

Mountain Land Running Program

The Science of Running, Keeping You Running



Running with MLR

15 years ago (2002)

The start of the Mountain Land Rehabilitation (MLR) Running Program could only be described as organic. Nylin Johnson, PT, MOMT, ATC, MLR Regional Manager, and Clinic Director initiated a personal fitness program due to the onset of a personal health issue. Nylin decided that running was going to be his exercise of choice and he chose to start a running club with his peers in his community north of Salt Lake City, UT. The running club would certainly motivate his fitness compliance. With his involvement in the local running community, he naturally began to treat more runners in his MLR clinic. Nylin's community involvement expanded when he was

approached by the founders of the newly established Ragnar Relay Race to provide the sports medicine for the Wasatch Back Relay. Now fourteen years later, Ragnar has expanded worldwide and MLR continues to provide the sports medicine for their Utah-based races. Nylin's increasing involvement in treating runners in Davis and Weber County naturally piqued the interest, and competitive spirit, of other MLR therapists in his Northern Utah Region.



8 – 10 years ago (2007 to 2009)

While interest in treating runners in Davis and Weber County was increasing, MLR also began to experience similar interest among the therapists in their Salt Lake County Region. Another MLR therapist, and Clinic Director, Mark D Anderson (at MLR we have to put the D in his name whenever we refer to him so as not to confuse him with our esteemed President and long-time NARA member Mark Anderson) became interested in the treatment of runners. As a runner himself, Mark D started attending therapy and running courses by Bryan Heiderscheit, PT, PhD, from the University of Wisconsin. Mark D was interested in using video analysis to evaluate runners and offer biomechanical retraining to both treat and prevent injuries in runners. Soon Mark D's interest in treating runners spread among the other MLR therapists in the Salt Lake Region.

Mountain Land Running Program

The Science of Running, Keeping You Running

Significance and Recognition

5 years ago (2012)

With significant interest among MLR therapists now in Davis, Weber, and Salt Lake Counties, there was a general explosion of interest in treating runners across all MLR Regions including Southern Utah and Idaho, as well. Rick Lybbert, PT, OCS, & Chief Operating Officer of MLR, was regularly receiving requests from therapists throughout MLR to attend running education programs. Rick queried the therapy staff and 100% of MLR therapists were interested in forming the MLR Running Committee to look at the possibility of developing a consistent Running Program across the company.

4 years ago (2013)

Because of the level of therapist interest, MLR formed a Running Committee to determine who would be the best therapist/specialists to lead the design and development of a new Running Program. The Committee ultimately decided to seek outside leadership from an expert in the field. After narrowing its candidates to two internationally known running specialists, a day long "interview" was scheduled with each

and three members of the committee traveled to each running specialist's place of work. While both candidates were more than qualified, Bryan Heiderscheit, PhD, PT was found to be a perfect fit of personality, values, vision, and enthusiasm for the Running Specialty Program. Dr. Heiderscheit was equally excited and immediately began to expand the MLR team vision. He said – "you'll know that you are the running specialists when you put on a conference and are willing to share all that you know with your competitors". The team set this as their 3-year goal.

A few months later, Dr. Heiderscheit flew to Utah and was introduced as the Director of Mountain Land's Running Specialty Program. In a two-day course, Bryan trained over 60 MLR therapists in running mechanics, video analysis, footwear, and current concepts in the treatment of common running injuries. This was the largest meeting



of MLR therapists to date. As a follow up to the initial training, Bryan hosted a one hour monthly webinar inviting all therapists interested in becoming running specialists to attend. The webinar was approved by the Utah Physical Therapy Chapter for CEU credit under the UPTA Peer Reviewed Journal Study category. At first Bryan focused on case study discussions and continued video analysis but soon transitioned to a review of current literature focusing on running related subjects. Eventually, two MLR therapists were assigned to present the articles and Bryan would offer supporting commentary. This process helped facilitate the development of MLR therapists into true running specialists.

Mountain Land Running Program

The Science of Running, Keeping You Running

In an effort to recognize therapists who were growing their patient population of runners, MLR formed the 26.2 Club (a play on the 26.2 miles in a marathon race). Participating MLR therapists that completed 26 running evaluations, became part of the 26.2 Club. In addition to bragging rights, they received a unique and special MLR Running Club hoody with a very hip logo!



Grow the Passion

Throughout this time MLR continued to provide race support in their local running communities. MLR therapists recognized that the most significant contribution they could make to a runner was to help keep him or her running, and that there was no better place to offer this expertise than in the Ragnar relay races where runners are required to run three different times during a 24-hour period.

