



## Burnin' By Ray offers a personalized approach to fitness with FitMetrix

★ **Business Name:**  
Burnin' By Ray

📍 **Location:**  
Boston, MA

⚙️ **Industry:**  
Fitness

📍 **Number of Locations:**  
2

Fitness companies can keep track of everything from the number of times members have come to work out, to their heart rate levels during each session. However, it's been an uphill battle when it comes to educating members on these metrics, what they mean for each person individually and how members can use them to improve their health and workouts.

The owners and staff members at Burnin' By Ray are looking to change this. With the help of FitMetrix, Burnin' By Ray members get a personalized approach to accomplishing their unique goals, backed by key fitness metrics.

## Using fitness data to customize programming

Burnin' By Ray bills themselves as "the ungyim," the company takes a completely unique approach to fitness, leveraging advanced technology and equipment alongside instructors' experience. The Burnin' By Ray staff provide a more personalized experience, like that offered through personal training, but in a group session atmosphere.

This is made possible by close tracking of each member's fitness metrics, including body fat percentages, metabolic rates, heart rates and more.

Using the Bod Pod, an advanced, capsule-shaped machine that measures members' body composition, combined with heart rate monitors and FitMetrix heart rate tracking, instructors are able to get a complete picture of each member's health.

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Rich Rowland, Executive Director of Fitness, Burnin' By Ray

From here, trainers can provide a program tailored—which spans everything from the different exercises that will be most helpful, to post-workout stretches and nutrition tips—to help members meet their individual fitness goals.

"The data that we collect really is the key component that separates us from just another workout," noted Rich Rowland, Burnin' By Ray co-creator and executive director of fitness. "It came out of a need for more education."

That data is a way for us to show people that you can start anywhere and be at any fitness level, any size. We welcome you in, we can then show you specifically what your body is doing, how your body is going to react and what your body actually needs, based on these individual results."

## Real-time results fuel workouts

Rowland and other Burnin' By Ray staff members also leverage the data to identify each members' "burn flow." This is a specific heart rate zone where members can maximize their fitness performance and results without negatively impacting their recovery time.

"The burn flow is basically being in a zone where you're not pressing so hard all the time, or going all out, which, mentally, is going to seem too difficult," Rowland explained.

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"On the flip side of that is the baseline heart rate, and if you're working below that for extended periods of time, it's going to seem very boring and you're going to check out. So this burn flow is really personalized for each member based upon their results."

FitMetrix represents a centerpiece for the business, enabling Burnin' By Ray staff to create a personalized fitness experience and community for their members. To find out more about how FitMetrix and MINDBODY can enhance your fitness studio, connect with us today.



To learn how MINDBODY can position your business for success, schedule a guided tour today at [www.mindbodyonline.com/business-software](http://www.mindbodyonline.com/business-software), or call us at 877-755-4279.