



Assisted Stretching Fundamentals

IDEA Conference | 2022
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Objective



- Bring awareness to the field of stretching, flexibility and mobility training
- Bring awareness to StretchLab, its training program, service model and goals

Current Views On Stretching



Industry Professionals

- Mixed views
- Heightened animosity/skepticism

Consumers

- Have a general awareness and believe it can benefit them
 - “I know I should do it”
- Time and education are obstacles

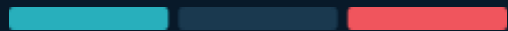
Health Statistics



- Low back pain is a global issue leading to disability
- 7.5% of the population (2017)
- 85% of people with LBP do not have a specific pathoanatomical cause
- Models of care and low back pain via Global Spine Care Initiative

Reference: International Association for the Study of Pain

StretchLab's Approach



We Believe!!

- Goal: To help the world move and feel better one stretch at a time
- Opportunity: Create a best in class training program encompassing flexibility and mobility training

Flexologist Training Program



Hybrid Learning Environment

- Online Training via LMS
- In-person instructor led workshop

Core Objectives

1. Client Pre-screening
2. Physical Stretch Experience
3. Non-Physical Stretch Experience
4. Post-Session Activities

National Accreditation: Institute of Credentialing Excellence

STRETCHLAB ECOSYSTEM



MAPS



Brings a quantitative aspect to our qualitative service. 3-D motion capture system, infrared and sonar.

Allows us to collect information on how the client is moving right now, in just 30 seconds.

MAPS- CRT



Physmodo

Overview

Members

Logout

796

Members

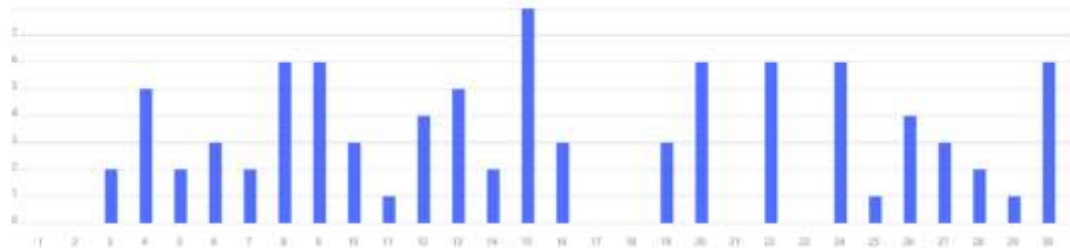
+8 since last week

20

Assessments This Week

32 by this day last week

Assessments taken over the past 30 Days



Top Members

MAPS- CRT

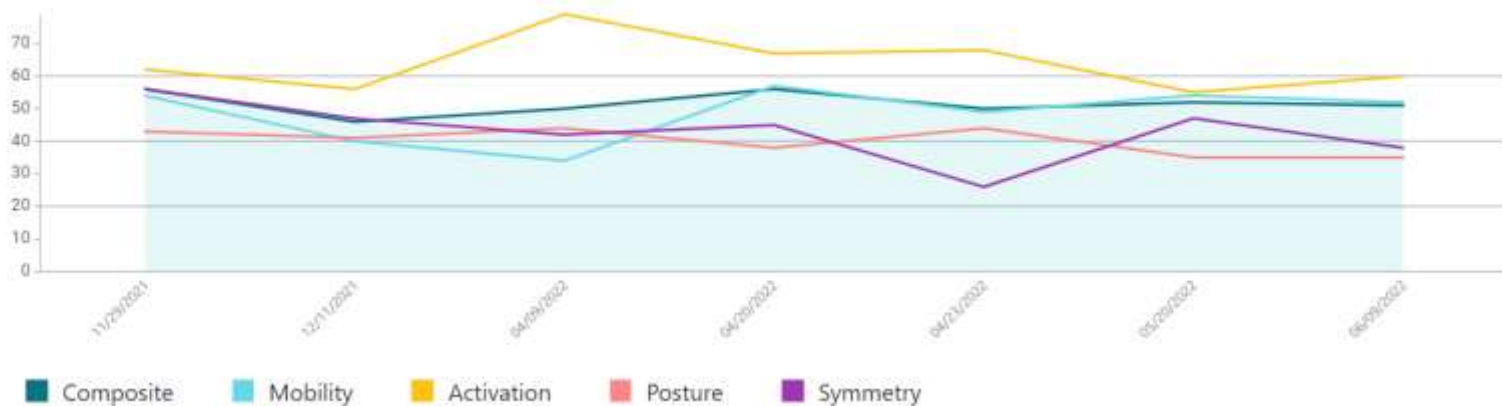


Date	Time	Overall Score	Mobility	Activation	Posture	Symmetry
6/9/2022	12:05:08 PM	51	52	60	35	38
5/20/2022	11:37:46 AM	52	54	55	35	47
4/23/2022	6:43:49 AM	50	49	68	44	26

