

For Best Innovation in Fitness Prescription and Assessment

Submitted by: BP Wellness Center
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1. **Name of Program:** BP "ABC" Injury Recovery Program: (**A**ssess, [Muscle] **B**alance, [Lifestyle] **C**hange.)
2. **Date of Implementation:** The brainchild of Josh Thompson, B.S., ACE, the "ABC" Injury Recovery Program was launched in 2001. Josh and the rest of the Wellness Center staff continue to grow and refine these services through new innovations and techniques.
3. **Goal of Program:** To encourage and facilitate participant self-efficacy in the recovery, prevention, and management of musculoskeletal injuries and limitations.
4. **Program Description:**

Unlike the majority of fitness programs focusing on the non-injured member, the "ABC" Injury Recovery Program reaches out to the injured, providing support, hope, and sustainability. The "ABC" Program is a personalized multidimensional process designed around a comprehensive functionality assessment. Together with the client, the Wellness Center counselor develops a customized recovery program based on the assessment findings. Integral to the program is instruction on the use of self-help tools and activities chosen to address a specific chronic/acute musculoskeletal injury or condition. The client is monitored on an ongoing basis as (s)he progresses through the program.

The beauty of the "ABC" Injury Recovery Program is its simplicity. No extra, expensive equipment is required. Depending on the client's unique needs, program elements include a combination of the following (a) private in-depth interview and assessment, (b) 21-point comprehensive full-body flexibility evaluation, (c) carefully selected self-help joint and muscle recovery techniques, and (d) two-week follow-up sessions. (Details of these components can be seen at Exhibits 1 and 2.)

5. **How is your program new to your market or the fitness industry?** Short of a formal, costly rehabilitation referral, employees and their families had no resources to assist them in managing minor to moderate musculoskeletal imbalances. This program has filled that gap in services. A recent worksite wellness survey conducted in Houston indicated only 3 (out of 25) facilities were doing even minimal programming around injury prevention/rehabilitation.
6. **How did your idea appeal to your market?** In the early days of our personal training program, client feedback and staff observations made it readily apparent that there was a real need for a structured process to help clients succeed in injury recovery and prevention. Under the guidance of Josh Thompson, the Wellness Center personnel started small, working with existing members as the need arose. Over time, as we learned what worked (and what didn't), we developed a structure around what we were already doing intuitively. As the word spread throughout BP, the demand grew. We saw increasing numbers of non-members, as well as enrolled members, coming to the Wellness Center specifically requesting this service.

Management has been amazed at the results. The center's utilization numbers are 12 percent to 15 percent above industry standards and this program alone consistently achieves a 95 percent satisfaction rating. Members experience diminished pain and are often pain-free in follow-up evaluations.

7. **In what ways did it meet its specific goal?** In the 2006 Wellness Center facility survey, 35 percent of our membership had used the "ABC" Injury Recovery Program services. Of that number, 92 percent saw improvements in the condition after going through the program. Survey results included:
- a. Used a trainer to help you with an injury/condition – 34.8%
 - b. Noted improvements from program – 84.1%
 - c. Testimonials from the 2006 BP Wellness Center Membership Survey (See Exhibit 3)
8. **List or describe how your program has benefited your business:** The BP Wellness Center is managed by Jacob Engineering, a contract company responsible for managing BP's health, safety and security programs. In addition to benefiting our existing members, this program attracts employees of all ages, family members, and retirees who would not normally contemplate going to a fitness center. Roughly 50 percent of new enrollments in 2005 were sedentary people and 45 percent had two or more risk factors. Obviously, it benefits Jacob Engineering, in that our corporate customer, BP, is quite happy with our results.

One reason BP is so pleased with the Wellness Center, and services such as the "ABC" Program, is that it is a recruiting asset.

