



IM=X PILATES FOR CHIROPRACTORS

The IM=X® Pilates Franchise is for Doctors of Chiropractic who want to expand their services to include a structured therapeutic exercise program. With low start-up costs, IM=X Pilates services dramatically influence the long-term health of your patients. IM=X (Integrated Movement eXercise) Pilates is for Chiropractors who want to:

- offer patients a comprehensive program for strengthening the Spine Stabilization System
- expand their practice to include a population who regularly pay “out-of-pocket”
- develop a service paradigm that reaches new markets (i.e. the educated customer seeking fitness, weight loss)
- provide patients with spinal fitness and total body conditioning

The benefits of IM=X Pilates have been developed and proven over the past 15 years in private training facilities, Chiropractic offices, hospitals, gyms, corporate fitness centers, and physical therapy practices. Physical therapy centers throughout the country have already incorporated pilates into their mainstream therapeutic exercise and neuromuscular re-education treatment plans. Our proprietary services integrate trunk stabilization, postural and strength training with pilates-style exercises. As healthcare shifts toward wellness and fitness, **IM=X® Pilates can help you stay ahead in today's competitive market** by drawing in patients that you may not be reaching.

THE PROGRAM

IM=X Pilates training sessions combine stabilization techniques/muscle recruitment training, active range of motion stretches, resistance exercises on our patented reformer (Xercizer), and postural re-education. The services can be customized for a wide range of ages and fitness levels so that your patients become long-term members of your IM=X Pilates Studio. Whether your patients are aging baby-boomers, athletes or women over 30 looking for an effective workout experience; they will enjoy the results they receive from IM=X Pilates sessions which combine the following:

- spinal alignment and mobility
- flexibility and active range of motion
- trunk stabilization and trunk muscle hypertrophy
- muscle inhibition training to correct muscle tension patterns
- trunk muscle recruitment training
- total body conditioning

THE TARGET MARKETS

As a successful Doctor of Chiropractic, you can maintain a great advantage in your community by incorporating proprietary therapeutic exercise and fitness training into your business. Since all of your patients need an effective stabilization exercise program AND many residents in your area are seeking improved fitness, with the IM=X Pilates system you will have both!

The IM=X Pilates franchise for Doctors of Chiropractic includes:

- proprietary exercise routines and patented pilates equipment
- unlimited certification support for you and your staff (continuing education credits available)
- full marketing program and ongoing business support

NOTE: Doctor's of Chiropractic that practice in states allowing chiropractor's with proper training to provide therapy services to their patients may be capable of billing IM=X Pilates as part of their treatment regimen. IM=X Pilates recommends that Chiropractor's should confer with their individual state board and/or state association for legal interpretation of their scope of practice and proper billing codes and requirements. After reaching MMI and discharged from care, many patients may continue their exercise program and pay out-of-pocket for the benefits of IM=X and remain committed for many years.