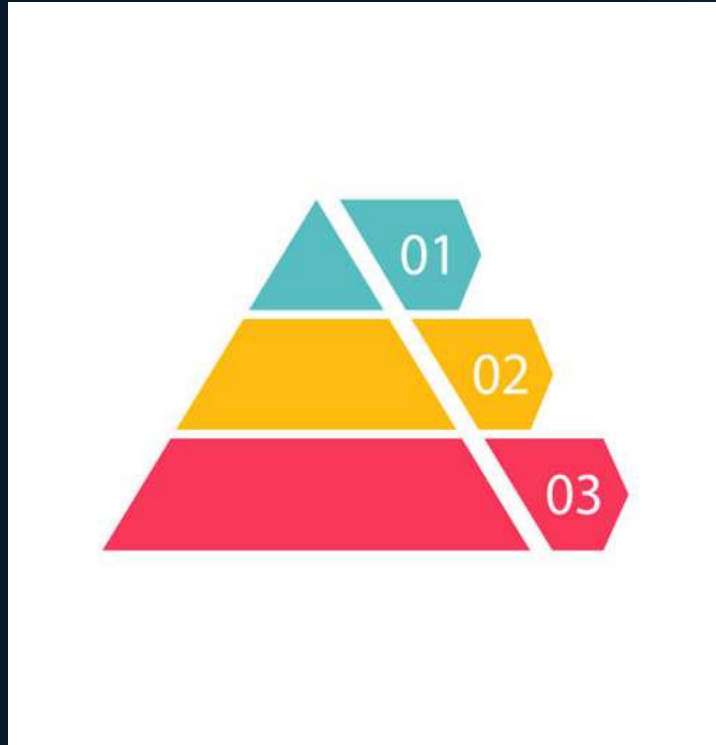
MAPS- CRT



Recent Assessment Scores



Periodization

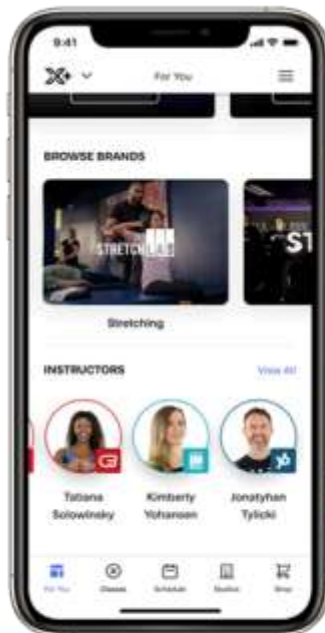


Levels

3. Foundational
2. Active
1. Performance



A best in class digital platform offering flexibility & mobility solutions. Allows us to extend our influence out of the studio.



Male, Older-aged golfer, desk worker - Member since Nov 2019

Kyphotic and forward head posture, R sided low back discomfort, episodes of neck and upper back pain, MAPS lack of control lower body and extreme thoracic/GH limitation

Foundations

address global musculature to improve extension of upper back and reduce tension on lower back (approximately 4 mesocycles)

Active

focus on greater consistency/compliance w/ correctives and integrative movements/stretchers (approximately 8 mesocycles)

Performance

“test - introduce technique - retest” for fine tuning, return to foundational education principles with greater depth and discussion (4 mesocycles)



NOT SO GOOD

Male, Older-aged golfer, desk worker - Member since late 2019

Initial Goal	<ul style="list-style-type: none">- Improve golf performance and decrease tension in upper and lower back (non-specific)
Progressed Goal	<ul style="list-style-type: none">- Build awareness around low back discomfort, emphasize lower body mobility for golf performance and thoracic posture for quality of life
Current Goal	<ul style="list-style-type: none">- Focus on rotation and thoracic mobility to reduce consistency and intensity of R low back discomfort and improve performance

Pros: Business Oriented

- Plan with timeline
- Responds best to more consistent check-ins

Cons: Free-bird

- Has consistent routine (hard to break)
- Travel/vacation/etc.
- Hard to monitor compliance

Male, Older-aged golfer, desk worker - Member since late 2019

1. Improvement in thoracic extension/rotation
2. Identification of low back discomfort to QL attachments
3. Modification of at-home stretch intensity
4. Association of follow through, anterior pelvic tilt and discomfort
5. Importance of training variables for flexibility and strength for long lasting relief



A dimly lit physical therapy or fitness studio. In the foreground, several people are lying on treatment tables. In the background, a therapist is assisting a client with a leg stretch. The overall atmosphere is professional and focused on physical health.