Major oil companies all recruit from the same talent pool. Every company struggles to find ways to attract people to them. The "ABC" Injury Recovery Program not only keeps employees productive and on the job, but employees definitely perceive it as a "perk" which helps the corporation draw in new talent.

The "ABC" Program has been an exciting professional challenge to the Wellness Center staff. Out of necessity, they have broadened their skill sets to meet the diverse needs of their injured clients. With minimal extra implementation costs, these new abilities have added an entirely new dimension of services for all members.

9. Were there any safety or ethical concerns?

Safety was not a major concern. The BP facility has never had an accident in 20 years, largely due to sound risk management policies. All new members are carefully screened and Wellness Center personnel stay highly visible on the floor interacting with clients.

However, when the "ABC" Program was first proposed, there was some initial concern from the Occupational Health department about Wellness Center staff "practicing" medicine. These concerns were addressed through familiarization with the methods and philosophy of the program. The key points used in this educational process were to:

- a. Assure those concerned that this is not an "anti-doctor" program. In fact, part of the process is to help clients identify when the next tier of care is indicated. When that point is reached, the Wellness Center staff helps the client choose the appropriate provider, prepare for the appointment, understand what to expect and how to interact with the provider in a positive way.
- b. Emphasize that the "ABC" Program fills a gap in the recovery process. Doctors give a diagnosis, provide pain relief and recommend treatment, but the injury itself is not resolved. The kind of dialogue and interaction offered the client at the Wellness Center as the injury and related imbalances are assessed and monitored throughout the program just won't be seen in a typical clinical setting.
- c. Point out that the program pulls from all-ready proven disciplines, such as joint mobility and massage, and simply blends them in a new and unique way. All recommendations grow from a carefully structured and safe assessment process. The bottom line is that the worst case scenario would be that the client sees no improvement. However they COULD

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experience significant benefits and there is certainly nothing to lose in trying.

- d. Provide examples of the proposed tools, teaching aids, and instruction process.

Exhibit 1

Details of Program Description

Private in-depth interview and assessment – The discovery process is conducted by one of the center's two senior fitness specialists. Both hold undergraduate degrees in health and fitness fields and are certified Personal Trainers.

- General Health Background Information – Personal fitness/recovery goals, medical history, substance use, current exercise regimen, stress factors, eating habits, time commitments, workout barriers.
- Injury/Condition Assessment – Trauma history, location, signs/symptoms, contributing factors, effective self-help treatments, goals for recovery.
- Medical clearance for severe injuries.
- Time commitments/barriers to participating in the "ABC" Program.

21-point comprehensive full-body flexibility evaluation (See Exhibit 2) – Developed by Josh Thompson, this unique assessment tool is the foundation upon which the "ABC" Program is built. Each range-of-motion movement is assessed and a specific flexibility stretch explained to correct identified deficit areas. Through the use of this worksheet, clients uncover dysfunctions caused by muscle imbalances and come to understand the connection between these imbalances and their problem.

Selected self-help joint and muscle recovery techniques – When indicated from the discovery process, specific techniques are chosen, demonstrated and reinforced through instruction and a variety of take-home handouts, brochures, reference materials and self-help bodywork aids.

- Self-help trigger point release and myofascial massage instruction.
- Joint mobility drills.
- Work station exercises.
- 5-Minute Core Routine (for back relief).
- Resistance/functional movement training.
- Pain reduction strategies.
- Corrective stretches and exercises.

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Two-week follow-up sessions – The BP "ABC" Injury Recovery Program is a free service provided to not only the 1,800+ enrolled members of the Wellness Center, but also non-member employees, families, and retirees of British Petroleum. The sheer volume of interest necessitates that this be primarily a self-help program. However, Wellness Center staff schedule follow-up sessions to review progress every two weeks to identify behavioral/lifestyle factors affecting progress, raise awareness on how to modify these factors, and generally modify their specific action plans as necessary. Services provided during these sessions include:

- Review work-out options to accommodate time constraints.
- Effective strategies for dealing with injury-related pain.
- Assistance in finding and interacting with an appropriate health care provider if needed.
- Filing insurance forms as necessary.

