

REHAB: get lasting results with THE METHOD

pilatesstyle

pilatesstyle.com

6 WEEKS TO SIX-PACK ABS

THE BROOKE SILER WAY

A BOLD STEP: BALLROOM DANCING & PILATES

REACH NEW HEIGHTS WITH AERIAL SILKS

MASTER MATWORK BACK-TO-BASICS BOOT CAMP

PILATES IN FRANCE THE DREAM VACATION

GO GOURMET! 4 RECIPES THAT WILL WOW THE TABLE

FOR THE PROS: HOW TO KEEP YOUR CUSTOMERS SATISFIED

PLUS:

- FAB FALL FOOTWEAR
- SUPER SPORT DRINKS
- FRESH FACE PRODUCTS
- MUSCLE SOOTHERS

ENTER TO
WIN!
AVALON™
STEP BARREL
PAGE 35

October 2007 \$4.99 US \$5.99 CA



pilatesstyle.com
October 2007 Vol. 4 No. 5
six-pack abs • master matwork • better rehab results • pilates in france
www.pilatesstyle.com

come together



Rael Isacowitz



Brent Anderson



Howard Sichel

what happens when three educational leaders combine forces and create a new teaching model? **BY HEIDI DVORAK**

In an unprecedented move, three highly respected international training organizations have joined forces to pool their resources and share their knowledge, experience and philosophies with Pilates professionals and students. Headed by Howard Sichel, DC, of Power Pilates, Brent Anderson of Polestar Pilates, and Rael Isacowitz of Body Arts and Science International, TriStar represents a world-class triumvirate dedicated to educating others by offering a variety of continuing-education courses. Each organization remains committed to its own certification but recognizes the value of integrated continuing education. TriStar is accepting a portion of one another's courses as accreditation toward certification renewal. Collectively TriStar now offers educational programs in more than 30 countries and in 10 languages. Pilates Style's executive editor, Heidi Dvorak, recently sat down with the principals to discuss their mission and the future of the discipline. We think you'll be intrigued by what they had to say.

Q What types of injuries are you seeing most often these days?

HS: The injuries are no different now than they were 10 years ago. People come to Pilates after years of trying to get their bodies in shape to counter the effects of aging and spending large amounts of money to fix their back problems without success. Once they come to Pilates, the real healing takes place. Reestablishing their core connection, which supports their torso and the rest of their body, will alleviate the compression that exists in their spine, which is the cause of most back issues.



RI: The two most common areas I witness are in the shoulder and in the back. The majority of these problems arise from our modern lifestyle. Driving for extended periods, sitting in front of a computer, cycling and playing golf all contribute to tight chest and lower back muscles and internal rotators of the shoulder, not to mention a

weak upper back, external rotators of the shoulder, and the core.

BA: Because Polestar is a rehabilitation center, we see a large variety of patients: orthopedic, post surgical, neurological, pediatric, women's health, geriatric and those suffering from chronic pain. Our model progresses patients of diverse pathologies into a post rehabilitation setting with our Pilates teachers as quickly as possible.

Q What is your biggest obstacle in terms of getting the general public to regard what you do as necessary to attain better health?

RI: I don't find this much of a problem anymore. Now with the elevated popularity and awareness of mind-body health and preventive medicine, many people are clued in, as are those in the medical profession. Unfortunately, this has not flowed over to insurance companies, who still have a narrow and antiquated view of medicine and deal largely with symptoms rather than the root of the problem. The greatest challenge is getting people to understand that they spend maybe three supervised hours a week in the Pilates studio. It is the other 165 hours a week that I'm concerned about—ideally they're transferring the work they do in the studio into their lives.

BA: This question always comes back to education! We need to be good enough at what we do to get obvious results. For example, someone comes in

and says he has back pain. I might ask him what activities in his life are impaired because of the problem. I let him identify how important it is to *him* and repeat what he perceives as the limitations he is experiencing. Once he identifies this, I ask, "How much is it worth to return to all or some of these activities without limitation?" Usually he says it's worth a lot. I then make the bold move of challenging him to give Pilates a try and see if he is capable of returning to t activities in 30 to 90 days.

Have you explored insurance coverage for your Pilates services?

HS: When performed by a physical therapist or chiropractor, Pilates patients can get reimbursement if they call it kinetic activity or exercise rehabilitation. At Power Pilates we don't do that. I used to, but I don't anymore because I believe that people need to see the value and not need other people to cover their sessions. It's not physical therapy. It's giving them the tools to stand up taller and take that posture into their everyday lives to reduce chronic weakness. With all the insurance cutoffs, it's not the time to introduce new requests for coverage.

