

PUMPONE ADDS PHYSICAL THERAPY PREHAB AND REHAB TOOL TO FITNESSBUILDER APP FOR IPAD, IPHONE AND IPOD TOUCH

NEW YORK, April 28, 2011 – As part of a major update to the FitnessBuilder App for iPad, iPhone and iPod touch, PumpOne announced its new FitnessBuilder PT tool is now available for physical, occupational and orthopedic therapists, as well as medical professionals. Available via In-App Purchase, this extension to FitnessBuilder is the most advanced mobile tool for in-office planning/tracking and at-home extended care for patients and clients.

Designed by PumpOne's physical therapy, exercise physiology and orthopaedic team, FitnessBuilder PT dramatically changes how physical therapy and rehab programs are administered. With over 6,200 exercise images & videos, 1,400 of which are flagged as physical therapy-specific, professionals can create and customize their own workflows or edit any of the 350+ pre-made ones covering multiple common injuries, and prescribe detailed rehab sessions to patients, digitally or via interactive PDFs.

Recovery from surgery or injury can be a slow, tedious process often requiring continued rehabilitation, particularly in the face of common degenerative conditions. In today's tech savvy world, current static image & text handouts are outdated and lead to poor adherence rates. They also lack compliance checks, motivational incentives and offer very little customization for progress and/or variation. Additionally, the therapist must attempt to deliver a full repertoire of education early in the course of recovery, knowing that much of this education will be lost before it can be used.

With insurance dictating the amount of time and visits that can be spent in both prehab and rehab, FitnessBuilder PT enters the market as a new innovative, state-of-the-art solution for patients to fully recover faster and more effectively, thereby giving medical professionals higher rates of success. This revolutionary tool with drag & drop customizable sessions, compliance checks and monitoring allows therapists to quickly and easily create home therapy programs.

Professionals can input all patient profiles and track progress, stats and measurements in one place, providing easy access to patient data. Rehab workouts can be assigned to a patient's dashboard as well as emailed to them via an interactive PDF with videos and detailed intensity. If the patient has the consumer FitnessBuilder Plus offering, they will receive a notification, and the prescribed PT sessions will automatically be added to their app.

A unique PT feature allows the patient's rehab session logs to be automatically synced back to the professional's device on the patient's dashboard. This groundbreaking advice-to-feedback loop from professional to patient and back is the new gold standard in 21st century monitoring of patient progress.

FitnessBuilder PT ushers in a new era of prescribing preventative, rehab and life-changing exercise advice to all patients, with thousands of exercises and hundreds of workouts including sessions for Lumbar, Cervical and Thoracic Spine, Shoulder, Hip, Knee, Ankle and Wrist.

The FitnessBuilder App is available for \$9.99 from the App Store on iPad, iPhone and iPod touch, or at www.itunes.com/apps/fitnessbuilder. The FitnessBuilder PT tool is available for \$39.99 (one month) or \$299.99 (12 months) through In-App Purchase

Full details of FitnessBuilder PT are available at www.pumpone.com/pt. Email trainer@pumpone.com
High-resolution press images available at www.pumpone.com/press