

4 Benefits of Adding a Medically Oriented Gym to Your Practice

“The MOG concept allows PTs to work closely with patients to achieve personal fitness goals while keeping physical or medical limitations in mind.”

For overweight individuals or those suffering from a medical condition, a traditional fitness center can be a very intimidating place. This keeps many individuals from getting the exercise they need. To address the fitness needs of medically compromised patients, Russ Certo, PT and owner of Grand Island Physical Therapy, founded the medically oriented gym (MOG) concept by combining a medically-focused fitness center with his private physical therapy practice.

What is a Medically Oriented Gym (MOG)?

The medically oriented gym resembles a traditional fitness club with a few exceptions. In essence, it's a fitness center that bridges the gap between medicine and fitness. Exercises are based on the science of exercise and are supervised by medical staff including licensed physical therapists, physical therapy assistants, and exercise physiologists. Physical therapists work closely with patients to help them achieve their personal fitness goals while keeping their physical limitations or medical condition in mind. Many of Certo's clients began as physical therapy patients and transitioned to the MOG once finished with physical therapy sessions.

Benefits of Integrating a Medically Oriented Gym

Adding a MOG to your physical therapy practice provides several benefits. A few of the benefits are highlighted below.

1. Add cash element to your practice. Like a traditional gym, the MOG concept is cash-based. Clients pay a monthly fee or fee for special exercise classes offered.
2. Opportunity to build lasting relationships with customers. In the traditional physical therapy model, patients leave after completing physical therapy. The MOG model allows patients to

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fitness."*

transition to the gym after initial physical therapy sessions. Physical therapists can stay in touch with patients to help them achieve long-term goals.

3. Better meet the needs of medically compromised patients. A MOG gives patients traditionally uncomfortable with going to the gym a chance to get in shape.
4. Meet the needs of the community. A community with a medically oriented gym serves the fitness needs of all members of the community. Individuals hesitant to join a gym due to weight or medical concerns can receive evidence-based fitness instruction from licensed physical therapists, physical therapy assistants, and exercise physiologists trained in working with individuals with their condition. This team of dedicated experts can help medically compromised individuals achieve long-term fitness and health goals while minimizing the negative effects of disease.

To learn more about the MOG concept listen to the full podcast with Russ Certo, PT and owner of Grand Island Physical Therapy is the founder of the MOG concept at PTTalker.com.



About the Author

After helping design and market the first preventative knee brace for football players as an Athletic Trainer at Iowa State University in the late 1970's, Jeff has made physical therapy equipment his passion since 1986. He launched Advantage Medical in 1994 with a commitment to help Physical Therapists and rehab professionals improve clinical outcomes as well as save time and costs through pioneering, creative solutions. Jeff's entrepreneurial approach keeps Advantage Medical and its clients at the forefront of innovations and best practices in the PT industry.

Jeff was also one of four original founders of the National Medical Alliance in 1988 which later changed its name to Motion1. He served as the Chief Operating Officer for 10 years and was instrumental in its growth and reputation as a leading supplier to independent rehabilitation distributors across the country. He is also the host of the long running podcast "PT Talker" featuring a physical therapy expert for listeners every week. Subscribe to the free, informative broadcast designed to help therapists grow their business at www.PTTalker.com

About Advantage Medical

Advantage Medical was established in 1994 to meet the growing needs of rehab professionals in a variety of medical disciplines. Advantage Medical has become a leading provider of expert advice as well as quality therapy equipment and supplies, offering innovative solutions to challenges faced by physical therapists, clinic directors, chiropractors, athlete trainers and other medical professionals.

In October of 2010, Advantage Medical joined the family of Scrip Companies of Bolingbrook, IL as an operating division. Now with access to a wider variety of products and large scale purchasing power, Advantage Medical is poised to raise the level of value we bring to our clients. Scrip Companies serves markets in massage therapy, chiropractic, spa and now physical therapy.

About PT Talker

Stay up-to-date on the latest industry trends and news by connecting with a community of your fellow experts. Advantage Medical's PT Talker is the online resource for business news and ideas for physical therapists. Our podcasts, blog and newsletters keep you informed with new ways to help grow your business, save time, provide improved clinical outcomes or lower costs. Review updates on the newest equipment and products, find tips and techniques for improved patient outcomes, and hear from other clinics about their best business practices. You'll find everything you need to stay ahead of the curve in physical therapy at PTTalker.com.