



NIHCA WINTER NEWSLETTER

National Independent Health Club Association

NEW INSURANCE PARTNER— AMERICA'S TPA!!!

As of 1/1/2010, NIHCA rolled out a new insurance partner—America's TPA! We welcome our 9th (Ninth) insurance partner to the NIHCA network.

This program is open to employees enrolled in their health plan at participating employers whose benefits are administered by America's TPA. America's TPA EZFit allows up to two adults per plan, 18 years of age or older. If your members are not sure if their employer is participating, please have your members check with their HR department or call America's TPA Customer Service line at the number listed on the back of their health plan ID card.

Members of America's TPA EZFit must work out over 12 times in a calendar month to receive their up to \$20 reimbursement. **Eligible members can be found in Arizona (AZ), Florida (FL), Minnesota (MN), North Dakota (ND), South Dakota (SD), Texas (TX) and Wisconsin (WI).**

By the end of January, NIHCA will email out the supplement packet for America's TPA to all of our fitness centers as soon as it becomes available.

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America's TPA EZFit
12 workouts = up to \$20
2 adults, ages 18+



WINTER WEBINARS ARE HERE!

NIHCA is starting our Winter webinar series from January—March 2010. Hosting our winter webinar series is Michael Scott Scudder, CEO of Michael Scott Scudder's Club Management Education & Training Online. Michael has 3 decades of experience as a General Manager, Executive Director, owner and consultant in the fitness industry. Michael has been an advisor and coach to over 500 health clubs and has delivered online events to over 11,000 club owners and managers. Michael Scott Scudder has been a featured speaker at Club Industry conferences, IHRSA International, and National Fitness Trade Show. Michael is known as a renegade thinker in the health club industry and we welcome him as our host to NIHCA's winter webinar series.

NIHCA will be offering 2 webinars per month on topics that our members have asked for! All webinars will take place at 11:00am Central Time. These webinars are **FREE** for our NIHCA members! Please take advantage of these valuable webinars! There is a maximum reservation limit so make sure you reserve your spot early! You and your entire staff are encouraged to gather around a computer and participate in these fun and educational webinars!



Each webinar will be a 45 minute presentation with a PowerPoint accompanied by an open Question and Answer session following the presentation. You must register 24 hours in advance for each webinar. Registration information will be sent out on a weekly basis as the webinar dates approach!

WEBINAR SCHEDULE

January 21st @ 11:00 am CST—"Increasing Membership Sales in a Slow Economy"

January 27th @ 11:00 am CST—"Three Strategies to Produce More Income In Your Facility"

February 11th @ 11:00 am CST—"Marketing Smart"

February 25th @ 11:00 am CST—"New Member Intake: The Difference—Maker in Your Market"

March 18th @ 11:00 am CDT—"Referrals and Retention: How To Max Both In Your Facility"

March 25th @ 11:00 am CDT—"Group Fitness: How To Use It For Profit In Your Facility"



2010 BCBS-ND Authorization Reminder!!!

Please remember that most Blue Cross Blue Shield of North Dakota members must complete a new 2010 Authorization before they will receive any reimbursements for the 2010 year. All Blue Cross Blue Shield of North Dakota members must re-complete a Authorization starting January 1st, 2010. Please make sure that you're reminding your members as they come into your fitness center. NI-HCA recommends placing signs in high traffic areas of your fitness center, such as the water fountains, locker rooms and the front desk to **remind your members to complete their 2010 Authorization.**

There are two types of BCBSND members—those that complete a paper authorization from their employer and those that go online to complete a Health Risk Assessment and Authorization. If your members are not sure if they are to go online to fill out their Health Risk Assessment please direct them to the customer service number on the back of their insurance card.

**Members who go online
should go to**

myhealthcenter.ndwellnesscenter.com

Medtronic Update

Starting in 2010, Medtronic employees will no longer be participating in the fitness reimbursement program through United Healthcare. Medtronic is still participating through the insurance provider Blue Cross Blue Shield of Minnesota.

Previously Medtronic had been given this benefit through several insurance providers—as of the new year, Medtronic is switching it's insurance coverage to Blue Cross Blue Shield of Minnesota. Those previously getting this benefit through United HealthCare are still going to



be eligible for this program however through a new insurance provider. If you have Medtronic members receiving a reimbursement at your fitness center, please contact them to make sure that you are submitting with their most up to date insurance information (new policy # and new insurance card) If your members are unsure as to their status in this program, please have them contact the number on the back of their most recent insurance card. If there are any questions feel free to contact us.