Eventually support for these relay races expanded beyond the clinical staff and into MLR Administration. It was so much fun that everyone wanted to join the action! Currently in its 15th year, The Ragnar Wasatch Back Relay now attracts 30-40 MLR employees including therapists, administrative staff, aides, and executives. All actively participate either in race support, or as runners. The Mountain Land Running Program has truly become a cultural bonding experience for our company. It's an annual event for MLR! To this day, MLR continues to support the Ragnar Races with overnight coverage throughout the tenure, geography, and topography of the race. This is big. This is a total MLR volunteer effort that contributes time, money, resources, personnel, and recruited volunteers. If you are nearby, MLR will pull you in to support this generous effort, and then the hook - you will love every minute and be enthusiastic to sign up for the next race.

2 years ago (2015)

At year 3, the MLR team knew that they wanted to put on some kind of continuing education for the community. Dr. Heiderscheit returned to Utah for two nights of lectures. The first night was for Medical Professionals (therapists) where he lectured for a couple of hours on running mechanics – free. The following night was for laypersons (runners in the community) – debunking the myths of running injuries (60 people were in attendance). The events were a success, and MLR was pleased to meet their 3-year goal of sharing knowledge with both medical peers and the running community.



Mountain Land Running Program

The Science of Running, Keeping You Running

As a result of Mountain Land Running Program recognition – MLR therapist, Jeremy Stoker PT, DPT, OCS, was accepted to present a complicated Runner Case Study, on treating a female recreational runner with the use of video gait analysis and subsequent gait training at Combined Sections (APTA CSM).



1 year ago (2016)

MLR, Dr. Heiderscheit, and Jeremy Stoker created a Running Specialty Mentorship to nurture Jeremy's passion for treating runners, and to also create a path for others who might have a similar interest in having one-on-one training with Dr. Heiderscheit. The Mentorship consisted of bi-monthly online meetings with Dr. Heiderscheit and a 1-week visit to the University of Wisconsin Madison campus.

Jeremy participated in baseline testing for the sports teams. Jeremy followed this with a trip to the Saucony Runny Shoe Lab in Colorado. Jeremy reports that the Mentorship Program helped shape how he now treats runners, and introduced expertise that he is incorporating into his current and future practice.

In 2016, MLR decided that it was time to open up the monthly running webinars to therapists outside of MLR. This concept facilitated the transition from a running medicine webinar to the Mountain Land Running Medicine Podcast. Currently the podcast is published once per month and includes Bryan Heiderscheit as host, a Mountain Land therapist who specializes in running as co-host, and a guest speaker known for his or her accomplishments in running medicine. To date the podcast has attracted guests from around the world and has had thousands of downloads.

The Summits

The next big step for MLR was the creation of a destination running conference offering CEU's to attendees - enter the Mountain Land Running Summit in Park City. In its first year, the Mountain Land Running Summit offered training from 6 presenters (including 2 MLR therapists) and attracted 120 attendees from around the nation. The topics covered included:

- **Running Mechanics**
- **Race Day Issues**
- **Injury Management**
- **Running Across the Lifespan**
- **Returning to Running Post-Injury**



Mountain Land Running Program

The Science of Running, Keeping You Running



The 2016 Mountain Land Running Summit Program was accepted for CEU offerings by the Utah Physical Therapy Association (UPTA), and the Board of Certification (BOC). The first Mountain Land Running Summit brought in \$15,000 in profit. It's also important to acknowledge that the Mountain Land Running Summit is an equal partner with Dr. Heiderscheit; therefore, aligning incentives to ensure all involved are motivated for its success. Both the financial benefit of the Mountain Land Running Summit and the positive impact it had on the MLR brand was clear. The Mountain Land Running Summit established MLR as a recognized running expert creating increased credibility within our company, in the medical communities we serve, and among our peers on a national level.

This Year (2017)

The number of runners receiving care in MLR clinics continues to increase as our reputation as running specialists continues to expand. We are in the process of forming a Running Special Interest Group within MLR to address new initiatives. Areas of expansion will include creation of partnerships within our running communities, sponsorship of an elite running team, and a defined internal running mentorship program for new therapists joining MLR.

September will bring the 2nd Annual Mountain Land Running Summit in Park City. With medical professionals from 15 different states and 3 different countries, our number of attendees currently signed up exceeds the actual number of attendees in 2016. Our expectation is a 30% growth in attendance over our first year.

This year's Summit will feature 8 presenters, 14 presentations offering 12 CEUs. The conference has been accredited through the Utah Physical Therapy Association, and MLR is a Board of Certification (BOC) Approved Provider of Level 1 Continuing Education activities for Certified Athletic Trainers. We are excited to announce that this year the 2017 Mountain Land Running Summit is also accredited by the Utah Medical Association to provide continuing medical education for physicians.

Upon completion of the 2017 Mountain Land Running Summit, participants will be able to:

- Determine the appropriate equipment to conduct a video running analysis and identify factors that can influence its accuracy.
- Identify how running mechanics differ between males and females, and following common knee joint surgeries.

