



CASE STUDY

Wellness Centre Clients and Staff

Train + Recover + Restore



CASE STUDY: WELLNESS CENTRE HEALTH OPTIMISATION SERVICES



DETAILS

Gina, a very experienced PT, is the Client Wellbeing Advisor at a popular upmarket wellness centre/gym in the inner city. The manager, Ash, is very progressive and is passionate about providing clients with the holistic health services to optimise their wellbeing. The centre itself has a range of spaces that could be better utilised by offering speciality biology optimisation options. Ash organised for Gina and the head exercise professional to complete the Bio Optimised Life® program so they can continue to expand the suite of wellness services on offer. He has introduced a sauna (steam) room, and has given Gina the responsibility of adding red light sessions which can be booked by members at reception. She has also been tasked with training reception staff on the benefits of the services they offer based on her Bio Optimise training.

The patrons of the centre have been kept informed about the advances at the centre with regular and pertinent notifications via the members chosen communication channel. In the last 'drop' it mentioned a new Longevity Optimisation Session to 'Age less! Live more!'



**TRAIN +
RECOVER +
RESTORE**

SCENARIO

This case study explores a scenario where Gina has the opportunity to book in one of the centre clients to begin to develop the new facilities. The client is an influential businessman who is has a strong connection with a number of other members in the centre.



The scenario involves:

- A relaxed discussion with a regular client at the members area
- A client who is seeking to understand what occurs in a Longevity Optimisation Session and whether this is something he might benefit from
- A longstanding client (Rick, a male); Gina knows Rick's background well, he is:

- 56 years of age
- Recently divorced with three adult children
- Self-employed and runs his own finance business
- Time-poor - His only real downtime is the gym, cooking at home (which he loves) and running (which he does each morning except Mondays)



Following is the conversation that unfolded in the members lounge area (a seating area away from the hum of the reception desk). Gina spends good quality time chatting with members in this area to check-in with them.

THE CONVERSATION

Gina How was your session today Rick?

Rick Hey Gina, have a seat. Great as always. Hey listen, I noticed in the Gold Members Chat the mention of longevity sessions. Can you tell me about those? ▼

Gina Oh great. Yes of course. We are so excited to be expanding our biology optimisation options. So, as you know we have the steam sauna room now, and like you so many of our members have said they'd love more of these options. So, we looked into various options. There are so many amazing ways to the body, and what the team decided to do was offer private sessions that are based on a member's specific areas where their wellness can be further fine-tuned. The sessions look closely at your wellness status and areas that you'd like to boost, then we work with you to create a plan, for example; of protocols that will maximise what you get from your time here and will take your body to the next level.

Rick Ok, I think I understand. Can you give me a working example...let's say I wanted to, I don't know... ahhh, use my Whoop data better and get more from it.

Gina I love that, great example to use.

Rick Fantastic, because I wear it 24/7 but I'm probably not squeezing the value out of it.

Gina Totally! Life is jam packed at times hey. The Longevity Optimisation session is designed exactly for that - turning your data into decisions. For example, before you come in, we send a short intake form and a quick guide on exporting the last 30 days from your Whoop. On the day, we sit down for 45 minutes in the private wellness room, review your goals, your routine, and your Whoop trends, such as recovery, sleep, HRV, resting heart rate, and strain. Then we co-create a personalised longevity plan that fits your schedule. You leave with a simple one-pager and a 4-week checklist. ▼

Rick Love the sound of the structured nature of it. How would we use the Whoop specifically?



THE CONVERSATION Con't

Gina

We'll start by finding your baselines. For example, your average HRV and resting heart rate across low-stress weeks, your typical sleep duration versus sleep need, and what days your recovery is consistently green, yellow, or red. We look for patterns, like your recovery tanks on Tuesday after Monday client dinners, or your HRV dips after late-night emails. Then we design your training, recovery and lifestyle "dials" around those patterns.

Rick

Give me a practical scenario.

Gina

Let's say your Whoop shows strong Sunday recoveries, yellow on midweek, and red Thursday after back-to-back meetings. And your HRV baseline is, say, 48 to 55 ms, with dips under 40 after short sleep. Based on an exploration of this you might set up:

- Green days (good recovery): Keeping your morning run, adding in a short strength block or hill repeats, and finishing with a 10-minute steam.
- Yellow days: Here you'll keep your run easy, for example a Zone 2 pace, perhaps skip performance testing, and slot a 15-minute breathwork session in the evening.
- Red days: Look more like active recovery only, for example a short walk, mobility, and a steam session or red light (when our room opens) to wind down. And then an early night.

Rick

I like the traffic-light idea, super clean and simple.

