While some early predictions indicated that Covid would last just a few weeks, ASH leadership had evidence it could persist 18 months to two years. The team began “planning for the long haul,” designating employee health and safety as the top priority. Within about a month, ASH transitioned 96 percent of its workforce—many of whom had been in the office full-time—to remote work. To keep employees informed, ASH emphasized frequent, transparent communication, relying on its CEO, chief health services officer, and other executives for regular all-staff updates.

Additionally, ASH showed a commitment to its partners and customers during Covid, including voluntary monthly payments to its fitness center network partners totaling nearly $10 million, helping fitness centers reopen when restrictions permitted. “They’re partners in the best of times. We felt like they should be our partners, too, when things are more difficult,” DeVries says. Home fitness kits were also offered to fitness program members, and home workouts were streamed free via social media, to help people stay fit during gym closures.

As part of its mission to help people live healthier lives, ASH expanded its on-demand fitness offerings from a few hundred videos to more than 5,500. When ASH realized most virtual workout programs overlooked one of its largest markets—older adults—it partnered with a fitness expert to create content specifically for that audience. DeVries believes the at-home fitness boom will continue long after the pandemic. According to a McKinsey study, 60 percent of Americans who exercise regularly plan to mix at-home workouts with trips to the studio or gym moving forward.1

With ASH’s many advancements, the company continues to weather Covid-19 and is strongly positioned for the future. With new products and policies, but the same resilience and optimism, ASH is ready to emerge from these past two years stronger than ever and poised for its next phase of robust growth.