

CASH BASED SERVICES FOR THE PHYSICAL THERAPIST AS A FITNESS PROFESSIONAL

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If you enjoy...

- Following Your Passion To Enhance Lives
- Regularly Stimulating your Mind
- Working w/ All Ages, Novice to Pro Athlete
- Dictating Your Schedule
- Controlling Your Pay
- Dictating Your Plan of Care
- Reducing Paperwork by 90%
- Working w/ Clients for As Long As Needed
- Creating Strong Relationships w/ Medical and General Community

then...

Filling the Gap

Medical Qualified Fitness Professionals Fitness

THE TAKE AWAY OBJECTIVES:

- Discuss need for “qualified” Fitness Professionals and how they fit into current social/medical systems
- Discuss differences of operating as a Fitness Professional vs Physical Therapist
- Identify the steps and continued education needed to be successful as a Fitness Professional
- Role play and have fun with sales and exercise design components

IS THERE A NEED??

- Growing Gym Industry
Jan '09 - July '10 Physical Therapy↑ 16 %
Personal Training↑ 83 %
- Public Triage
- Difficulty of Public Navigating Medical Channels
- Insurance Based Barriers
- Baby Boom Population

Filling the Gap



UPSIDE OF PERSONAL TRAINING

- ◊ Freedom to Use Holistic Approach
- ◊ Client Perception of Services
- ◊ Professional Relationships
- ◊ Flexibility of Schedule
- ◊ Increased Earning Potential



GETTING STARTED...

- ◊ Books to Reference
 - How to Open & Operate a Financially Successful Personal Training Business by John Peragine, Jr. (CD-ROM included)
 - Start Your Own Personal Training Business by Entrepreneur Startup Series (2nd Edition)
- ◊ Recommended Personal Training Certifications
 - www.nasm.org
 - www.nasca-cc.org
 - www.acefitness.org
- ◊ Large Gym vs Private Studio



INTEGRITY IN WHAT WE DO AS A FITNESS PROFESSIONAL

- ◊ Public Perception of PT in the Fitness Industry
 - ◊ Highly Recommended Continuing Ed. Resistance Training Specialist Mastery Program
- www.resistancetrainingspecialist.com



WHAT IS EXERCISE



As A Fitness Professional? ●

Exercise is a process
NOT
a program

The process of Exercise
= **the process of**
stimulation and
adaptation ●

Exercise is the body
appropriately
challenged

There are **no rules of**
exercise!
There are only rules of
the body and force! ●

DETERMINE EXERCISE OUTCOMES

$$\text{Exercise} = \frac{(P/M + R + T + E) \times I}{A}$$

- ⦿ P/M: Body/Joint **Positions and Motions**
- ⦿ R: **Resistance** – Direction, Magnitude, Placement
- ⦿ T: **Time** – Tempo, Durations
- ⦿ E: **Effort/Exertion** – Reps, Sets, Sessions
- ⦿ I: **Intention**
- ⦿ A: **Assessments**

The outcome of an exercise will only be as good as the **precision** with which the motion/position is performed and the **exact** way it is challenged.

It boils down to the **quality** of each individual rep!

It's not **WHAT** you do. It's **HOW** you do it!

Exercise occurs on the inside!

We must see what's going on inside as well as the invisible forces. **The "inside view" is the only way to make exercise decisions.**

SO WHAT ABOUT.....?



SPORTS CONDITIONING AND REHABILITATION

What is it?



All the Above?



