. Having cheerful, encouraging, and wise instruction helps me to stay fit”



# ENHANCE FITNESS

Gathering Data – we've been at it a long time!

- Health history
- Self report
- Baseline
- 4 months
- Ongoing outcomes
- Ongoing attendance

Translating Data

- Academic partnerships
- Scientific evaluation
- Proven efficacy
- Measurable results



# ENHANCE FITNESS

“We are planning a repeat vacation that involves a lot of walking and hill climbing. We feel we are in better shape than when we went 4 years ago! Not bad for a couple 75 year olds. Thanks to EnhanceFitness!”



## We Know it Works

### Research Overview

- Maintains or improves physical function
- Prevents falls
- Provides a social benefit
- Promotes a physically active lifestyle



ENHANCE  
**FITNESS**

## We Know it Works Research Overview

- Reduces medical-care utilization costs
- Proven savings in healthcare costs for managed care plans
- Decreased unplanned hospitalizations
- Decreased mortality rates



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**FITNESS**

Tens of thousand of  
participants  
nationally...  
hundreds of  
thousands of forms

# Proprietary Online Data Entry System (ODES)

## Goals:

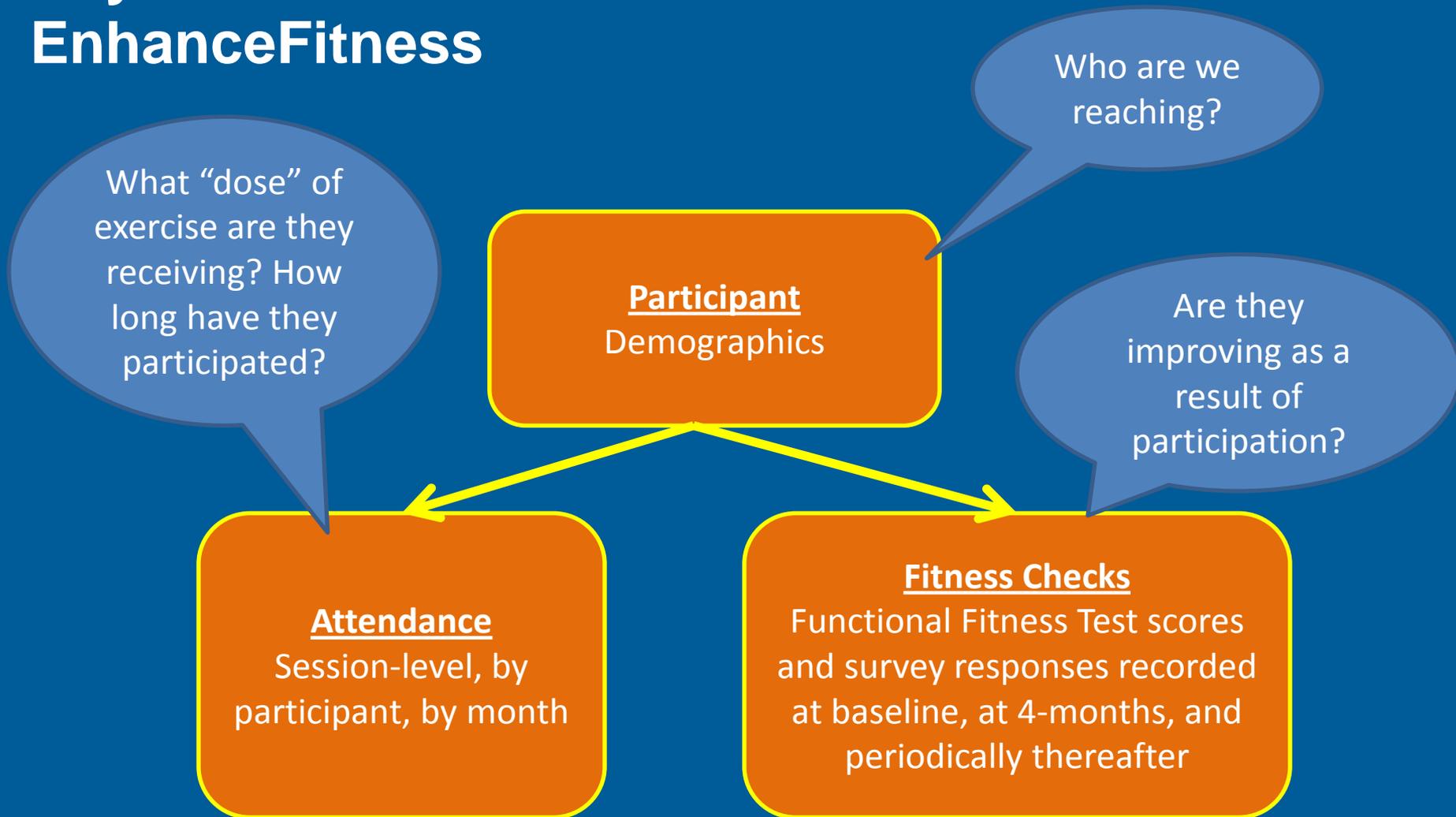
- Empower participants to improve their own health, and keep them motivated by showing them their progress
- Meet funders' reporting requirements, and show leadership ROI
- Increase affiliates' engagement and bring them closer to their data – improved fidelity

