

Muscle System Specialist®
Fundamental Course

Facilitator: Greg Mack, ACE-CMES, RTSm

A. Describe the general purpose of this program

The general purpose of this program is to educate Exercise Professionals on a system for marketing, selling, processing clients, and providing high quality Muscle Health and Exercise services to individuals in a local community.

To learn a philosophy and methodology that integrates the Muscle Health and Exercise skills, marketing, sales, data collection, legal, client education, and medical communication into a streamlined delivery model that accelerates the learning and delivering of Muscle Health and Exercise skills.

B. List the program outcomes

- 1. The graduates of the program will understand their scope of practice and role responsibilities and how to communicate these effectively to consumers of Muscle Health and Exercise services and their community at large.*
- 2. The graduates of the program will understand the dynamics of selling Muscle Health and Exercise services to individuals and conduct a professional initial consultation leading to a clear decision on whether Muscle Health and Exercise services are appropriate.*
- 3. The graduates of the program will understand and apply appropriate legal disclosures and informed consents prior to providing Muscle Health and Exercise demonstrations or services.*
- 4. The graduates of the program will provide and interpret an appropriate and comprehensive pre-Muscle Health and Exercise session screening questionnaire.*
- 5. The graduates of the program will be able to generate communication via, phone, email and letter to health care professionals associated with a client, writing narratives and obtaining medical clearance when necessary.*
- 6. The graduates of the program will be able to effectively document their initial assessment of a client.*
- 7. The graduates of the program will learn to estimate the Allostatic Load of a client prior to performing an Assessment of Limb/Trunk Motion and subsequent Muscle Health and Exercise assessment techniques.*
- 8. The graduates of the program will learn to analyze and collate assessment data to determine the client plan.*
- 9. The graduates of the program will be able to present their assessment findings and defend their rationale for the client plan objectives and goals.*
- 10. The graduates of the program will be able to educate a client about Muscle Health and Exercise principles and procedures relevant to the individual needs of the client.*
- 11. The graduates of the program will be able to document their daily sessions.*

The coursework will be provided over the course of five weekends delivered in the following format:

Weekend One (20 hours - 2 and ½ days)

Friday and Saturday 8:30 am to 5:30pm and Sunday 8:00 am to Noon

- 1-01 - Program Introduction and Orientation*
- 1-02 - Selling Muscle Health and Exercise Services*
- 1-03 - First Contact Strategies*
- 1-04 - Conducting the Initial Consultation*

Weekend 2 (28 hours - 3 and ½ days)

Thursday, Friday and Saturday 8:30 am to 5:30pm and Sunday 8:00 am to Noon

- 2-01 - Sales System Review and Documentation of Initial Consultation*
- 2-02 - Assessment Philosophy and Methodology*
- 2-03 - Performing the Initial (Phase 1) Intake Assessment and Collecting Client Data*

Weekend 3 (20 Hours - 2 and ½ days)

Friday and Saturday 8:30 am to 5:30pm and Sunday 8:00 am to Noon

- 3-01 - Conducting an Analysis of Intake Data*
- 3-02 - Writing the Client Plan Objectives and Goals*
- 3-03 - Writing Communicative Narratives*
- 3-04 - Conducting the Client Education and Report of Findings*
- 3-05 - Administering the First Session and Using the Daily Note*
- 3-06 - Introduction to Intra and Inter-Session Decision Making*

Weekend 4 (20 hours – 2 and ½ days)

Friday and Saturday 8:30 am to 5:30pm and Sunday 8:00 am to Noon

- 4-01 - Performing a Phase 2 Assessment*
- 4-02 - Conducting an Analysis of Phase 2 Data*
- 4-03 - Writing the Client Plan Objectives and Goals*
- 4-04 - Writing Communicative Narratives*
- 4-05 - Conducting the Client Education and Report of Findings*
- 4-06 - Administering the First Session and Using the Daily Note*

Weekend 5 (20 hours – 2 and ½ days)

Friday and Saturday 8:30 am to 5:30pm and Sunday 8:00 am to Noon

- 5-01 - Making It Work and Controlling Professional Behaviors Necessary for Success*
- 5-02 - Comprehensive Program Review*
- 5-03 - Post Assessment Procedures*
- 5-04 - Mobility/Stability Profile Analysis and Real-Time Decision Making*
- 5-05 - Open Question-Answer Discourse and Exploration of Key Concepts*

Additionally, each student will be allowed to email the Facilitator 2x per month with questions regarding course material during the course and for up to 6 months post-graduation. Private consultation with the Facilitator is available for \$175/hour by appointment.