Gina

Exactly. Your Whoop already colour-codes it; we just translate that into your week. Another lever is sleep consistency. If your Whoop shows sleep debt building from Tuesday to Thursday, perhaps we set a firm 45-minute pre-bed routine on those nights, so no laptop, blue-light reduction, a hot shower or steam 60 to 90 minutes before bed, then a wind-down breath protocol.

Rick

That's doable. I'm pretty time poor, so I need high ROI.



Image: Whoop

THE CONVERSATION Con't

Gina

For sure. We design your plan around the three things you already do: the gym, cooking, and your morning run. For instance:

- **Morning run:** we'll anchor it, but vary intensity by Whoop recovery. So you might have two quality mornings a week on green days; the rest easy - aerobic base is huge for longevity.
- **Strength:** Here it might be two 30 – 40 minute lifts per week here in the gym; we'd compound movements for muscle and bone health. We could choose windows where your Whoop shows better recovery so you actually adapt.
- **Steam sauna:** So along the lines of 2 to 3 sessions per week, ideally on yellow or red days to help you downshift stress and sleep better.
- **Red light:** For around 10 to 15 minutes in the early evening on high-stress days as a calm, low-effort recovery habit, but also for improved cellular function and metabolism.

Rick

And nutrition? I cook most nights.

Gina

Perfect. We'll keep it simple and personalised.

Rick

What about HRV? People talk about "raising HRV."

Gina

Great question. We treat HRV as a trend signal, not a daily score to chase. We'll pick two HRV-friendly habits you can repeat - like a 5-minute morning breath practice and a 10-minute afternoon walk call instead of a desk call. Over a month, if your rolling average creeps up and your resting heart rate trends down, we know the system's working.

Rick

And you'll help me decode the graphs?

Gina

Absolutely. During the session we'll map your last month into a **Week Rhythm**.

Rick

Ok, yeah sounds great. Tell me, what does the red light actually do for me?

Gina

From a practical angle, it's a low-effort, calming routine anchor. You can use it to transition from "work head" to "recovery head." It actually penetrates the skin and down into deeper tissue to help it repair, recover and function optimally. The consistency is the magic, it helps create a reliable wind-down signal, which your Whoop often reflects with fewer disturbances and steadier HRV at night.

Rick

I like systems that make the choice obvious.

Gina

Same. We also add If-Then rules to automate decisions, for example:

- If Recovery is red then no intensity; so we'd be looking at a 20 to 30 minute easy walk and steam after work.
- If HRV is around or greater than the baseline and RHR is low then that's your green light for a harder session.

THE CONVERSATION Con't

Rick This is speaking my language. What do you need from me before the session?

Gina I'll send you details and there are three things:

1. An export of your last 30 days of Whoop data or bring the app and we'll review together.
2. Note your top longevity goals, for example, to maintain muscle, improve sleep efficiency, manage stress load during busy quarters.
3. Circle two non-negotiable time windows each week so we build the plan around reality, not wishful thinking.

Rick And after the session?

Gina You get your one-page plan, a 4-week checklist, and a quick video recap from us so you don't forget the key actions. We'll book a 20-minute check-in after two weeks to tweak based on your Whoop trends.

Rick Nice touch. How does the steam room fit in most weeks?

Gina Typically, after evening workouts or on yellow/red days. Think of it as a "downshift tool." We'll also set a simple hydration, we might look at hydrogen-rich water, and cool-down routine with red light so your sleep isn't disrupted.

Rick And you'll help me decode the graphs?

Gina We'll pre-build a **Travel Protocol**: for example it might be shorter runs or hotel-gym circuits on green mornings, and mini wind-down routines in the hotel room. Your If-Then rules still apply; we just compress them.

Rick You've thought this through.

Gina It's your life, just simplified. No perfection required—just repeatable wins.

Rick I'm in. When can we book the Private Longevity Optimisation?

Gina I've got a spot Tuesday.



WHAT ARE YOUR REFLECTIONS ON THE CASE STUDY SO FAR?



Reflect on the questions below and review the Potential Considerations that follow.

1. What piques your interest?

2. What opportunities might the centre continue to grow and offer?

3. What challenges might the centre face as they expand their suite of wellness opportunities?



POTENTIAL CONSIDERATIONS

Below are just a few considerations that might come up for a practitioner in this scenario.

- The training staff will require to provide clients with sufficient accurate and engaging information to encourage participation
- Setting up a private area that builds in not just red light exposure but luxury with organic tea options with specific health benefits, glasses to protect eyes, heated bedding and so on
- Access to quality equipment and brands
- Opportunities to expand products for clients to purchase such as hydrogen-rich canned water, hydrogen-rich water bottles (branded), and so on