

the Corporate Athlete programme

ABTP are a group of centres dedicated to excellence. Through science and technology never used before in India, ABTP helps revolutionise the way the Sport and Health/Fitness sectors view Training and Physical Rehabilitation.

Medi Assist is India's largest Corporate Wellness Services Provider. Medi Assist offers a host of wellness services that include Health checks, Pharmacy benefits, Consultations, Lab tests, Dental services, Teleconsultations, and other outpatient services.

ABTP and Medi Assist have partnered to bring Corporate India the first-of-its-kind Corporate Wellness Initiative – **The Corporate Athlete Programme.**

The Corporate Athlete

The fast-paced world of Corporate Life has led to a decline in Healthy Living, be it through late night working, or through added pressure from deadlines, targets, etc. This can lead to Orthopaedic Conditions, Hypertension and other Long-Term Health Conditions if not looked after.

We understand that time is of the essence to a working professional. Given our expertise of working with clients from all walks of life, we have perfected our High Performance Programmes and adapted our Programme to bring to you – **The Corporate Athlete Programme!**

Who is a Corporate Athlete?

A Corporate Athlete is anyone that brings the Values and Dedication of Sport into Corporate life. An Athlete trains day in, day out, with a focus on both their body and their craft! By getting into such a mind-set, the Corporate Athlete treats his/her work the way an athlete would their sport: With a Purpose, with preparation to work towards a goal, and to accept nothing but Excellence!

A participant can understand his/her body better, and imbibe simple concepts from Sport that can be leveraged into everyday life! By understanding their body better, a participant can look to benefit through the following **Line of Content:**

Knowledge- Gaining an understanding of one's own Physical Parameters, and how that it affects their Day-to-Day Life

Intervention- An Education of how Sports Technology can also benefit them through various routines

Empowerment- Creation of Customised Routines and Programmes to help better their own Physical Fitness and lead a Healthier Life

Parameters:

Posture (in all forms of Movement)

Mobility and Conditioning (to avoid injury and sickness during the hectic rush of Corporate Life)

Bio-mechanical and Functional Movement (To ensure that all movement is performed efficiently)

Nutrition and Physiological Health (to ensure enough energy to last the day at work and home)

The ABTP Process

At our Centres, an Individual would go through the Following Process:

Up to 30 various parameters, with multiple variations based on Requirements

Full Body Assessment

With Expert Physiotherapists, Doctors, and Data Analysts

Goal-Setting Consultations

Customised Routines with Seamless transition on the Same Devices, ranging from:

- Strength and Conditioning
- Injury Management/Prevention
- Physiotherapy Intervention

Scheduling of Training/Treatment

With Specific Training Protocols for safe execution at Home
Home Programmes

Quarterly Assessment

Track Progress and update the Programme based on the Athlete's needs

Programme Features

- Group Size: 8 – 10 Corporate Athletes
- Duration: 4 Weekends; 6 Days (Weekend 1 and 3 – 2 Days each; Weekend 2 and 4 – One Day each) over 6 Months
- Option for Added Individual Sessions/Consultations
- Every Day will also have a Dedicated Recovery Protocol devised, which will be a part of their Weekly Programme

Weekend 1

Day 1

Posture:

Given the Activity Cycles of Corporate Life, the least amount of attention that we pay to our body, is when it comes to Posture. Yet, it can dictate our productivity over the day, and is one of the primary causes of injury, if not taken care of. By working on Form and Posture, we go back to the Basics of getting in touch with our Body once again.

Knowledge:

Using devices like the ProKin and Postural Bench, we can look to employ the following tests:

- Stabilometry Tests
- Compared Monopedal/Bipedal Tests
- Postural Bench Test
- Proprioceptive Compared Test

This Data will help us understand the muscle imbalance, knee hip and ankle joint control, spinal stability, and its impact on their day to day lifestyle. The Data generated would be personalised and help create a customised protocol based on the individual's goals, lifestyle, and any underlying issues.

Intervention:

Using the data through the Assessments, a specialised programme would be created considering their individual needs, which will serve as a home programme to be carried out as mentioned in their weekly programme which will be handed out to each participant by a team of experts.

