



MOVE BETTER. LIVE BETTER.

INNOVATIVE HEALTH & FITNESS SOLUTIONS FOR
SENIOR LIVING COMMUNITIES

Who we are



Dr. Zach Rynders, PT, DPT

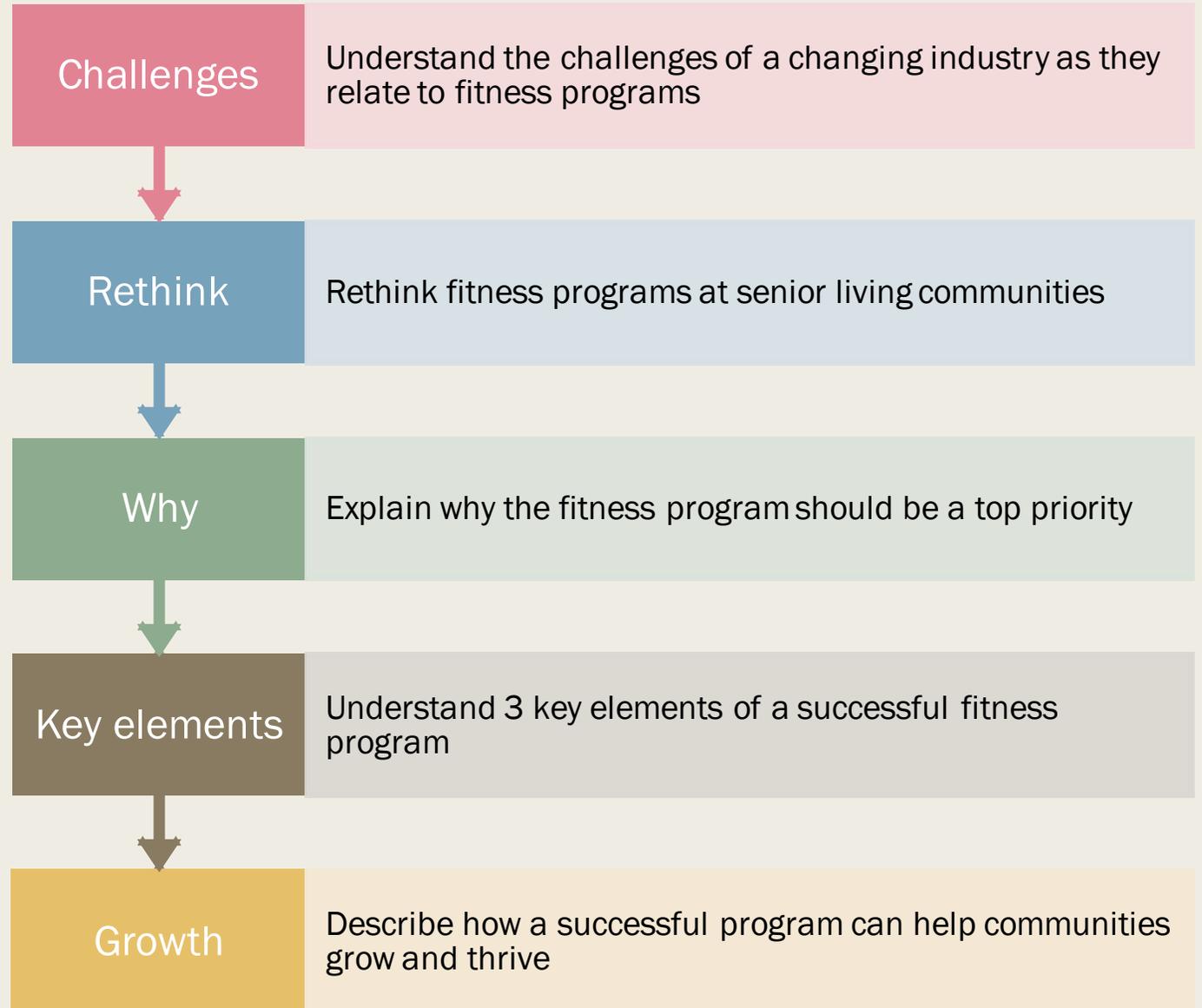
- Doctor of Physical Therapy
- 12 years experience designing training programs and coaching clients in various settings
- Owner & Director of Training of senior fitness program with expertise in injury prevention and exercise for aging adults



