

**Overview:**

The National Academy of Sports Medicine (NASM) is the global authority in developing evidence-based health and fitness solutions designed to optimize an individual's physical performance goals. Over the past 20 years, NASM has employed its vast knowledge and scientific research findings in the health and fitness industry to develop innovative certification, education and training programs. The objective of these cutting-edge programs is to transform and empower people to live healthy lives.

Research & Consulting

- Research and development for NASM education is conducted at the University of North Carolina's start-of-the-art facility in Chapel Hill.
- UNC-Chapel Hill also conducts research on equipment developed by NASM strategic partners, serving as an objective third party in the product-development phase

NASM serves as a performance consultant for MLB, NBA and NFL teams and athletes, as well as many amateur athletes and fitness enthusiasts.

Continuing & Higher Education

- NASM education is integrated into the curriculum of accredited career training schools like **MTTI-WellSpring**, and bachelor's, master's, and doctoral programs offered by the California University of Pennsylvania the Arizona School of Health Sciences.
- NASM offers health and fitness professionals more than 20 home study courses to stay abreast of the latest industry trends. Course topics include: Corrective Exercise, Human Movement Science, Exercise Technique, Special Populations Training, and Training for Weight Management

Certifications and Programs:

NASM delivers measurable results for a wide range of consumers – from professional and Olympic athletes to health club members. A key to this success is the company's proprietary, evidence-based *Optimum Performance Training (OPT)* model. The OPT methodology:

- Is a systematic approach to health and fitness developed exclusively by NASM and serves as the foundation from which all other NASM programs and certifications are based.
- Focuses on several components of training, including flexibility, cardiorespiratory, core, balance, power and strength.
- Integrates total-body training program used for conditioning and rehabilitation.

The core of NASM evidence-based health and fitness solutions include:

Certified Personal Trainer (CPT) Certification

- Educational training program and certification for personal trainers focusing on movement science, exercise science, nutrition and behavior modification.
- CPT provides training in goal specific program design for optimal results, accurate assessment for everyone from first time gym members to high-level athletes, and teaching exercises in a safe and effective manner adaptable to any client.

Performance Enhancement Specialist (PES) Advanced Specialization

- Allows a practitioner to create highly individualized and integrated training programs that enrich training and maximize athletic performance.
- Training covers human movement science, athletic posture, nutrition, integrated training for athletic performance, core balance, speed and strength training.
- PES is among the most respected advanced training available to athletic trainers on the high school, college and professional levels.



Corrective Exercise Specialist (CES) Advanced Specialization

- Specialization that focuses on the ability to work with musculoskeletal impairments, imbalances or post-rehabilitation concerns leading to pain and fatigue.
- CES is often used with athletes of all levels to ensure that repetitive motions do not become painful or dangerous.

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