


Requirements for the Exercise is Medicine® Credential		
Level	Patient Population	Credential Requirements
Level 1	Individuals at low or moderate risk who have been cleared for independent exercise	<ul style="list-style-type: none"> · NCCA accredited fitness professional certification · Successful completion of the EIM credential training course and EIM credential examination
Level 2	Individuals at low, moderate, or high risk who have been cleared for independent exercise	<ul style="list-style-type: none"> · Exercise science-based bachelor's degree · NCCA accredited fitness professional certification · Successful completion of the EIM credential training course and EIM credential examination · EIM course and examination exempt for certifications with an emphasis on special populations (ACSM-HFS, ACSM-CES, ACSM-RCEP, ACE Advanced Health Fitness Specialist)
Level 3	Individuals at low, moderate, or high risk including those requiring clinical monitoring	<ul style="list-style-type: none"> · Exercise science-based master's degree OR exercise science-based bachelor's degree plus 4,000 hours of experience in a clinical exercise setting · NCCA accredited clinical exercise certification · EIM credential course and EIM credential examination exempt for those with ACSM-CES or ACSM-RCEP

EIM Workshop Agenda


- ▶ *Section 1:* How to work with health care providers
- ▶ *Section 2:* Behavior modification strategies

BREAK

- ▶ *Section 3:* Condition management for the exercise professional




How To Work Effectively With Health Care Providers



SECTION AGENDA

- ▶ Professional Preparation and Marketing Materials
- ▶ Marketing Yourself
- ▶ Effective Communication with the Healthcare Provider
- ▶ Getting the Referrals
- ▶ Legal, Ethical and Privacy Issues
- ▶ Benefits to the Fitness Professional
- ▶ Benefits to the Healthcare Professional

<http://www.exerciseismedicine.org/fitpros.htm>



Supporting Materials



Health and Fitness Professionals' Action Guide

HEALTH AND FITNESS PROFESSIONALS' ACTION GUIDE


1. ASSESS YOUR CURRENT FITNESS LEVEL
2. JOIN TO BRING YOUR HEALTH CARE PROVIDER ON BOARD
3. OBTAIN A PHYSICAL EXAMINATION
4. SET YOUR CARE GOALS AND OBJECTIVES
5. LOCATE A HEALTH CARE PROVIDER
6. ESTABLISH A WORKING RELATIONSHIP
7. PROVIDE FEEDBACK
8. EVALUATE YOUR PROGRESS
9. REEVALUATE YOUR GOALS

HOW TO WORK WITH HEALTH CARE PROVIDERS: A SYSTEMATIC APPROACH



Professional Preparation and Marketing Materials


- ▶ **Formal education**
 - Minimum of Bachelors degree in a Wellness/Exercise Science related field
 - Will improve your chances of being noticed and respected



Professional Preparation and Marketing Materials

- ▶ **Credentials**
 - Certified by an accredited fitness organization such as ACSM, NSCA, NASM or ACE.
 - Preferably NCCA-accredited – “Accredited Certification Programs” at:

<http://www.noca.org>




Organizations with NCCA Accredited Health Fitness and/or Clinical Exercise Certification

Academy of Applied Personal Training	National Council on Strength and Fitness
American College of Sports Medicine	National Exercise and Sports Trainers Association
American Council on Exercise	National Exercise Trainers Association
The Cooper Institute	National Federation of Professional Trainers
International Fitness Professionals Association	National Strength and Conditioning Association
National Academy of Sports Medicine	Training and Wellness Certification Commission
National Council for Certified Personal Trainers	




Professional Preparation and Marketing Materials

- ▶ **Practical skills**
 - Practical experience
 - Internships, seminars, conferences, and work experience is vital.
 - CPR, ACLS certification.




Professional Preparation and Marketing Materials

- ▶ **Work Experience**
 - Variety of settings.
 - Gain experience
 - Club setting
 - Corporate fitness centers
 - Private fitness studio
 - Rehabilitation programs




Professional Preparation and Marketing Materials

- ▶ **For the Community Education Department Director**
 - Resume
 - Detailed Work Experience
 - Community Involvement
 - Testimonials
 - Programs/Services you offer



Professional Preparation and Marketing Materials


- ▶ **For the Physician (or other Healthcare Provider)**
 - All of the above, plus
 - Professional liability insurance
 - Informed Consent form
 - Health and Medical Questionnaire
 - Fitness Assessment form



Marketing Yourself

- ▶ **Locate the Medical Facilities in Your Community**
 - Community Education department
 - May also be Human Resources, Marketing, Nursing
 - Phone number
 - email
 - Find out who is in charge
 - Community Education or Education Director or Coordinator
 - Find out what classes or resources are offered


Some large insurance companies may also have departments and resources they offer!



Marketing Yourself


- ▶ **Contact the Community Education Department Director/Coordinator**
 - Set up a meeting by calling and/or emailing
 - Be Patient and Persistent
 - If you are unable to arrange a meeting
 - Attend one of the education courses that the facility offers.
 - Network!

Don't forget to bring your press kit when you attend the class!




Marketing Yourself

- ▶ **Talk to the Community Education Department Director/Coordinator**
 - Discuss your intentions
 - Ask if you can give a presentation of your services to their team
 - Ask if you can give a presentation during one of their educational classes
 - If the Community Education Department Director/Coordinator is reluctant:
 - If you have to, volunteer your time!




