

OPPORTUNITY

The definition of “Better Outcomes”



GROWTH BY DIFFERENTIATION

TRAZER adds value

TRAZER creates the opportunity for YMCAs to attract new Members through technology, incremental services, and creates even greater value for existing Members.

- Include Baseline Assessments as a standard practice for all Members, new and existing.
- **TRAZER Partner Program** is a turnkey solution that includes:
 - ✓ The TRAZER System
 - ✓ Partnership to identify local Physical Therapist, Chiropractor, and/or Sports Performance Professional to add a layer of value to your TRAZER on site
 - ✓ Comprehensive Onboarding & Support for Staff and Volunteers
 - ✓ Promotional Support to help raise awareness of the benefits of TRAZER across your community

COMMUNITY OUTREACH

TRAZER creates opportunities

In addition to differentiating your facility, TRAZER gives YMCAs the ability to host events that provide valuable services to your communities with something to offer everyone from the age of 5 to 105.

- **Senior Fall Prevention Events** – invite local senior residential facilities to bring residents in for Fall Risk Assessments AND to use TRAZER to strengthen areas of weakness.
- **Athletic Assessment Events** – invite local high schools and community colleges to pre-season Baseline Assessment events so they can measure and track progression in performance. In the event of injury, athletes, coaches, and care professionals will have valuable data for return-to-play decisions.
- **Health & Wellness Events** – invite fitness enthusiasts and “weekend warriors” to get comprehensive Musculoskeletal Assessments that can help them identify areas of weakness that can lead to injury or poor performance. The ability to track their progression/degradation over time, will keep them coming back and the data generated by TRAZER will give them information necessary for medical and performance professionals.

RETURN ON INVESTMENT

TRAZER is a multi-purpose technology

- TRAZER costs less than \$10,000¹/year and can be used in a shared/temporary space to accomplish significantly more than multiple single-purpose technologies that require permanent space and can cost up to 2X more.
- TRAZER gives YMCAs the opportunity to invite local businesses and donors to sponsor events that provide valuable services to their communities.
- TRAZER gives YMCAs the opportunity for incremental revenue through services that can be monetized for non-Members and used to support other great YMCA programs.
 - ✓ Valuable monthly **Athletic Assessments** that take 20 minutes can be conducted for \$25; doing just 50 per month can mean incremental annual revenue of \$15,000.
 - ✓ Comprehensive **Musculoskeletal Assessments** can be conducted annually for \$100; doing just 10 each month can mean incremental annual revenue of \$12,000.

¹ Assumes a single TRAZER XP on a multi-year contract.