

Prevo Health Solutions Announces Top Ten America's Healthiest Private Clubs for the First Half of 2013

Detailed evaluation of Private Club reveals best-practices in wellness, shows increase in usage and retention and lowers health care related costs.

San Juan Capistrano, CA ([PRWEB](#)) July 30, 2013 -- The bar has been set in terms of health and wellness initiatives in the Private Club Industry (Country, City, Tennis and Yacht) as Prevo Health Solutions announces the top ten "[America's Healthiest Clubs](#)" for the first half of 2013.

The elite group, in no particular order, includes:

Arizona: Desert Highlands Golf Club

California: The Reserve Club, Ironwood Country Club and Palo Alto Hills Golf & Country Club

Washington DC: Bethesda Country Club

Florida: Ocean Reef Club, Broken Sound Club, Aberdeen Golf & Country Club, Woodfield Country Club and John's Island Club

To achieve the America's Healthiest Clubs distinction, each club participated in a detailed on-site evaluation executed by Prevo Health Solutions. The clubs were evaluated across five equally rated categories: Fitness, Nutrition, Staff, Members and Facilities. Each category is comprised of multiple questions with certain responses valued/weighted as more important. A Health Score of 800-plus qualifies a club as one of America's Healthiest Clubs, a distinguished third party validation and recognition for achieving a healthy environment. Each club also received a detailed written evaluation that serves as a 'playbook' for current and future strategies.

"As a Club with a young membership, health and wellness issues have always been at the forefront of our members' interests and lifestyle. America's Healthiest Clubs provides a much-needed venue for qualifying our wellness initiatives and validating the commitment that we have made to such programs. Woodfield is proud to be a part of Prevo Health's efforts to recognize and encourage high quality commitment to health and wellness in Country Clubs across the nation," said Eben Molloy, General Manager of Woodfield Country Club in Boca Raton, Florida.

An important element of the America's Healthiest Clubs evaluation is its quantitative scoring system. Using a quantitative approach levels the playing field, so all clubs can participate regardless of square footage, size of membership, geography, type of club or membership fee. As a result, the top ten are comprised of a diverse group of clubs, each bringing a best practice for the rest of the industry to take note of. Some noteworthy best practices include:

- Broken Sound Club for its use of an online wellness portal to drive engagement with the employees
- Lafayette Country Club for its use of weekly survey questions
- Ocean Reef Club for its FIT AND SOUND Program

Beyond best practices, when a club was committed to improving wellness; whether through facilities, programs, nutrition, and more, they saw a direct increase in usage and retention among members.

Dirk Zander, General Manager of Palo Alto Hills Gold and Country Club also reports, “New members and long term members tout the fact that we are recognized. We proudly display our “Americas Healthiest Club” designation in our fitness center, main club house and on staff email signatures”.

The top ten clubs evaluated also had a commitment to improving employee health and wellness for both employees and members. By offering wellness options such as online health and fitness portals, exercise and nutrition programs and more, their employees and members became healthier. And as such, health care costs lowered, and member usage increased--a win/win for everyone involved.

Prevo Health is proud to offer this validation for the club industry, and hopes the recognition will help further its mission.

“Our goal is to improve the overall health of the private club industry through education and sharing of best practices. We are passionate about helping people become or stay healthy, and hope that through the America’s Healthiest Clubs program we can help inspire and engage the industry to eat wise and exercise,” said Rick Ladendorf, President of Prevo Health Solutions.

About PREVO HEALTH SOLUTIONS:

Prevo Health Solutions, Inc. is the club industry’s premier wellness experts with expertise in workplace wellness and member retention. Our mission is to improve the overall health of the Private Club Industry through education and sharing of best practices. Our team consists of health professionals, certified nutrition & fitness experts, workplace wellness gurus and engagement specialists. We know what works in the workplace and we know the club industry. Prevo Health Solutions works with employers of all sizes to develop and execute custom wellness strategies which maximize engagement and participation. For more information call 888-321-1804 or visit www.prevohealth.com



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