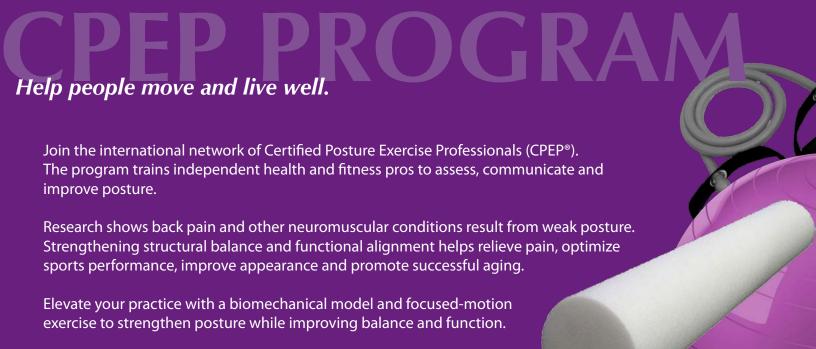
Certified Posture Exercise Professional (CPEP®)

Program for Health & Fitness Professionals





Integrate StrongPosture® exercise and concepts for greater results, retention and referrals.

Engage people with posture:

Posture Consciousness

- Posture awareness: perception vs. reality
- Assessment: standing and gait bio-mechanics
- Posture pictures: visually communicate structure

Posture Concepts

- Why "perfect posture" is a myth
- Upper/Lower Cross syndrome, by PostureZone
- Balance, Alignment and Motion: 3 elements of posture
- 5 Posture Principles: patient-friendly demos
- Targeted communication for back pain, forward head posture, rolled-in shoulders, athletic performance, aging boomers and seniors.

Posture Control

- Sequenced, progressive exercise tracks
- Strengthen alignment and control of head, torso and pelvis
- · Identify weak links in the kinetic chain
- Engage forgotten motion patterns
- Retrain deep core muscle recruitment towards symmetry

"The value of the StrongPosture® protocols is each exercise builds on the one before, yielding an integrated, step-by-step approach.

Brilliant in its simplicity...

user-friendly for professionals."

-Dr. Karen Zamzow - DC, CPEP, Yoga Therapist



TAP INTO THE POSTURE NICHE

Teen to Boomer, pregnant to elderly, athlete to desperately deconditioned, posture exercise can be customized to every lifestyle, age, and fitness level.

A-Z, COMPLETE REHAB PROTOCOL

StrongPosture® is a framework - or flow of exercise - you teach a step at a time. Quickly modify exercises for each individual with peelbacks and progressions. The systematized approach meshes with all techniques, therapies and exercises you offer.

ADD A NEW REVENUE STREAM

Learn how to incorporate monetizable new services. Log-in to the CPEP-exclusive area for tips: bill therapeutic encounters, neuromuscular retraining, postural assessment, individual visits, group classes, patient/client incentives.



Positioning as a Posture Specialist

Practice Management

- Team training
- Patient/client instruction
- Tracking progress and compliance
- Finances

Implementation

- Patient/client education
- Starting the posture dialogue
- Retention strategies
- Individualizing program design

Branding

- Internal, external and online marketing
- Community screenings / lectures
- Media releases
- Corporate talks / health fairs

"My clients have seen unbelievable results in their performance with optimizing postural biomechanics." –Johan Dorfling, CPT, CPEP

Patient/client Benefits

- Injury rehabilitation
- Improve posture and balance
- Increased mobility and flexibility
- Fall prevention
- Enhanced sports performance
- Active aging concepts for longevity
- Fun, inexpensive tools (balls, bands, foam rolls)

Practice Benefits

- Implement step-by-step, progressive protocols
- Integrate into practice as you earn CPEP®
- Customize exercises for any ability level
- Fast results lead to retention and enthusiastic referrals
- Forms for staff training, tracking progress, assessments
- Flyers for patient education and practice promotion

Ongoing Support

- Get promoted –
 StrongPosture® is frequently featured in media
- Program support by phone, email or live chat
- CPEP e-news includes resources and webinars
- Access to CPEP exclusive resource area.
- Stand out in your community

EARNING CERTIFICATION

Protocol Training

- Certification Roadmap: Checklist keeps you on-track as you progress through education, team training videos and marketing actions.
- O Live Seminar online or onsite options avail
- Clinical Posture Practice 15hr online course
- Exercise Video Library
- Proficiency coaching and assessment

Practice Implementation

- 15 Steps to a Posture Practice Program
- Management, Execution and Branding
- Progress tracking and training forms

Posture Practice Tools

- StrongPosture® Rehab Protocol Set Customizable handouts, training manual and video
- O PostureZone Assessment Grid
- Stand Taller Live Longer (ISBN 0979713609)
- O Posture Pictures (ISBN 0979713617)
- 5 Posture Principles poster set
- 10 Ways StrongPosture® Improves Health poster

Marketing Tools & Tactics

- O PostureZone® App referral listing
- BodyZone.com posture specialist locator
- Stand Taller Lecture PowerPoint
- Screening/assessment event forms & flyers
- Social media strategy, promotion, images
- Press release to local media

"Every month 70-90 new patients begin the posture exercise program, with 250–350 posture exercise appointments a month... We have developed quite a following in our community."

- Rebecca Gould, CPEP



PosturePractice

Patients see immediate results; they feel better; it's easy, and they love to do it.

And, they're willing to pay for it.

- Dr. Anita Kelley-Dukes

ENROLL, FAQS AND MEDIA

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