Greg Byrge –Licensed Nursing Home Administrator

- 30 years experience in senior living
- Executive Director for the last 20 years
- Guest speaker for operational side

Learning Objectives



Questions you need to be asking yourself

1. Your community promotes wellness and healthy aging, but what are you actually doing about it?
2. Is your current fitness program working, or just checking a box?
3. Do you love going to the gym? Why or why not? Your residents likely share the same feelings



People are waiting longer to move in, and they are demanding more from their community.

Falls and serious injuries are an escalating problem, and potential liability to a campus.

Current fitness programs lack results and measurable impact

Staff is not properly equipped

Unique Challenges for a Changing Industry

Innovative Solutions for a Changing Industry

- The fitness program should be top driver of overall community satisfaction & willingness to recommend.
- Fitness program should be measurably reducing the risk of disease, falls, and serious injury
- Every participating resident should receive a one-on-one assessment, a customized wellness plan, and follow-up evaluations. The results should be both monitored and measurable.
- Fitness staff should be professionals.

It's time to
rethink fitness
programming

- **Muscular strength and power loss** = decreased functional independence and increased all-cause mortality.
- **Falls and Injuries:**
 - People with muscle weakness 5x more likely to fall
 - Fear of falling consequences
 - Increased turnover rates and increased cost of care for a community
- **Physical Therapy limitations**
- **Fitness programming** has an obligation to maintain or increase functional independence, while reducing the risk of disease and injury