Mountain Land Running Program

The Science of Running, Keeping You Running

- Describe normal tendon anatomy and mechanics, pathophysiologic processes involved in tendinopathy, and associated symptoms.
- Recommend evidence based strategies in the management and prevention of common running-related tendinopathies, including injection therapies, loading progression and soft tissue mobilization. Determine common barriers and challenges to transitioning from high school to college distance running.
- Describe key factors in developing an effective training program for a variety of distance running populations including competitive athletes, older runners and for those returning to running post-injury.

After 15 years of organic growth and 5 years of intentional growth, we feel we have accomplished our original goal of being running specialists, and being known as running specialists. Together we have created opportunities for our therapists to maximally expand their knowledge and skills in treating runners. Simultaneously we have had a significant increase in therapy business related to runners, and this continues to create opportunities to apply our new knowledge and help keep runners running.



About Mountain Land Rehabilitation

Marketing effort in support of the MLR Running Program has increased MLR online presence, running website activity, and promoted MLR specialty services throughout our clinical locations. Our reputation as running specialists has increased our recruiting ability with outside therapists approaching MLR and wanting to join our team so that they too can become running specialists. Finally, our ability to now offer clinical education through our monthly Mountain Land Running Medicine Podcast, and actual CEU accredited education through the Mountain Land Running Summit, has created an opportunity for us to hopefully help other medical professionals beyond the walls of MLR grow their passion and effectiveness in helping runners keep running. Ultimately, our running specialist journey has helped bond our company together and has established the MLR brand as a company committed to its number one Core Value – Clinical Excellence.

Mountain Land Running Program

The Science of Running, Keeping You Running

How Can NARA Members Replicate?

There must be organic passion. Passion is the fuel in the engine. You can have the fastest racecar in the world and it won't move an inch without fuel. Running is ideal because it is something that a lot of people are passionate about and even addicted to and there is already a huge infrastructure in place that includes races and periodicals and shoe stores all just waiting for us to leverage. It's true that not all specialty programs have an infrastructure as developed as running, however, they also have less competition and therefore it may be easier to quickly get to the front of the pack. At the end of the day, as long as there is true organic passion it automatically crosses over into life. Life crosses over to health.

How to become a _____ specialist, and how to become known as a _____ specialist:

- ✓ Identify a specialty with organic passion among a group of therapists.
- ✓ Recruit a national/international leader in the specialty to help create and lead the program, and establish the foundation of the reputation.
- ✓ Have the leader provide initial training in the specialty area to the interested therapists.
- ✓ Create a routine of monthly training possibly in the form of a webinar or podcast, be creative so that the training inspires your team.
- ✓ Package, market, and provide a clinical service relating to the specialty program. Get the word out.
- ✓ Identify and participate in events related to the specialty program to further integrate into the specialty program's existing culture, as well as your culture.
- ✓ Build an online presence of the specialty program by creating a specialty program microsite on the Company web page.
- ✓ Participate in clinical research related to the specialty program.
- ✓ Write articles, speak to colleagues, and publish results based on what you are doing.
- ✓ Provide continuing education to others in the industry with similar interest in the specialty program.
- ✓ Have fun!

Mountain Land Running Program

The Science of Running, Keeping You Running

Running Program Contributors



Nylin Johnson, PT, MOMT, ATC

Regional Manager, Clinic Director, Physical Therapist, Certified Athletic Trainer

Nylin received his Bachelors degree in physical therapy from the University Of Utah and his master's degree from the Ola Grimsby Institute in San Diego, California. He is also certified as an athletic trainer. Nylin has lectured and instructed in the techniques of manual therapy and medical exercise therapy throughout the United States. He has been located in the Davis County area since 1988. He has practiced in Kaysville since 1995.

Nylin donates much of his time and services to the local community, and High Schools during athletic events, conferences and seminars. He is married to Jacie, and is the father of 3 great children. Nylin enjoys running, fly fishing, biking, camping, and most outdoor events.



Rick Lybbert, PT, OCS

Chief Operating Officer, Physical Therapist, Board Certified Orthopedic Specialist

Rick Lybbert was born and raised in the San Francisco Bay Area and was required to drive a long four hours to the nearest ski hill. At age 14, he and his best friend made a pact to become roommates at the University of Utah so they could snow ski all winter long. While fulfilling this pact, Rick received an education at the University of Utah school of Physical Therapy and graduated in 1996.

Upon graduation, Rick began his professional career with Mountain Land Rehabilitation where he continues to serve to this day. Initially, Rick worked as a traveling therapist covering Mountain Land clinics in Utah, Idaho, Colorado and Oregon. Within a year Rick opened the

Mountain Land Millcreek Clinic location where he served as Clinic Director for the next 12 years and became board certified in orthopedics. When the company's needs changed, Rick transitioned out of his clinical practice and took on various administrative and management responsibilities. Rick is now a partner in Mountain Land Physical Therapy and currently serves as the company's Chief Operating Officer. Outside of work, Rick loves spending time mountain biking, water skiing, and yes, snow skiing with his wife and three kids.

