

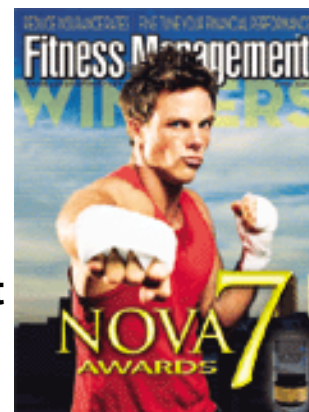


For Best Innovation in Fitness Prescription and Assessment

TELOS PERFORMANCE CENTER
Dallas, Texas

Innovation: TELOS Integrated Assessment

By Anne B. McDonnell, Senior Editor



Fitness assessments are common enough. Fitness centers offer them to members as a way to gather baseline information about their health and fitness so trainers can create a personalized exercise program. What is often the problem with such assessments is that they either don't gather enough information, or trainers don't use that information effectively. TELOS Performance Center (www.telosperformancecenter.com) changed all that. With its TELOS Integrated Assessment program, members receive complete assessments and a truly helpful exercise program based on that information.

TELOS Integrated Assessments begin with a questionnaire about medical and health history, dietary habits and lifestyle. Then an interview of the member is conducted by a personal trainer, and measurements are taken, including height, weight, body fat and circumference measurements. Next, a member's "level of function" is found, using "a combination of several biomechanical assessments, starting with a postural analysis," explains Owner and Director of Fitness Services Everett Aaberg. This is where the assessment diverges from typical assessments. Members are placed on an examination table, and a joint-by-joint mobility and stability assessment is performed to check for muscular imbalances. "A complicated and detailed movement analysis is then performed, based on seven general movement patterns," Aaberg explains. Finally, one of several options for a sub-maximal VO₂ assessment is performed, based on the member's movement abilities. This assesses basic cardiovascular function and aerobic fitness level.

And the innovation doesn't stop with the assessment. The TELOS program also includes immediate follow-up, and more in-depth clinical assessments and treatment. These are available onsite through "a collection of health professionals working in close partnership with our professional training staff," Aaberg says. These include a registered dietitian, massage therapists and M.A.T. therapists, and will include a chiropractor and physical therapist in the near future. The facility "will also be working with an outside network of medical doctors and specialists with whom we have developed strong referral relationships," says Aaberg.

The best part about this program is that it is a free service to members. For the first 30 days of membership, members can take advantage of this innovative assessment, free of charge. After 30 days, members can pay for the service as part of a training package. The 30-day program had to be introduced because trainers couldn't keep up with the number of appointments made.

Not only have members benefited from this program through more personalized fitness programs, but the facility has benefited, too. More members now sign up for personal training after the assessment; assessments performed after the 30-day period bring in steady revenue; the program is used as a successful marketing tool to help drive membership sales; and "a more intangible, but nevertheless recognized, benefit of our assessment program is that it promotes cooperation between different departments" in the facility, Aaberg explains.

"Telos" is a Greek word meaning "to fulfill one's mission." The TELOS Performance Center completed its mission to provide innovative services to its members with its Integrated Assessment program. FM

