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Short Communication

How can a Biopsychosocial Care Approach be Transferred to Non-Therapeutic Training?

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Opinion

The transformation of the healthcare industry is opening up new opportunities for fitness and healthcare facilities. An increasingly demanding clientele requires a holistic approach to care. Implementation options based on a bio-psycho-social care approach offer advantages. Such as a more exclusive positioning and additional sources of income

Introduction

The healthcare industry is changing and facing various challenges, such as digitalization and people's increasing health literacy. Due to today's digital possibilities, many people feel increasingly empowered and are taking their health seriously as a result [1]. A balanced lifestyle is not only important for physical health, but also for maintaining cognitive performance. In order to meet these requirements, innovative ways to promote health as well as individual and specialized advice are needed. And this is precisely where a bio-psycho-social care approach can come in, even in a non-therapeutic training context. The following article serves to explain the challenges and potential uses of a holistic care approach for healthcare facilities.

Facts of structural change

It is a remarkable change that, among other things, opens up completely new possibilities for care in non-therapeutic facilities. Those who seize the opportunity in this transformation process will benefit on several levels. Due to current demographic trends and developments in the healthcare system, an ageing population and the importance of prevention and health promotion are becoming increasingly important. For fitness and health facilities, the aforementioned developments are opening up new potential in the health market, provided that the focus is no longer exclusively on sporting activity, but rather on a holistic concept that takes into account a wide range of offers. In addition to traditional endurance, strength, flexibility and coordination training, topics such as nutrition and lifestyle, body and mind and coaching to improve performance must also be important components of a holistic health sports concept. The clientele of fitness and health facilities is becoming increasingly demanding due to their growing health literacy, which may push health providers to their limits. Particularly when it comes to the qualifications of support staff, there are often major differences in terms of knowledge or training experience [2].

Implementation Options for a Holistic Support Concept

Many trainers in health or fitness facilities quickly reach their limits, especially when it comes to looking after increasingly demanding clients or clients with risk factors or in sports rehabilitation. For example, previously untapped synergy potential can be exploited through cooperation between the staff providing care and a qualified doctor "on site" [3,4]. Essentially, there are four sensible options for implementing a holistic care concept based on the bio-psycho-social approach:

Initial Sports Therapy Check

For example, a detailed and individual sports medical check-up for new members and existing exercisers is an option for fitness centers. An initial check-up is already standard practice in most gyms. An initial test carried out by a sports therapist is important for anyone who wants to start training again after years of abstinence from sporting activity in order to identify any existing risk factors or pre-existing conditions. However, recreational athletes who already train several times a week can also further improve their performance and health with an individual performance test in conjunction with a medical examination. Such an initial check-up is usually paid for separately by the fitness customer or is financed by an increased admission fee.

Seminars, Workshops, Information Events

A second possible area of application is the implementation of various workshops or seminars that can be offered to members or external parties. By combining practical content with theoretical information, better long-term success can be achieved in the implementation of holistic health sports concepts. When selecting the topics offered, which are presented in detail in theoretical and practical form, many topics from the areas of prevention, rehabilitation and health sports are conceivable. Experience has shown that topics that are requested by many members in fitness centers and can best be taught here in the form of a seminar or course are, for example, "Sport for osteoarthritis", "Overweight and sport", "Prevention of back problems" or "Relaxation methods for stress reduction" etc. It makes sense for the content to be taught not only theoretically, taking into account the latest research findings and their relevance for implementation in training, but also to establish a link to practice in the gym.

For example, the advantages and disadvantages of various strengthening and stretching exercises can be worked out in practice, the specific equipment handling of endurance ergometers can be discussed or the advantages of heart rate-controlled training can be explained to members. For all events, it is important that the lecturer is able to convey the content to the participants in an understandable way at customer level. In particular, the relevance of new scientific findings for the individual should be recognizable. The workshops or seminars just described give customers in the studio or external persons the opportunity to obtain comprehensive information from a qualified source on a topic from the areas of health, prevention, nutrition etc., as direct contact with the lecturer is of course also easy to establish as part of such an offer.



Course Concepts

Another way of combining theoretical content from the areas of prevention and health sports with practical content is to offer so-called course concepts, which usually take the form of a course lasting several weeks in the studio. These course concepts consist of theoretical information and advice units as well as practical exercise sessions. This type of offer not only has advantages for course participants, who can achieve their training and behavioral change goals more quickly and safely with this type of approach. Studio operators also benefit from a more predictable utilization of the fitness center, the special positioning in the prevention and health sector and, overall, an additional source of income.

Internal Training for Support Staff

Continuous evaluation and quality assurance of the entire studio offering, including additional services, is important for an adequate positioning of the studio in a constantly growing and competitive health market. Internal training should by no means replace the basic training of the training staff, but rather expand and supplement it. In this way, the trainers employed in the studio receive continuous in-depth further training and updating of their knowledge if such training is carried out at short intervals by a specialist expert for the trainers. The studio operator also benefits from this type of collaboration, as they can offer their members even higher quality support, which can of course also be marketed to the outside world and contribute to a more exclusive positioning.

Conclusion

Social change combined with challenges such as increasing digitalization do not stop at the healthcare industry. As a result, it is important for healthcare facilities to identify new potential uses. The bio-psycho-social approach offers healthcare providers a wide range of implementation options to set themselves apart from the competition and generate additional sources of income.

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