STRETCH

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The Future

Certification Program

- A virtual stretching certification for the public that models StretchLab's training principles



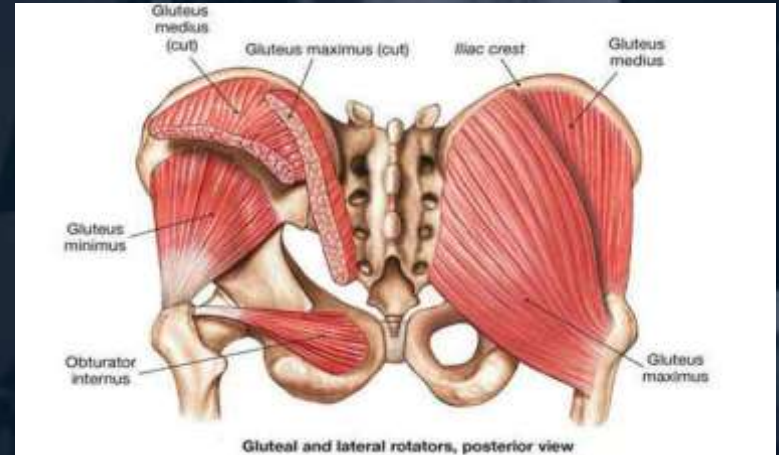


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Hands on Learning

Lower Back and Glutes



Primary muscles stretched:

1. Gluteus maximus, proximal hamstrings

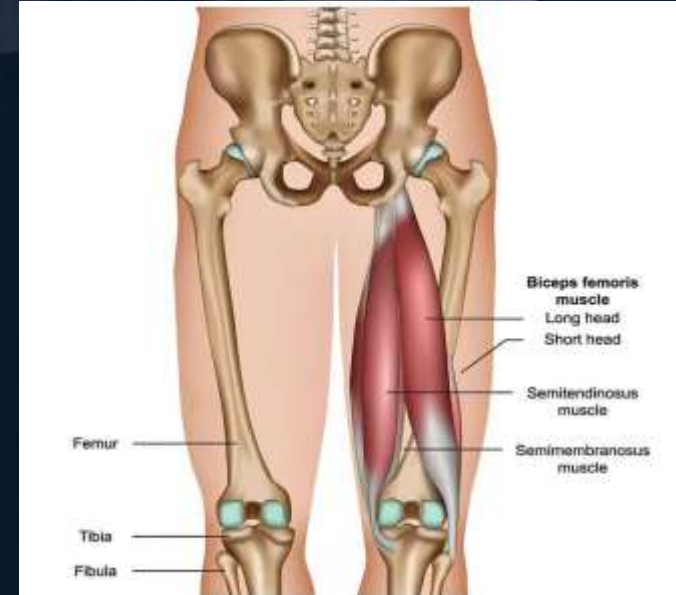
Secondary muscles stretched:

1. Adductors, iliocostalis lumborum

Straight Leg Hamstring Stretch



- Primary muscles stretched:**
1. Biceps femoris, semimembranosus and semitendinosus
- Secondary muscles stretched:**
1. Gastrocnemius

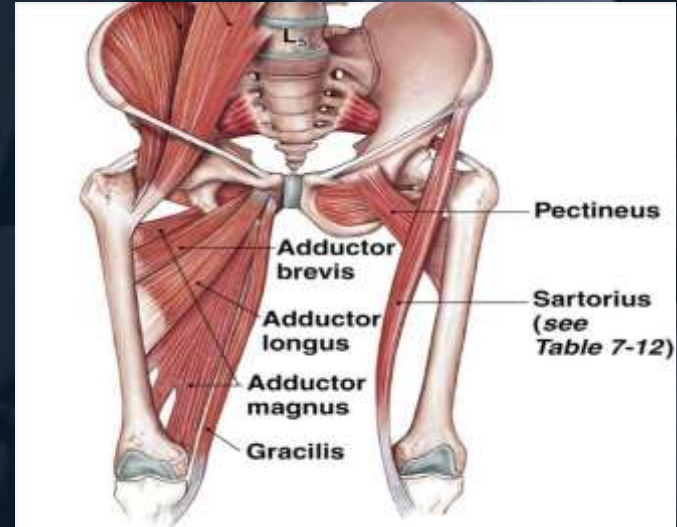


- Variation(s):**
1. Rotate leg internally to target lateral fibers
 2. Rotate leg externally to target medial fibers

Adductor/Medial Hamstring



Primary muscles – adductor longus, brevis and magnus.
Secondary muscles – gracilis; pectineus; semimembranosus; semitendinosus.



Power comes from your hips/core.
Not pushing from your shoulders/arm.

Variation(s):

1. Bend the knee to 90 degrees. Rest foot on Hip.

Quadriceps



Primary muscles – rectus femoris; vastus medialis, lateralis and intermedius.
Secondary muscles – iliacus; psoas major.



Variation: Sidelying quad stretch

Pectoralis (Isolated) Stretch



Primary muscles – pectoralis major and minor; anterior deltoid.
Secondary muscles – biceps brachii; brachialis; brachioradialis; coracobrachialis.



Suggested variation: Bend elbow and hand behind head to reduce shoulder numbness/paresthesia.

Wrist Extension Stretch



Primary muscles – brachialis; brachioradialis; pronator teres; flexor carpi radialis; flexor carpi ulnaris; palmaris longus.

Secondary muscles – flexor digitorum superficialis; flexor digitorum profundus; flexor pollicis longus.

Wrist Flexion Stretch



Primary muscles – extensor carpi ulnaris; extensor carpi radialis longus and brevis; extensor digitorum.

Secondary muscles – extensor digiti minimi; extensor indicis.

* “The Claw”