

# 3 Rivers Promotes Exercise as Fun and Games

How many people have started an exercise program, only to quit shortly thereafter due to boredom with the routine? It happens all the time.

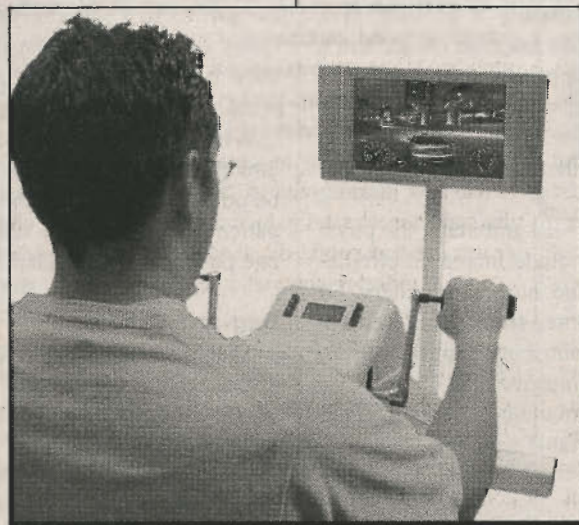
But the makers of the GameCycle hope to put an end to that. GameCycle combines video game play with an upper body workout. Users control video games by steering and cranking the controls in a similar method to hand cycling.

Recently, *ADVANCE* spoke with David Boninger, vice president and co-owner of 3 Rivers, along with biomedical engineer Chris Simms. Boninger and Simms offered more details on this innovative product.

**ADVANCE:** *What patients and settings are most appropriate for your product?*

**3 Rivers:** The product has a very broad appeal. A wide range of patients and settings—from large clinics to small private practices, schools and even general fitness centers—can benefit from this product. Users both young and old will enjoy using the GameCycle.

More particularly, in terms of clinical settings, the GameCycle is particularly useful in neurorehab settings, for patients who have sustained brain injuries or had strokes. Also, patients with spinal cord injuries and spina bifida will find this useful. Because it is an upper-



it's very much a research-based product. Many of the products we develop are funded by federal grants, and the GameCycle is an example of this. Research has been and continues to be conducted so that we also have evidence that it not only encourages exercise, but leads to exercise benefits as well.

I think the two things that most distinguish the product are the game innovation itself, and the fact that it's both research and evidence-based. As the GameCycle enters the marketplace, consumers know that it's been well tested.

**ADVANCE:** *What features makes your product the preferred product for PTs?*

**3 Rivers:** One thing PTs are very concerned with is compliance. Because of its entertaining component, people are willing and eager to use the GameCycle, which makes compliance and consistent exercise more realistic and attainable. It also provides an exercise outlet—just from a purely cardiovascular standpoint—for PTs to recommend to their patients.

Finally, because other products we have are targeted toward PTs, we know how busy they are. Therefore, we try to keep our products as simple and user-friendly as possible.

**ADVANCE:** *How can the product help a company's bottom line?*

**3 Rivers:** I think that having an innovative, exciting way to exercise in the clinic will bring patients in and keep them coming back. Any clinic or company's bottom line is to bring in revenue through patients and clients. The GameCycle has that leading-edge, excitement component to it that helps bring people through the doors.

For example, clinics that have GameCycle already are using it in their own advertising. So I think the proof is there that it will help the bottom line. It can also be billed through CPT codes fairly easily, so I think there are more subtle ways it will help the bottom line. But most importantly, it's the type of product that will bring people through the doors.

**ADVANCE:** *What's the best way to view and demo the product?*

**3 Rivers:** The easiest way is to contact us on our website, at [customer@3rivers.com](mailto:customer@3rivers.com). We encourage people to demo the product—once people see it, it will generate a lot of excitement. Last week, we spent two days at a children's clinic in Tucson, and having a chance to play on the GameCycle got these kids really excited. ■

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—David Boninger

body device, it's especially well-suited to people who cannot exercise with their legs, as well as people who could benefit from cognitive aspects as well.

Ironically, our older patients have really enjoyed the games. We were a little apprehensive at first, but they say they really appreciate the simplicity of the games, as opposed to the newer video game systems with all the buttons and different controls.

**ADVANCE:** *What sets your product apart from the others in the industry?*

**3 Rivers:** The first thing is the innovation itself—there are upper-body exercise machines out there, but the introduction of the game interface makes this form of exercise entertaining as well as more challenging. Another thing that differentiates the GameCycle is that

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ADVANCE THANKS DAVID BONINGER