(EXTREMELY) BASICS OF PROGRAM DESIGN

Knowledge of Tempo

| Training Age | Acute Exercise Variable | | | | Adaptation | | | |
|--------------|-------------------------|------|----------|---------------------|------------|-----------|----------------|-----------------------|
| | LOAD % | REPS | TECHNIQ | TEMPO | SETS | REST | SURVIVAL | DOMESTIC DEPT SYSTEMS |
| Intermediate | 220 | 5-6 | Vertical | 1:1:1 | 1-2 | 1:30-1:45 | Strength | ATPFC |
| 7-9 yr | 100 | 1 | 1 to 1.5 | As Fast As Possible | 1-2 | 3-5 min | Strength | ATPFC |
| | 80 | 1 | 2 to 2.5 | Variable | 1-2 | 3-5 min | Endurance | ATPFC |
| | 70 | 1 | 3 to 3.5 | 1:1:1 | 1-2 | 3-5 min | Strength/Power | ENDURANCE |
| | 60 | 1 | 4 to 4.5 | 1:1:1 | 1-2 | 3-5 min | Strength/Speed | ATPFC |
| 12 yr | 100 | 1 | 2 to 2.5 | 2:1:1 | 1-2 | 3-5 min | Strength/Speed | ATPFC |
| | 80 | 1 | 2.5 to 3 | 2:1:1 | 1-2 | 3-5 min | Strength/Speed | ATPFC |
| | 70 | 1 | 3 to 3.5 | 2:1:1 | 1-2 | 3-5 min | Strength/Speed | ATPFC |
| | 60 | 1 | 3.5 to 4 | 2:1:1 | 1-2 | 3-5 min | Strength/Speed | ATPFC |
| 18 yr | 100 | 1 | 2 to 2.5 | 2:1:1 | 1-2 | 3-5 min | Strength/Speed | ATPFC |
| | 80 | 1 | 2.5 to 3 | 2:1:1 | 1-2 | 3-5 min | Strength/Speed | ATPFC |
| | 70 | 1 | 3 to 3.5 | 2:1:1 | 1-2 | 3-5 min | Strength/Speed | ATPFC |
| | 60 | 1 | 3.5 to 4 | 2:1:1 | 1-2 | 3-5 min | Strength/Speed | ATPFC |
| 24 yr | 100 | 1 | 2 to 2.5 | 2:1:1 | 1-2 | 3-5 min | Strength/Speed | ATPFC |
| 30 yr | 100 | 1 | 2 to 2.5 | 2:1:1 | 1-2 | 3-5 min | Strength/Speed | ATPFC |

Heart and position graphics



ACUTE VARIABLES

- ⦿ **Reps:** "The number of reps for a given time under tension dictates the training effect."
- ⦿ "The number of reps is the loading parameter the athletes adapt to most quickly." – Charles Poliquin
- ⦿ **Sets:** "There is an inverse relationship between sets and reps. As the number of reps increases, the number of sets decreases and vice versa."
- ⦿ "In the first few weeks of training very little volume (1-2 sets) will bring about ample amounts of performance improvement because the adaptations are neural. It normally takes 6-8 weeks of training before 3 sets are needed for beginners." – Paul Chek

ACUTE VARIABLES

- ⦿ **Tempo:** Specific cadence utilized during a rep, ie 2 1 2 0
- ⦿ **Time Under Tension:** The total time it takes to complete a set of reps.
- ⦿ "Slow speeds of movement (3-10sec/rep) places increased time under tension on the muscular system, which aids in hypertrophy development." – Paul Chek
- ⦿ **Rest Period:** Dictated by the training goal

ADVANTAGE OF UTILIZING MUSCLE ACTIVATION TECHNIQUE (MAT)

- ⦿ www.muscleactivation.com
- ⦿ Legal Hands on Approach
- ⦿ Treats muscular imbalance as apposed to treating the injury
- ⦿ Builds trust with clientele

BUSINESS DRIVERS

- ◉ Where will your business come from?
 - ◉ Consultations
 - ◉ **It's about meeting Expectations!**
 - ◉ Anatomy of a Sale:
 - Client Intake Form
 - Where do they want to go? Where are they starting from?
How are you going to get there? Give Recommendation/Ask for Sale. Hold them accountable to what they hold important!
- Goal is to work with those who believe what you believe!**

CLIENT RETENTION

- ◉ Return to Objective Measurements and Explain
- ◉ Meet "True" Expectations
- ◉ Educate, Educate, Educate: Talk about what you believe and why they are doing what they are doing.

THANK YOU

- ◉ References
- 1. RTS: Resistance Training Specialists Program – Tom Purvis
- 2. MAT: Muscle Activation Techniques – Greg Roskopf
- 3. Charles Poliquin
- 4. Paul Chek
- 5. LifeTime University - Jason Stella
- 6. SimplyHired.com
