Have you found yourself putting in hard work on the field, at the gym, on the bike or the track without seeing the results you are striving for? Have you or someone you know worked really hard in physical therapy to come back from an injury, only to suffer a setback that delayed your recovery for a few more months? For many athletes – professionals and weekend warriors alike – this phenomenon can deliver a crushing mental blow. Method has developed a new technology to help its clients work smarter, not harder, and unlock the maximum potential of each athlete and patient by identifying the individual’s metabolic fingerprint, and in doing so, create a precision approach to exercise, training and rehabilitation.

“We are bridging the gap between exercise and medicine through an intelligent mix of cutting-edge science and technological innovation,” Craig Domeracki, CEO and President of Method says. “We do this by providing individualized metabolic evaluations for each patient, which then allows the prescription of optimal exercise.”

Method achieves this objective through a test that measures an individual’s key metabolic markers. These numbers are fed into the Method app’s algorithm and crunched in real time to generate an individual’s “metabolic fingerprint.” The test takes about 15 minutes to complete and clients are immediately provided with a readout of their personalized results with three distinct points identified: prime, anaerobic and peak heartrates. The “prime” zone is the point where the body is most efficient and where clients are most likely to realize performance improvements.

“A lot of people make the mistake of thinking that if they’re not breathing hard the whole time, they’re not maximizing their potential,” Nicholas Edwards, Director of Exercise-Medicine Integration in the Department of Family Medicine at the University of Colorado School of Medicine and Method co-founder says. “In fact, many of these people are actually creating a net-negative impact on their fitness and increasing their risk of injury by pushing too hard for too long.”

As the body moves between the prime and anaerobic zones, it uses less oxygen and relies more on faster release fuels. Upon reaching the anaerobic zone, the body is completely dependent on stored carbohydrate for energy. As the body is pushed into the peak zone, it is depleted of stored fuels and can begin to catabolize muscle. Staying in this zone can actually decrease performance and increase the risk of injury.

“Our goal is to empower people to train smarter by providing them with tangible data that applies specifically to them,” Edwards says. “The Method system also empowers physicians, physical therapists and coaches to prescribe exercise protocols that meet the needs of each specific patient, whether that individual is a professional athlete, a physical therapy patient recovering from a hip replacement or someone taking preventative steps to avoid one.”

The anchor of the Method system is the app. Once the platform has been adopted by a family doctor, physical therapist or athletic trainer, every patient or athlete under that individual’s care is linked to the app. This gives...
physicians the ability to monitor their patient’s progress – ensuring that a) they’re doing the prescribed work; and b) that they are working within the optimal performance guidelines for their individual needs.

Method is currently operating in 6 states and by year end will be in 8 to 10 with the goal of being in all 50 states within the next several years.

At a time when there is an abundance of data available in the medical and health and wellness spaces, Method is providing actionable data to its clients, creating successful outcomes with precision-driven results.

Bottom left: Nicholas Edwards, Director of Exercise-Medicine Integration in the Department of Family Medicine at the University of Colorado School of Medicine prepares to administer the test. He is holding the lactate monitor. The Method app is on his tablet on the cart.

Middle: The contrast between test results (top line) and ideal curve (bottom). A result closer to the bottom line should be achieved by following the personalized exercise prescription.

Top right: The test, which typically lasts about 15 minutes, is administered on a treadmill by gradually increasing the speed and measuring heart rate and lactate levels at regular intervals.