Exhibit 3

Testimonials from 2006 BP Wellness Center Membership Survey

"...I was able to get training prior to my injury, and then get rehabilitated by the same person (who knows me) at the same facility, at no charge to my insurance. And it worked out well, because I am now able to run and do everything I used to again."

"The personal trainer has been my partner in getting my health back after I tore my ACL last year while playing soccer. Not only have I asked them for tips on locating a good surgeon, but I have continued to follow their advice during my rehab. Their valuable experience and advice have been key to my recovery..."

"...I was able to fully recover from a knee injury that caused me constant pain. I am now back 100% normal."

"...had a surgery in February this year. When I returned to work, Josh designed a proper program which really helped me a lot in terms of gaining back my strength and get fast recovery."

"I had help with recovery from a back injury and it was exactly what I was told I needed by my doctor..."

"...I think that Sheila & Josh are very experienced in preventing injuries and injury rehabilitation. I have received help from both in my personal situations..."

"I have had a knee issue and Josh has worked with me on a number of occasions which resulted in drastic improvement..."

"I've had my share of surgeries over the past few years and each time I came back Josh designed a workout to take the surgery into consideration. Without his knowledge of muscle groups and multiple ways of exercising them I might have had to give up total body exercising. My doctors placed restrictions on me that Josh was able to take into account in the workout design. When I've gone back to my doctors for follow-ups they have all been pleased with my progress and the fact that I was still able to exercise..."

"Worked with Josh on a back injury and he was able to explain what each exercise was supposed to accomplish to get me where I needed to be. This helped a lot with making sure I did the exercises he gave me to do..."

"As long as I stay working out with Sheila it eliminates my lower back pain!"

"Following consultation with the trainer about a re-occurring muscle strain I tried some of the training options we discussed and adapted my training routine to strengthen the muscle. As a result I have not experienced the problem again and am more aware of balancing my training program."

"These on-site services have helped me to 'take care' of myself, especially post-surgery. One of the keys of regaining strength and confidence is the injury rehabilitation. Because of this, and the personal attention/training I received from Sheila S, since February (and beyond), my recovery has been remarkable!..."

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"...(Josh) has helped me with injury rehab and in meeting the personal training goals that I have set for my self...I sought expert advice about an injury from Josh..."

"Both Josh and Lauren have been extremely helpful in my recovery from some annoying and chronic injuries. They have gotten me back on my feet and out the door..."!

"Had a shoulder injury that would not heal. Working with Josh, and continuing to work on my own, fixed the problem. Avoided taking time off from work to go to a doctor who would do nothing but provide muscle relaxers..."

"...(Sheila) has special stretches/exercises to help my back. I have noticed a definite improvement since I started working with her."

"Knee injury rehab...worked very well."

"Sheila Sharemet worked with me to progress my strength and flexibility after both of my ACL reconstructions. My injured leg was 75% as strong as my uninjured leg 3 months after surgery. My doctor informed me typical recovery time to reach this point was 6 months..."

"... Injury rehab (from knee surgery)...I asked Josh to help me with a program. Again, Josh developed an excellent program that was both logical and worked! My knee is now 105% of what it was before the injury..."

"After two knee operations on my left knee, and one operation on my right knee, I developed pain when I walked for short distances...Josh noted that some of my leg muscles had atrophied, and targeted exercises to improve them. After about a year of exercise my pain had left..."

"Had surgery many years ago on my shoulder. Recently started having some discomfort...Josh was able to give me some very specific exercises to strengthen the muscles around that area. I followed the routine he set out, and immediately noticed a difference!..."

"Calf stretching exercises has been of great help with an Achilles tendon problem."

"The staff is very knowledgeable and helped me correct some developmental imbalances that had caused chronic pain for years..."