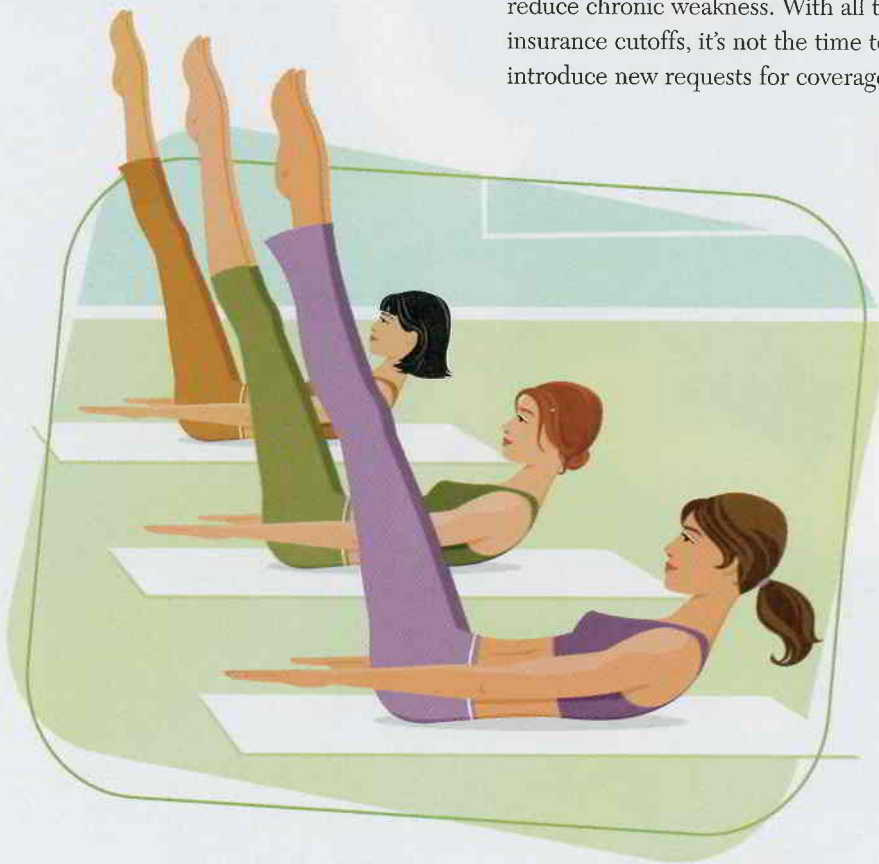
PPO because they discount our service as health and fitness professionals—sometimes by as much as 70 percent. I do take Medicare because I feel an obligation to our aging population on a fixed income. However, they are capped by the amount of rehabilitation services that they can receive per year.

Right now, for the most part, TriStar's services are affordable for those with disposable income. Do you see a way that your services might be more attainable for lower-income clients in the future?

HS: Accessibility to everyone is our real goal. Mat Pilates, which is what Pilates began with, can be that entry point for everyone. Practiced correctly, utilizing the same principles that we use on the apparatus, it will ensure that the individual has a safe and effective experience that will allow her to change her posture and reestablish her core connection. Most people will never be able to get on the equipment. The future of Pilates is structuring a proper mat class that can be utilized by everyone.

RI: I have always tried to get away from the elitist, celebrity-driven image that Pilates has acquired. I have always made a point of offering very affordable options for people who are committed yet cannot afford much. People could do sessions for as low as \$15 a session and a mat class for less than \$10 as long as they, in return, are committed for a long period of time. The same goes for professionals. If a student shows promise, drive and dedication, we will find a way for him to study with us, either through a scholarship or an assistantship program. Pilates needs to be accessible to all ages and all economic strata if we want to continue the vision of Joseph Pilates.

For more info on TriStar, visit basipilates.com, powerpilates.com and polestarpilates.com. Or experience TriStar at the 2007 Pilates Style conference in New York on August 7–9 and in Chicago on October 19–21.



It's usually a pretty easy sale. Upon successful intervention I will ask, "How many of your friends are suffering from similar ailments that could benefit as you did by doing Pilates?" As we teach our clients to be disciplined as Mr. Pilates talks about in his second guiding principle—to take responsibility for our own health progress—we will see the public becoming more aware of their opportunity to be healthy and to perform daily activities with vigor and zest.

The Pilates world is looking to be validated by the insurance company. It doesn't validate what we do. That's not what classical Pilates is.

BA: We do very little insurance billing. We base our pay on our outcome, and patients come to us to get better. The health-insurance world is on the verge of collapse, and Pilates teachers should not be looking to benefit from that world. I also don't believe in being a preferred provider for any HMO or