Noridian Mutual Insurance Company Update

As of December 31, 2009 Noridian Mutual Insurance Company is no longer offering the Health Club Credit program. Since participation from NMIC members has been exceeding low throughout the duration of this program, NMIC is discontinuing this program. All members have received a letter directly from NMIC detailing this change. Please make sure that any Noridian members you might have are completely aware that this program is discontinued.

Noridian Mutual Insurance Company is allowing health clubs to retroactively submit for these members that might have reimbursements owed to them in 2009. Members in the Noridian Health Club Credit program were

notified by a physical mailing that they will have until June 30, 2010 to have any 2009 activities submitted by their fitness center. Please make sure that you help your members receive all of their deserved reimbursements. If your members have any questions regarding this change, please have them contact Member Services via the number on the back of their insurance card.



BCBSND— GINA policy

Due to a new Federal mandate, GINA (Genetic Information Non-Discrimination Act), individual policy holders that have to go online to fill out a Health Risk Assessment were not able to receive their November reimbursement until their 2010 Health Risk Assessment was completed.

Remember to **resubmit** your Blue Cross Blue Shield of North Dakota members November workouts in January 2010.

United Health Care Update



Effective April 1, 2010, the Target Fitness Reimbursement Program will end. Instead, Target team members will have the opportunity to earn the Health Insurance

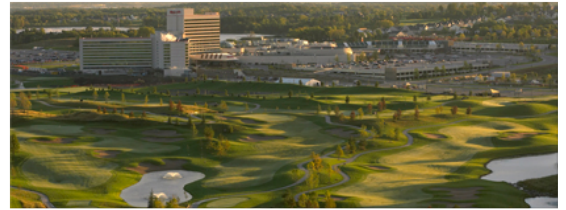
Discount.

If you currently have Target members that are participating in the Frequent Fitness Reimbursement, please make sure that all their workouts have been submitted by March 31, 2010! Any reimbursement that has not been credited to your member at that point will be forfeited. If your Target members have any questions regarding the elimination of the Fitness Reimbursement Program or are missing some reimbursements, please have them email Target at target.fitness@target.com and they will help your member research the issue. Please work with your Target members to make sure that they have received all of their reimbursements by March 31, 2010.



2010 NIHCA Spring Conference and Exhibit Hall

Join NIHCA on April 14 – 15, 2010 for a two day conference hosting in partnership with the MRPA. This conference will take place at Mystic Lake Casino and Exhibit Hall in Prior Lake, MN.



Conference Itinerary

Wednesday, April 14:

- Jumpstart Keynote
- Breakout Sessions
- Exhibit Hall Expo
- Off-Site Tours
- 5K Fun Run
- Social/ Entertainment



Thursday, April 15:

- Early Morning Workouts
- Breakout Sessions
- Off-Site Tours
- Power Sessions
- Closing Keynote ~ Ann Bancroft



Ms. Bancroft's appearance is sponsored by Landscape Structures, Inc.

CLOSING KEYNOTE

Ann Bancroft

Polar Explorer & Minnesota Native

Ann Bancroft is one of the world's preeminent polar explorers and an internationally recognized leader. A native Minnesotan, Ann is the first woman to cross the ice to the North and South Poles. Through her various roles as an explorer, educator, speaker and philanthropist, Ann believes that by sharing stories related to her dreams of outdoor adventure, she can help inspire a global audience to pursue their individual dreams.

Conference Testimonial



Thank you NIHCA for being persistent in persuading me to come to the fall conference. We sometimes think we can't afford the time to get away. Well I'm glad that I did take the time. There were so many good suggestions during the presentations. We came back and took a look at our club and are making some improvements to the atmosphere. It didn't just stop there, the break out sessions that you had were also awesome! The food that was provided throughout the day was very good! Thanks again for an awesome day! See you in April at the spring conference...

Brian Yennie, Tone N Tan Fitness, Stewartville, MN

NIHCA's 2010 Spring Conference & Exhibit Hall

in partnership with Minnesota Recreation and Parks Association!!!



ENERGIZE



SAVE THE DATE!

MRPA Annual Conference and Exhibit Hall
in partnership with National Independent Health Club Association

April 14-15, 2010

Mystic Lake Conference Center
Prior Lake, Minnesota

- Educational sessions to meet the profession's changing needs ▪
- Expansive exhibit hall experience and giveaways ▪
- Social and networking opportunities ▪



Contact Us!

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