



How Rejuv Medical Uses MINDBODY to Build Brands

★ **Business Name:**
Rejuv Medical

📍 **Location:**
Waite Park, Minnesota

⚙️ **Industry:**
Wellness

🏠 **Number of Locations:**
20

Joel Baumgartner, M.D., founded Rejuv Medical in 2008 with a mission to change the healthcare world by focusing on the whole patient—and treating the whole person, rather than a symptom.

Since opening, Rejuv has expanded into multiple brands across 20 different wellness facilities in the United States.

All those locations and brands posed a major challenge: how do you manage different clientele and brands spread across a country?

The first problem:

Unifying the business on one platform

Before its growth, Rejuv Medical operated in two separate spaces as a single business —one for the medical practice and one for its fitness center.

In 2014, Rejuv's leaders moved to MINDBODY for the fitness side.

Garrett Ewers, the chief integration officer, joined the company a few months later.

"When I came in, they weren't using MINDBODY to all of its abilities," Garrett explained. "It was basically taking payments and checking people in and out of sessions."

When Rejuv combined the two physical spaces into one building, Garrett realized he could combine all of the Rejuv's business management into MINDBODY. That saved the business time and money.

"We started using contact logs more, and we started using SOAP Notes," Garrett said. "All of those other aspects that MINDBODY brought to the table, we tried to see how we could implement. It helped us grow from where we were at the time, about \$150,000 a month, to somewhere in the area of \$400,000 to \$600,000 in revenue per month."

"MINDBODY allowed us to build our business more easily than if we had to buy a separate system for each department or add each new line of business that we brought in."

Garrett Ewers, Chief Integration Officer, Rejuv Medical

The second problem:

Onboarding other brands

Part of Rejuv's growth came from adding more services to treat their clients. As each service—massage, esthetics, personal training—launched, Garrett easily added it to the business's MINDBODY software.

More recently, Rejuv expanded its footprint by bringing established integrative fitness businesses from around the country under their brand umbrella. Garrett moves each location onto MINDBODY using a template modeled after Rejuv's system.

"They're able to use the templates that we built, so I can get them up and running faster than normal," Garrett said. "But I also know how to use their system because I'm familiar with it. So when they need additional help, I'm easily able to use MINDBODY's reports and understand what's going on in their business."

The third problem:

Keeping the brand top-of-mind

As each location familiarizes with MINDBODY, Garrett introduces them to additional tools—including a branded mobile app. With a branded app, Rejuv and its sister businesses have their logos on the homepage of someone's phone screen, keeping the business top-of-mind for clients.

"You've got all of those email and text reminders, but having an icon on the phone for somebody to use with instant access, that's great," Garrett said.

The instant access isn't just good for the brand—it's good for the bottom line. Allowing customers to book from their home screen means fewer calls to book an appointment or class. For Rejuv, that means front desk staff spend more time working with prospects and scheduling other aspects of the business.

"That took probably 25% of their workload off when we turned on online booking and branded app," Garrett said. "Our online reservations doubled."

If you're ready to reach your goals in the fitness and wellness industry, MINDBODY is here to help. [Reach out today.](#)



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