

Wellbeats Growth & Innovation



CLASSES



PROGRAMS



FEATURES



CUSTOMER EXCELLENCE

Q4 2023

80+ new fitness, mind-body and nutrition classes: Midday Stretch for hands and wrists, Fast Fix strength classes, Mindfulness on the Mat, 11 new Wellness Tips, and a variety of warmup/cooldown classes.

Movement Breaks: 9 new movement break classes. These 5-minute classes are great any time of the day to recharge or refocus. Whether you're needing to stretch, get the heart-rate up, or meditate, these classes have you covered.

Coming Soon

90+ new fitness, mindfulness, and nutrition classes: Meditations, warmup/cooldown, musculoskeletal (MSK)-centric circuits, nutrition education, strength, and active aging (40 classes).

Barre Fitness Program: A fitness program designed to strengthen your mind and body through skill-based movement patterns.

Intro to Mudras Program: An introductory mind-body program that utilizes hand gestures in conjunction with short meditations.

Filmed 3 MSK-Centric Programs (coming early Q1): A collection of MSK-focused programs centered around foam rolling, shoulder recovery, and shoulder strength.

New programs: MSK Series (hip, neck, and knee), Meditation, 6 Levels of Active Aging, Prenatal Nutrition*, and a refresh of many of our popular programs.

Activity Challenges*: This feature has been released and is active in the pilot phases (full release expected end of Q1).

Recommendation Enhancements: Improved onboarding questionnaire and more robust class and program recommendations that align to goals and equipment preferences for all pillars of content. This will be paired with a refresh of our program content (coming early Q1).

New Mobile Experience: Same high-quality content in an improved package (includes playlists, improved search, and more).

Global Schedule: Pre-defined class schedule that allows members to sign up and take classes in a group setting (phase 2 will bring the addition of LIVE classes).

New client success webinar: [A Year in Review: 2023 Highlights](#)

New "Supportive Foods" campaign: [Direct-to-member email communications](#), [turnkey resources](#), and incentive promotion

New marketing toolkits: [Healthy Habits](#) and [Heart Health](#)

New marketing resources to promote **stress management, mental health, women's health, and sleep.**