Muscle System Specialist™ Process

Objectives:

1. To create mutual trust and build credibility as a professional provider of Muscle Health and Exercise based health and fitness services. We do this by taking the time to discover all of the relevant information about an individual's physical, emotional and medical needs and educate them about our services and their physiologic systems.
2. To establish a long term working relationship with an individual as their ongoing manager of health and fitness services that assesses, corrects, and progresses their physical movement needs. We do this by evaluating their history, performing physical examinations, developing and implementing corrective actions, teaching movement skills and fitness processes that systematically progress/maintain their physical health over time.
3. To develop a relationship of advocacy that supports an individual's physical needs, helping them to connect with local and regional resources that serve their ongoing health goals. We do this by proactively developing relationships with providers from all fields of professional healthcare.
4. To develop a "top of mind" point of contact relationship where we are perceived as a trusted confidante and long-term manager of their personal health and fitness as it relates to the performance of their neuromuscular system.
5. To be recognized as a "World Class" provider of muscular health and fitness service.

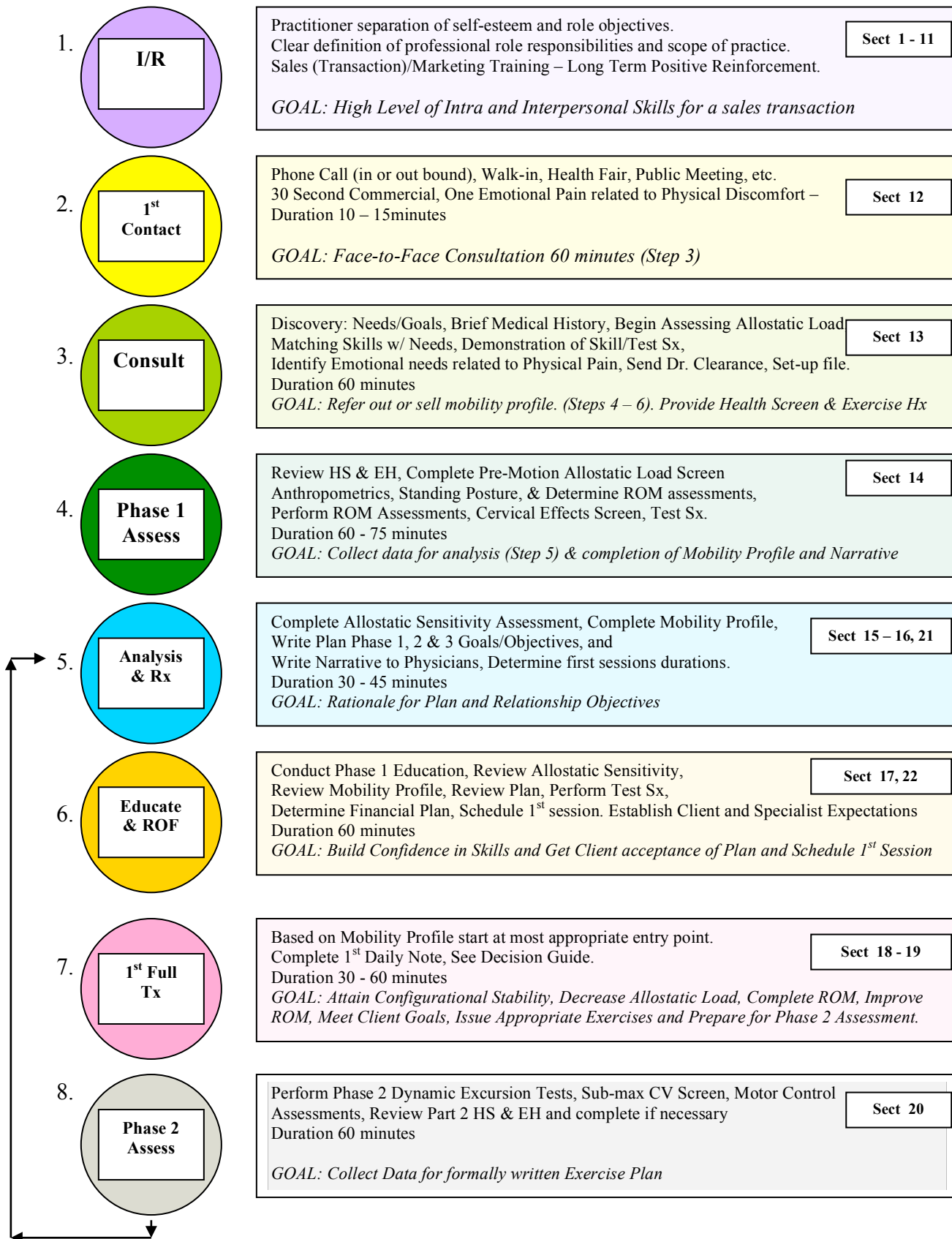
Goals:

1. Systematically gather the information we need to safely and accurately target the individual's needs.
2. To save time and money by doing our homework, tightening the relationship between the practical applications of science and the intangibles of human interaction, "the art" of our craft.
3. Develop and promulgate a highly personalized process that restores and improves our customer's health status by improving the function of their muscular system.
4. To create a learning construct via documentation for practitioners that is "visco-elastic" – meaning that it is solid and can be counted on to prepare them to serve the client but is at the same time fluid and can be molded to fit personal requirements and new data.

