

## NEW PARTNERSHIP LAUNCH

# Fitness First becomes first UK gym chain to offer members full range of HealthHero's whole health services

New premium model reinvents gym membership model, giving access to GPs, physios, dietitians and counsellors

### August, London

Fitness First is asserting its position within the holistic wellness space, becoming the first UK gym chain to launch four of HealthHero's services as part of its premium membership.

The partnership will see Fitness First premium members gain access to HealthHero's GPs, physios, dietitians and mental health counsellors, streamlining the process of getting medical and wellbeing advice to support members' whole health, and reinventing what the typical gym membership includes.



## Why prevention matters

As gyms look to expand their offering beyond being a place for people to look after their physical health, Fitness First is positioning itself as the gym of choice for consumers seeking membership services that encompass preventative and wellness options.

Concerns about waiting times continue to grow, particularly as some GPs begin working to rule and capping appointments, leading to the role of gyms in providing holistic health support and relieving pressure on the NHS becoming ever more important.

## A word from HealthHero

Sanjay Chada, Strategic Partnerships Director at HealthHero, added "We're delighted to be working with Fitness First to provide access to healthcare designed to support members' whole health."

Our partnership is a huge step forward in changing the scope of gyms as a holistic health provider. Our services are designed to be delivered at scale, so fitness operators are the perfect partner for us. With Fitness First's expertise, we are excited to be moving the industry forward with a true 360 wellness offering."

*"We're delighted to be working with Fitness First to provide access to healthcare designed to support members' whole health"*


Sanjay Chada - Strategic Partnerships Director at HealthHero

## What premium members get

With unlimited access to a full spectrum of wellness services at their fingertips, Fitness First members will now be able to book remote GP appointments between 8am and 10pm, 364 days a year.

Consultations with physiotherapists, dietitians and mental health counsellors will also be available.

Alongside access to these services, Fitness First's premium membership will also include unlimited body analysis sessions powered by Evolt, allowing members to better track their progress, as well as two guest passes per month and earlier class booking options.

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## From the CEO

**Justin Musgrove, CEO at Fitness First,** said  
“We’ve talked for a long time about the fitness industry stepping up and doing more to support the holistic health of its members and we feel our new premium membership does just this.

By being the first to add this suite of HealthHero’s services, we feel we’re creating an accessible route for our members to access support typically reserved for expensive private healthcare cover.”



*“ We feel like we’re creating an accessible route  
for our members to access support ”*

Justin Musgrove – Fitness First CEO

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## About HealthHero

HealthHero is Europe’s leading digital first healthcare provider, serving healthcare institutions and patients across France, Germany, UK, and Ireland.

We cover 30 million lives, work with over 4,000 clinicians, and conduct over 4 million consultations annually. HealthHero meets “whole health” needs, from preventative care to chronic disease management. Simplifying healthcare, improving lives.

**Fitness First’s premium membership launches on 2<sup>nd</sup> September, and will be available as a £10 supplementary fee to membership with no contractual commitment.**