Empowerment:

The Programme will be followed by the participant through the week, and during their next visit, a reassessment would be scheduled and a revised plan would be updated in their weekly programme based on the progress made.

Weekend 1

Day 2

Metabolic & Physiological Condition:

Our Metabolism and Cardiac Parameters are critical to ensuring an Active and Healthy Lifestyle. Getting a better understanding of how you breathe during regular activity, as well as finding the optimum Heart Rate to manage Weight Loss/heighten efficiency is paramount to having better Exercise Economy, and overall Well-being to lead a healthy Life!

Knowledge:

Endurance and Fitness Testing can be explored through the following Tests:

- VO2 Max Testing
- Balke Test
- Cooper's Test
- Resting Metabolic Rate Testing

Through this, a participant would get an in-depth understanding of their Cardiovascular Efficiency and conditioning level.

Intervention:

Using the Data provided through the Tests, VO2 Max Training, and Endurance Training will be explored to find the optimum aerobic capacity and Target Heart Rate for better Exercise Economy and Wellbeing in Day to day life.

Resting Metabolic Rate Testing will help us create a nutrition plan based on their current condition and Future Fitness Goals.

Empowerment:

By identifying the Target Heart Rate, a Home Programme can be customised for every participant, as well as a suggested Nutrition Plan based on a Carb-Fat-Protein Scale will be provided.

Weekend 2

Day 1

Knee Health:

The Knee is a Joint that takes a large proportion of our weight when moving from place to place.

It is very important to ensure that we take care of our knees, as poor strength could lead to long term conditions like Arthritis and Osteoporosis.

Knowledge:

With a Specialised Device – The IsoMove, a full knee Assessment can be conducted, which consists of:

- Iso-Kinetic Strength Assessments
- Iso-Tonic Strength Assessments

The Data generated will help us understand the Ratio of the Quadricep-Hamstring Strength and impact on overall Knee Health in activities of Daily living.

Intervention:

Through Iso-Kinetic Training and Iso-Tonic Training on the same device, coupled with guided Exercises, Working on Muscle Strength and Stability of the Knee will be built, allowing better mobility and reducing chances of injury.

Empowerment:

A Knee Protocol would be devised which would be a part of their weekly training programme targeting muscle imbalance correction and also managing aggravation of any lifestyle related degenerative changes.

Weekend 3

Day 1

Gait/Run:

The way we Walk and Run has a deep-rooted influence on our physical health, and can be a major factor in injuring ourselves. Through correcting one's Step Length, Weight Bias, Ankle Movement, and various other factors, a lot of needless injuries, and pain can be averted, allowing you to focus on what really matters.

Knowledge:

Gait Analysis: From the range of motion of the knee and hip, to the foot stride, using a 3-D Camera, the Walker view can generate the patterns of a participant's walk in a matter of 30 seconds! The step length, load symmetry, and Centre of Gravity Displacement can help us understand the overall impact of the posture, muscle imbalance, and dysfunctions in their walking stance.

Run Analysis: Using the same systems mentioned in Gait Analysis, the Walker View can also gauge the running patterns of a participant. This is vital to maintain optimum performance, and helps with preventing injuries.

Intervention:

With Gait/Run Training, the Walker View allows Real-time Biofeedback through its 3-D Camera. It allows a participant to correct his/her movement as they are training on the device. Based on the findings, a Strength, mobility, flexibility programme would be created to correct the overall gait cycle as well as imbalances.

Intervention:

Stretching programmes before a run can be given, as well as tips on how to pace a run. The Participant will follow the programme over the weeks to gauge improvement and a reassessment will help us trace the corrections achieved and design a programme with further intervention.

Weekend 3

Day 2

Functional Movement/Mobility:

Through Functional Movement Screening, we would be able to generate information on various functional movements like squats, lunges, shoulder flexion/abductions, Trunk Mobility testing on functional line with the help of Sensorised Flooring and 3-D Camera to quantify lack of Control and Quality of Movement, and its impact in everyday activities.