Specialist's Role Responsibilities:

1. Assessor (Mobility/Stability Profiling), & Analyst, determining courses of action for improving mechanical function and motor control for improved human performance.
2. Educator and Motivator, teaching techniques and strategies for client self efficacy in the lifelong management of their health status
3. Client Advocate and Accountability Partner, encouraging and guiding a client's decision process regarding healthy choices.
4. Inter-provider Communication and Coordination, helping the client to build a trusted team of experts to support their lifelong health and fitness.
5. Muscle Health & Exercise Based Health/Fitness Provider for the remainder of client's life.
6. Learner - On-going skill development/improvement.

The intake and management process is mapped out from the practitioner mindset/attitude before the first interaction with an individual to the first Phase 2 Assessment.



Muscle System Specialist®
Participant Specification Sheet

2019 Dates:

January 18-20	(2 and one half day)
February 28-March 3	(3 and one half day)
April 5-7	(2 and one half day)
May 3-5	(2 and one half day)
May 31-June 2	(2 and one half day)

There is limited seating of 16 participants in order to maintain a high-quality experience.

Location:

Physicians Fitness Office and NPTI Gym
2624 Billingsley Road
Columbus, Ohio 43235

Contact:

Greg Mack
gtmack01@mac.com
614-989-1465 (cell)

Cost:

\$3600.00 for Full Course
\$600.00 Initial Registration Fee to Reserve Seat (Contact Greg via email and set up a phone call to register)
Can Make 5 Monthly Payments thereafter of \$600 charged one week prior to next scheduled weekend.
Previous Intake graduates can retake Weekends 1, 3, 4, & 5 for \$475 and Weekend 2 for \$575
All Major Credit Cards Accepted (Visa, MC, Amex)

Travel:

Airport CMH (Columbus) – About 20 minutes from Course Location Office

Hotel The Cloverleaf Residence Suites
4130 Tuller Road
Dublin, Ohio 43017
614-766-7762
800-CLOVER4
Mention “Physicians Fitness” for Discount Rate
(Shuttle Available – Car Pool Also; less than 5-minute drive from location)
These rooms have full kitchens

Fairfield Inn and Suites
7150 Sawmill Road
Columbus, Ohio 43235
614-389-3036
(No Discount Available – within 5-minute walking distance of office)

Restaurants There are numerous available within walking distance and very short drives

Class Start Times Start at 8:30am sharp each Fri, Sat (Weekend 2 Thur included) and 8:00am Sundays.

Class will adjourn at Noon each Sunday. Please try not to schedule flights so that you have to leave class early.

Audio and Video Recording is Allowed

Some Post Course Testimonials

"Helped me grow personally and professionally. So helpful."

Charlene O.

"I am so glad that I took your Client Intake. Thank you so much for putting it all together! The class has changed how I talk to people and how I view muscles and how a person's body maybe positioned on the table."

Paige C.

"I can't believe that a \$4000 commitment, plus travel cost, plus opportunity cost, and the class still feels like a deal. If you would like to share some of your story to inspire others and make them aware of your work, I would be honored to do it. Appreciate your time and thank you for everything."

Keith S.

"Amazing stuff Greg! Truly a game changer!!"

Chris V.

"Greg Mack's Client Intake Course has advanced my already full practice to over-capacity which has forced me to work an additional day and add an additional MAT specialist to my clinic. The skills from his course have given me the confidence to manage my business and have the ability to continuously replicate my client's outcome."

Rich R.

"I just want to express my gratitude for the work you've put into this course. It has changed the way that I practice, and I am fortunate to have been able to attend."

Joey E.

"I am implementing the whole system. By spending the upfront time in a structured way (STR, upfront contracts) my prospects confidence in the process has been clearly established. My own confidence has also improved, which is transferring over into my other interactions."

Benjamin S.

"Just wanted to send a personal thank you for doing all the work for us. I would never be able to utilize this technique or my career if you hadn't spent years figuring each step out, let alone taken the time to share and teach it to us."

Dan J.