# Proprietary Online Data Entry System (ODES)

## System Requirements:

- Remote access and support
- Easy to use, one click!
- Robust reports
- Customizable

# Key data elements for EnhanceFitness



# EF Reports: Individual Activity Summary



Kathy Millet

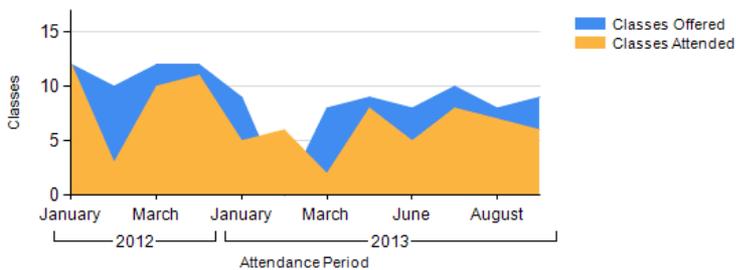
## Individual Activity Summary

### Currently Registered Classes

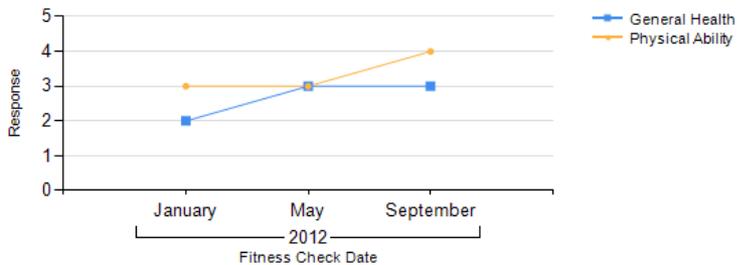
Summerfield Community Center 4:30 PM

First Attendance	Latest Attendance	Total Attendance	Overall %
January 2012	September 2013	83	Infinity

### Attendance History



### Self-Rating of General Health and Change in Physical Ability



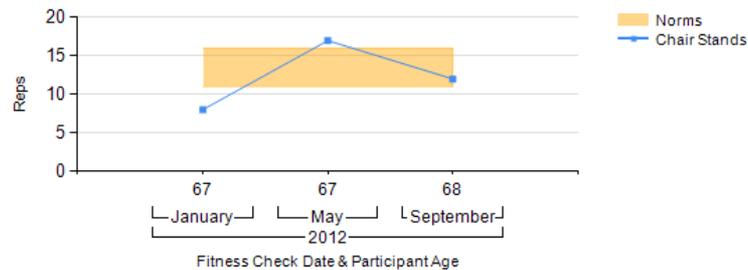
Rating of General Health: 1 = Poor; 5 = Excellent  
 Rating of Change in Physical Ability due to class: 0 = N/A, 1 = No Improvement; 5 = Great Improvement