Knowledge:

- Muscle Strength Testing
- Strength Control Testing
- Mobility Testing
- Muscle Endurance (Upper Limb and Lower Limb)
- Agility Testing
- Reaction Time Testing

Intervention:

With Occupational Therapy, the devices allow a participant to recreate daily activities, but with guided movement biofeedback. The Tests will help us design the suitable functional and strength training programme based on progression or regression of Exercise.

Empowerment:

Home Exercises Core Strength and Stability Programme; Strength Control Programmes would be incorporated based on results. Participants would also get to experience Advanced Strength and Conditioning Training with Electrical Muscle Stimulation Devices (EMS), which provides a 20 minute workout equal to a 90 Minute Intense Gym Routine!

Weekend 4

Day 1

Recovery:

Allowing the body to recover from stress and extensive periods of Activity is as important as Training. Through Recovery Protocols, we look to provide the best possible Interventions for Recovery that Technology can offer, and work towards helping you recover better and be ready for a new day!

Knowledge:

After a consultation of daily activity, Tests will be suggested by our Expert Physiotherapists, which will be assessed on the Devices at the Centre. Recovery Protocols would be part of their weekly training schedule.

Intervention:

Cryo-Therapy (where Applicable) will be conducted, where Participants will be subjected to controlled cold below 100° Celsius. Targeted Recovery Treatment Sessions will also be conducted.

Empowerment:

Recovery Protocols such as Foam Rolling Exercises, Self-Releases, and PNF (Proprioceptive Neuromuscular Facilitation) Stretching for additional Flexibility and Mobility would be a part of their Recovery Programme.

Outcomes

By the End of the Programme, we would look to ensure that every participant:

- Gains a better understanding of their body
- Learns to identify opportunities to better their well-being and work towards it
- Has lower chances of hurting themselves through bad posture
- Feels more in control of their movement, and more Focused when at Work
- Begins to incorporate a more Healthy and Fulfilling Routine into their daily Life!

For more **Details on the Programme**, please contact:

abtp.co.in/corporate-wellness.html

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“You owe it to yourself to fuel your body, feed your dreams and follow what your heart desires. You owe it to yourself to experience pure joy when pursuing everything you want to, and not letting health issues drown out that fire. You owe it to yourself to nourish your body right, to exercise it right and to treat it right. This is why you need innovative health programs, such as The Corporate Athlete Program, which are designed to help you win, at work and at life!”

- **Prashant Jhaveri (Chief Executive Officer, Medi Assist)**

About Abhinav Bindra

Abhinav Bindra's journey to become the first and only Indian to win an individual Olympic Gold and the first Indian to win a World Championship Gold in Air Rifle shooting is an example of a single-minded quest for perfection. His victory at Beijing was not just a personal one; it broke a sporting barrier that had haunted the nation for a century.

Abhinav has won over 150 individual medals in an illustrious career that lasted over 20 years. He has been a recipient of the Arjuna Award and in 2001 became the youngest recipient of the Rajiv Gandhi Khel Ratna Award. In 2009, he was also conferred with the Padma Bhushan, India's 3rd highest civilian award. He was also bestowed with the title of (Hon.) Lt. Col. in the Indian Territorial Army. For his exceptional services to sports, he was awarded with the Blue Cross in 2018 by the International Shooting Sport Federation, which is the ISSF's highest honour.

Post his retirement from active sport; he founded ABTP – Abhinav Bindra Targeting Performance Centres, which use Sports Science and Technology to help an Athlete with Data Driven Training, through which verticals of Performance Enhancement, Strength & Conditioning, Recovery Protocols, and Injury Management/Prevention are explored. Through the Abhinav Bindra Foundation, Indian grassroots athletes are granted scholarships to train at their centres and grow under their technology. Mr. Bindra chaired the ISSF Athletes Committee for 8 years and is currently a member of the International Olympic Committee's Athletes' Commission.

"Every individual requires, and deserves access to physical well-being. In order to be productive in your day to day life, it is important to not only be honest with your work, but understand your body better. With the Corporate Athlete Programme, the advantage of Science and Technology can be leveraged to ensure integrating fitness and excellence in your life!"

- Abhinav Bindra (India's only Individual Olympic Gold Medallist)

Centres Map