Marketing Yourself

- ▶ **Delivering your press kit to a physicians office**
 - Directly approach each of the physician's/health care provider's "gatekeepers".
 - You'll probably find this more difficult (and certainly more labor intensive)




Marketing Yourself

- ▶ **Face to Face Marketing: What to say to the office manager/front desk employee:**
 - Introduce yourself appropriately
 - Smile
 - Gauge your audience, use appropriate terminology
 - Look professional



Marketing Yourself

- ▶ **Be polite**
 - Remember: please, thank you, may I???
- ▶ **Your title**
 - Fitness professional is pretty vague
- ▶ **Hand kit over**
 - Do not shove it in their face, but do not hand it over timidly




Marketing Yourself

- ▶ **How to Follow Up with the Office Manager/Front Desk Employee**
 - Follow up in person
 - Ask for the physician/health care provider's business card or their email address
 - Consider working with physician's assistant(s) and/or referral coordinator when available



Marketing Yourself


- ▶ **The Secret Back Door?**
 - Clinical Exercise Physiologists, Physical Therapists, Respiratory Therapists and Nurses who work in the program
 - Look up Associations websites
 - ACSM (American College of Sports Medicine)
 - CEPA (Clinical Exercise Physiology Association)



Effective Communication


With the Healthcare Provider

- ▶ **When to Call the Physician/Health Care Provider**
 - During office hours physicians and health care providers are patient focused
 - When leaving a message, be concise and to the point, but do not hurry




Effective Communication
With the Healthcare Provider

- ▶ **Leaving a Voice Mail to the Physician/Health Care Provider**
 - Introduce yourself
 - Remind them of your press kit
 - Your goal/purpose
 - Your certifications
 - Ask to talk or meet
 - Thank them
- ▶ **Do not expect or be disappointed that not every health care provider will call you back.**




Effective Communication
With the Healthcare Provider

- ▶ **What to Do When the Physician/Health Care Provider Calls You Back**
 - Have your press kit ready again, know it well, refer to it
 - Be ready to explain your services, focus on how your services will benefit them
 - What matters to them is how your services will benefit their practice
 - How your services will enhance their standard of patient care
 - How your services will save them money or make them money



Effective Communication
With the Healthcare Provider

- ▶ **If You are Contacted by Email:**
 - Answer their questions professionally and specifically
 - Tell them how you can enhance their ability to take care of their patients. – Be brief and straight to the point




Effective Communication

With the Healthcare Provider

▶ **If You are Contacted by Phone:**

- If they leave a message, call them back as soon as possible
 - Health Care providers are used to timely responses
 - They are indicating that they are interested, so you much do whatever it takes to make it happen
 - Have all pertinent information readily available for reference




Effective Communication

With the Healthcare Provider

▶ **If You are Asked to Meet with the Health Care Provider:**

- Prove your knowledge and skills can take care of their patients
- Go over your press kit, questionnaires and assessment documents
- Tell the physicians that you *will* always be open to their suggestions and opinions - *and mean it!*

Stress the benefit to their patients which in turn will impact their practice.




Effective Communication



With the Healthcare Provider

Remember, the people that they refer to you *will always be their patients first* and your clients second.

Always thank the physician for their time and willingness to work with you.




Keep in mind a physician usually has only a few minutes they actually spend with their patients, your information and ability to refer to you needs to be brief, to the point, easy to do. Remember during their few minutes they are typically attending to multiple complaints that may also need referrals for other specialists and procedures. You might even come up with a exercise prescription pad for them to use with your information (written or electronic, PDF?)




Getting the Referrals

- ▶ **Monthly Updates**
 - Many health care providers are used to monthly updates, similar to Medicare requirements to have physicians review and sign care plans for cardiac rehab patients
 - Once a month, provide a **brief** report to each doctor about the status of their patients that you are working with



Getting the Referrals

- ▶ **Your Monthly Note**
 - **Include**
 - Brief paragraph on subjective progress, only a few sentence
 - Include some objective measures
 - Thank the physician
 - **Plus**
 - Use nice paper
 - If you hand write, make sure you have good handwriting



Getting the Referrals

- ▶ **Professionally Build Your Business**
 - Business brochures
 - Flyers
 - Offer exercise prescription pads
 - Thank you notes / Gift cards
 - Consistency and branding



Legal, Ethical and Privacy Issues

- ▶ **Professional Liability Insurance**
 - <http://www.idealife.com/fitness-insurance>
- ▶ **General guidelines / Exercise Limitations from Physician**
- ▶ **Individual Run Businesses vs. commercial based fitness centers**
 - Emergency services plan
 - Safety equipment? AED?
 - Are you prepared to work with more specialized populations?



Health and Medical Questionnaire

- ▶ **Every client, every time**
 - If you have any questions, refer back to physician for clearance or clarification



Fitness Assessment Form

- ▶ Helps with determining initial fitness / risk
- ▶ Helps to define goals
- ▶ Essential for evaluation of progress
- ▶ Additional tool to communicate progress with physician



Consent Forms

- ▶ Clearly outlines services to be rendered
- ▶ Risks
- ▶ Benefits
- ▶ States that client has had a chance to read and verbally acknowledge an understanding



Scope of Practice

- ▶ Many health and fitness professionals do not have statutory or administratively defined *scope of practice*
- ▶ Be aware of your limitations
- ▶ If you have questions, talk with the organizations who awarded you your certifications - resources are available




Never Diagnose!
Even if you are right, communicate findings and relay concerns to the proper healthcare professional.



Benefits to the Fitness Professional

- ▶ Increased Client Base
- ▶ Variety in Work
- ▶ Rewarding Work
- ▶ Making a Difference
- ▶ Critical Networking
- ▶ Professionalization of the Professional



Benefits to the Healthcare Professional

- ▶ Demonstrate that exercise **REALLY** is medicine.
- ▶ Put some action into your words
- ▶ Don't forget to walk the talk