Generated on: 5/11/2015

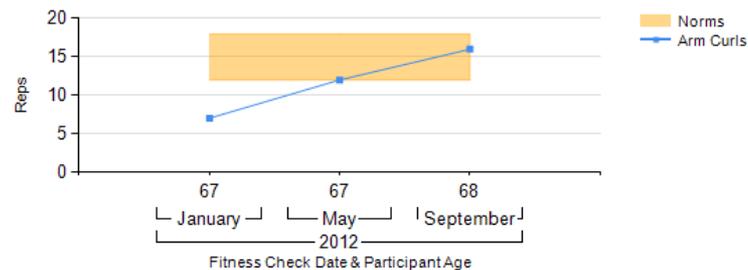
Page 1 of 2

### Fitness Checks

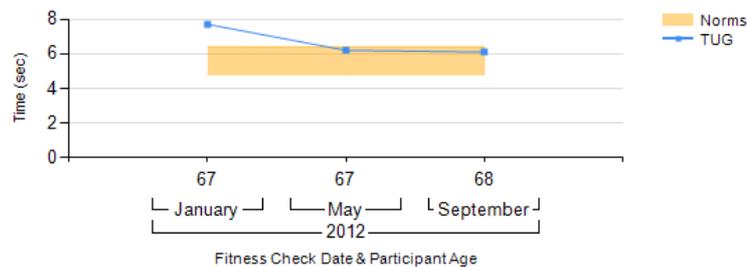
#### Chair Stand



#### Arm Curl

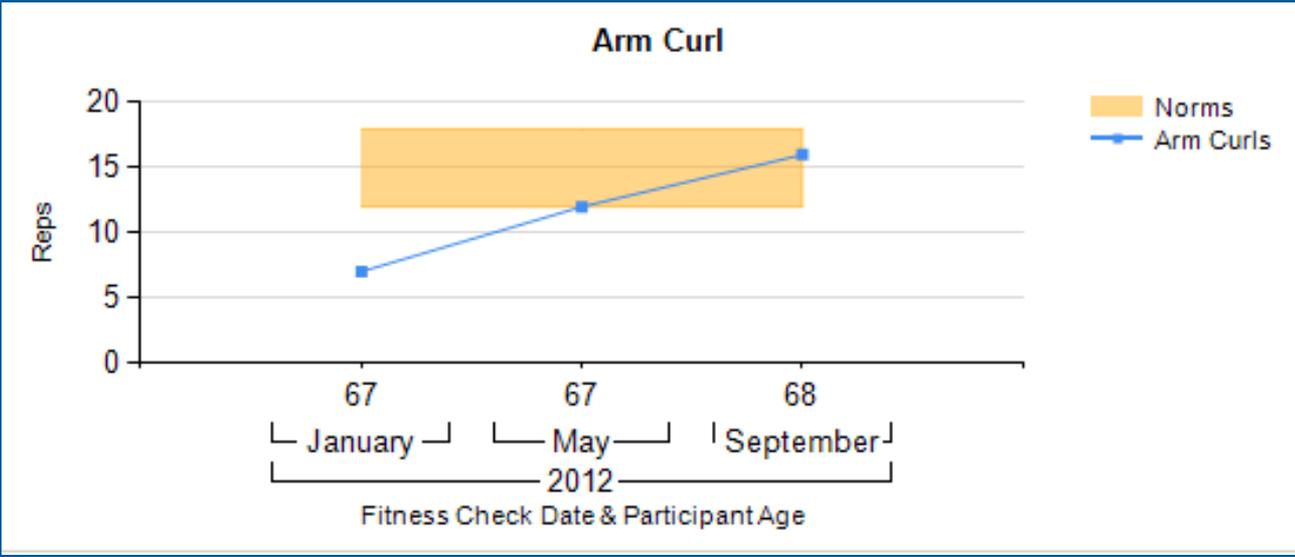
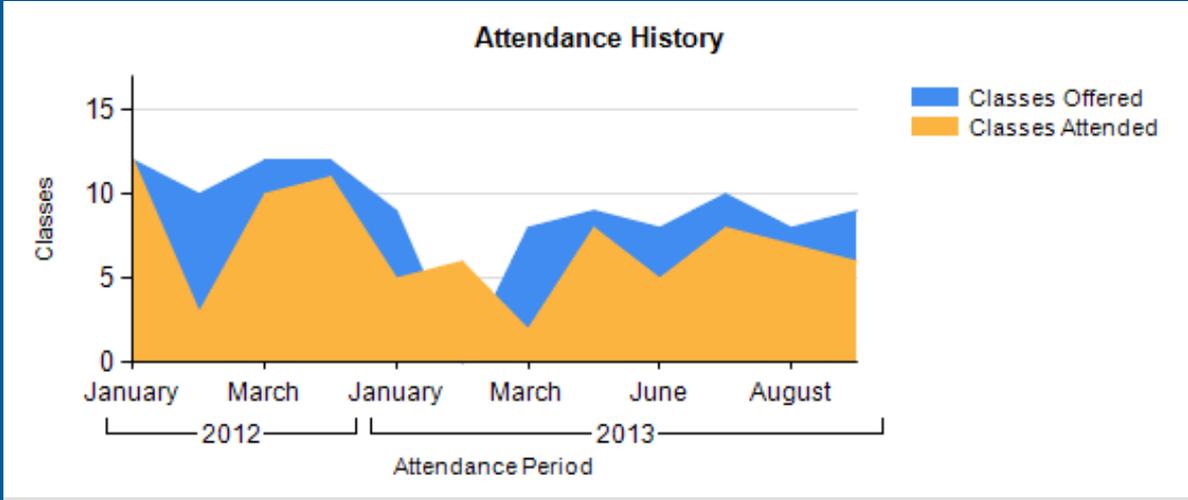


#### Timed Up & Go

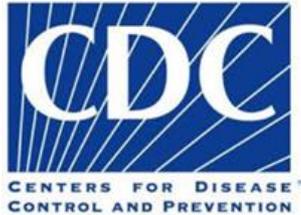


\*\*For TUG, a shorter time is considered improvement\*\*

# EF Reports: Individual Activity Summary Details



Full Online Demonstration of our proprietary  
ODES System available upon request



## Public Health and Aging Partners

- University of Washington
  - Health Promotion Research Center
- Group Health Cooperative
- Aging & Disability Services, Seattle/King County
- US Health & Human Services
  - Centers for Disease Control and Prevention Arthritis Program
  - Administration for Community Living (Administration on Aging)
- National Council on Aging
- Y of USA
- American Council on Exercise
- Evidence-Based Leadership Council



Evidence-Based  
Leadership Council





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## Q & A

“EnhanceFitness is one of the best structured fitness programs and I thoroughly enjoyed teaching it in the US. I just wished Munich had a similar program!”