Mountain Land Running Program

The Science of Running, Keeping You Running



Jason Lobb, PT, OCS

**Strategic Analyst, Regional Manager, Physical Therapist,
Board Certified Orthopedic Specialist**

Jason Lobb has been a physical therapist at Mountain Land Rehabilitation since 2000. Jason grew up in Maine and graduated from Husson University with a Master's degree in Physical Therapy. After graduation, Jason moved to Salt Lake City to explore the west and begin his career as a Physical Therapist. He found his niche in outpatient orthopedic and sports rehabilitation and in 2011 became Board Certified as an Orthopedic Specialist.

Jason also has a passion for the operational side of physical therapy and currently serves as a Regional Manager and Strategic Analyst for Mountain Land. In his free time, Jason enjoys many outdoor activities with his wife and daughter including cycling, skiing, running, and camping.



Mark D. Anderson, PT, MPT, OCS

Physical Therapist, Clinic Director, Board Certified Orthopedic Specialist

A native of Salt Lake City, Mark is a Board Certified Orthopedic Clinical Specialist and received his Masters of Science Degree in Physical Therapy from the Medical University of South Carolina. Mark has an emphasis in manual therapy and orthopedic care, is a Running Rehab Specialist, and is ASTYM certified. He is fluent in Spanish and is specialized in Functional Capacity Evaluations for return-to-work and return-to-activity cases. He has been an invited lecturer for the Utah Association for Justice and Utah Trial Lawyer Association with regard to his personal injury treatment model and functional capacity testing.

In his free time, Mark enjoys spending time with his wife and 6 kids, skiing, mountain biking, running, weight training, and basketball. He is an avid NBA and NFL junkie.



Jeremy Stoker, PT, DPT, OCS

Physical Therapist, Clinic Director, Board Certified Orthopedic Specialist

Jeremy's passion lies in movement. He loves anatomy and physiology and using his knowledge of both to expand and enhance movement for his patients. As someone who enjoys moving and being active himself, Jeremy gets excited when he is able to help others be the kind of "active" they want to be. He is a certified USA track and field coach and tries to use that knowledge when helping patients of all ages. Jeremy is a board certified orthopedic specialist, and uses his skills and knowledge to help people get better faster. He loves helping others get past pain and incorporate the ability to move back into their life. Jeremy prides himself on focusing on full wellness and health, instead of just injuries.

Jeremy has run multiple marathons and enjoys being active in any way possible. When he is not in the clinic, Jeremy is most likely with his awesome family of three kids and beautiful wife.

Mountain Land Running Program

The Science of Running, Keeping You Running



Bryan Heiderscheit, PT, PhD

Physical Therapist, Director of Running Speciality Services

Dr. Heiderscheit practices physical therapy at the UW Health Sports Rehabilitation Clinic and is the Director of the UW Runners Clinic. He specializes in the diagnosis and treatment of patients with running-related injuries. Bryan Heiderscheit, P.T., Ph.D. is an Associate Professor in the Departments of Orthopedics & Rehabilitation and Biomedical Engineering at the University of Wisconsin-Madison. He received his physical therapy training at the University of Wisconsin-La Crosse and his doctorate in biomechanics from the University of Massachusetts. Dr. Heiderscheit is co-director of the Neuromuscular Biomechanics Laboratory at the University

of Wisconsin-Madison and director of the Runners' Clinic through the University of Wisconsin Sports Medicine Center. His research is aimed at understanding and enhancing movement coordination as it relates to pathology, with recent projects focused on the mechanisms of hamstring strain injuries and running-related injuries. Support for his research includes the NFL Medical Charities and the National Institutes of Health.

Dr. Heiderscheit has received several awards from professional societies including the Margaret L. Moore Award for Outstanding New Academic Faculty Member by the American Physical Therapy Association. He is an Associate Editor for the Journal of Orthopaedic and Sports Physical Therapy and an active member of the American Physical Therapy Association, serving as Chair of the Running special interest group and Vice-Chair of the Biomechanics special interest group. Dr. Heiderscheit is a science advisor to the Natural Running Center.



Nick Woolley

Director of Marketing

Nick was born and raised in northern Utah before moving to the Salt Lake area in 2005. Nick specializes in a variety of marketing disciplines including website management, graphic design, print production, copywriting, videography and photography. He has been a member of the Mountain Land Team since 2012. In his spare time, Nick is passionate about spending time outdoors, exploring the intermountain west. He particularly enjoys hiking, backpacking, whitewater rafting and spending time with his wife and dogs.

© 2017 Mountain Land Rehabilitation