

Certified Posture Exercise Professional (CPEP®)

Program for Health & Fitness Professionals

Be the go-to Posture Specialist

Set the standard in strengthening
posture for pain relief, rehab,
wellness, sports performance
and active aging.



PosturePractice.com

Dr. Steven Weiniger

See us on:  **NBC FOX CBS**

CPEP PROGRAM

Help people move and live well.

Join the international network of Certified Posture Exercise Professionals (CPEP®). The program trains independent health and fitness pros to assess, communicate and improve posture.

Research shows back pain and other neuromuscular conditions result from weak posture. Strengthening structural balance and functional alignment helps relieve pain, optimize sports performance, improve appearance and promote successful aging.

Elevate your practice with a biomechanical model and focused-motion exercise to strengthen posture while improving balance and function.



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.
- ☐ 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
- ☐ PostureZone Assessment Grid
- ☐ Stand Taller Live Longer (ISBN 0979713609)
- ☐ Posture Pictures (ISBN 0979713617)
- ☐ 5 Posture Principles - poster set
- ☐ 10 Ways StrongPosture® Improves Health - poster

Marketing Tools & Tactics

- ☐ 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
- ☐ CPEP® Certificate, logo, decal

“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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