3 key elements to any fitness program



Individual Assessments to gather data, track progress, and show results

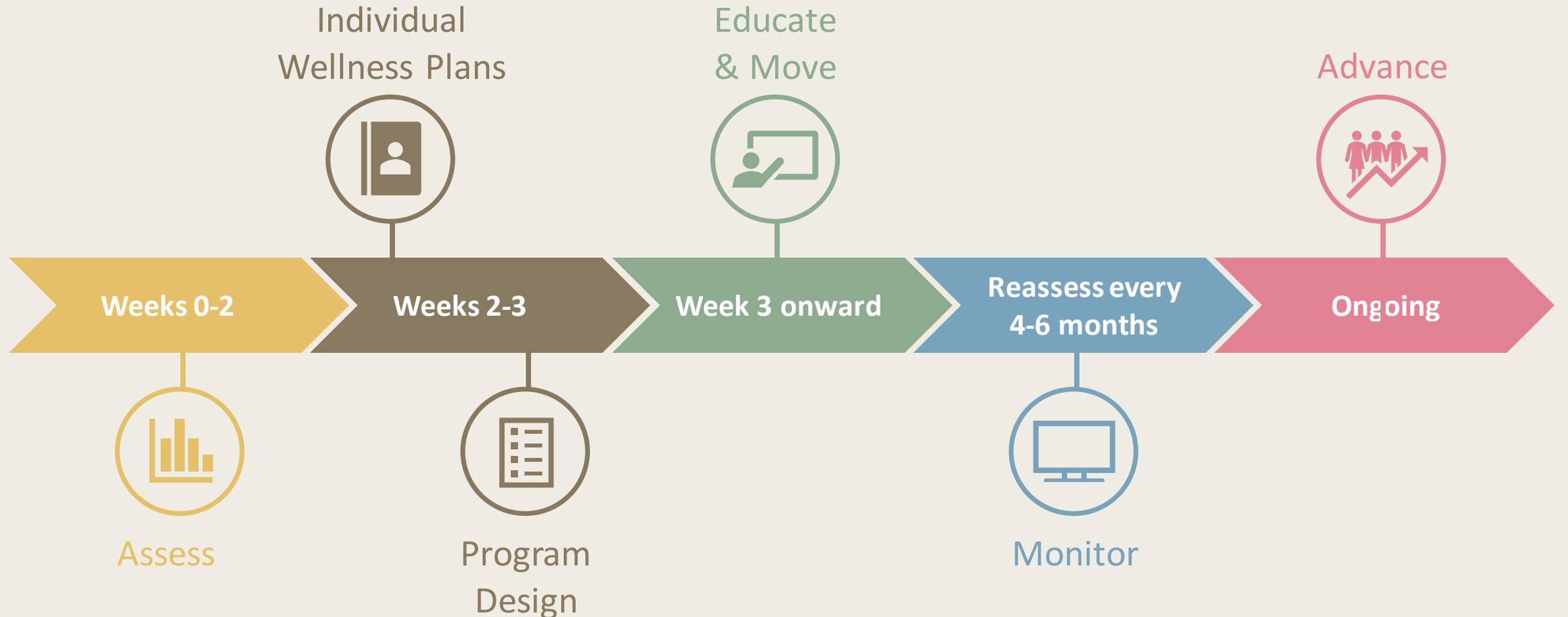


Teach movement foundations and progressions



Measurably increase health span AND life span

Bridging the gap between knowledge and resources





Individual Assessments

Assessments allow us to gather the most significant data to guide our programming, establish goals, and track progress.



Individual Wellness Plans

- Each participating resident receives a wellness plan that highlights their current health & fitness level
- Establishes Goals for each resident
- Provides safety precautions and movement modifications
- How do you do this in a cost-efficient manner?



Program Design

■ Program Design:

- Customized blend of classes based on the needs of your residents.
- Designed to be accessible, safe, and progressive

■ Strength and movement mastery needs to be the foundation! Sit and be fit is not enough

- Broadhouse, et al. 2020
- RCT Comparing sit & stretch to high intensity strength training for MCI



Educate & Move

■ Educate:

- Teaching the foundations of movement
- Individual modifications and progressions
- Monthly newsletters
- Presentations / Webinars

■ Move:

- Each resident should learn how to squat, lift, carry, balance, and move with fluidity across multiple scenarios.
- How you move inside the gym should always be how you move outside the gym



Monitor and Re-evaluate

- Monitor how residents respond to each class and each exercise.
- All movements adjusted individually to match residents' fitness levels.
- Data & Analytics:
 - The ability to collect and measure data sets you apart from the competition



Advance

- Re-evaluate residents every 4-6 months to show progress, adjust customized plans as needed, and maximize engagement.
- New movements, more complex exercises, heavier weights, speed, etc. added when appropriate for each resident.



Why Strength Training?

- The frailty and decreased energy we associate with aging, such as difficulty walking for distances, climbing stairs, or carrying groceries, is largely due to muscle loss.
- The progressive loss of muscle mass and strength is associated with a large and diverse group of pathologies.
 - Type 2 DM
 - Cardiovascular disease
 - Frailty and Disability
 - Falls and fractures
 - Loss of physical independence
 - Cognitive decline and depression
 - Lower quality of life
 - All cause mortality



Why Strength Training?

- Etiology of this muscle loss is known to be largely attributable to a reduction in activity levels and poor nutrition
- Exercise at any age stimulates protein synthesis and increased muscle mass and strength.
- Never too late to start and there is no reason to ever stop

What results can you expect?



87% of participants demonstrate clinically significant reduction in fall risk within 4-6 months



Average of 30% increase in muscular strength and 42% increase in muscular power within 3 months



33% increase in class participation within 3 months



Average monthly revenue increase of \$75k/mo

Operations Insight

- How hard is this to implement?
- Where to start
- Benefits to your bottom line
- Changes noted in residents





Questions?

Our goal is to help provide solutions!

Contact: zach@livetoascend.com