

CAPABILITIES STATEMENT

Woman-owned fitness and wellness provider led by Theresa Cordova. DBA GEM Fitness operates our studio brand and signature Guided Exercise Membership (GEM) - personalized, science-based exercise prescriptions. We serve adults, youth, active agers, and special populations in studio and in-home/community settings.

Core Competencies

- On & Offsite Fitness Programs: in studio, in-home, employer, and partner/community sites.
- Guided Exercise Membership (GEM): individualized training with on-floor supervision, weekly reviews, and integrated group classes for measurable progress.
- Personal & Small-Group Training: strength & conditioning, functional movement, balance, mobility, cardiovascular training, and group fitness classes.
- Workplace Wellness: movement education, posture/ergonomics, and injury-risk reduction
- Post-Rehab Return-to-Fitness (Non-Clinical): goal-aligned progressions coordinated with provider recommendations.
- Accredited CEC Provider & Trainer Development: NASM-approved continuing education for fitness professionals, plus workshops in exercise mechanics, functional movement, fall-prevention (Otago), and brain health - cognitive-motor methods (MOM).

Areas of Expertise

- Leadership & Methodology: 20+ years in movement education, certification, exercise prescription, program design, and biomechanics-informed coaching.
- Fall-Prevention: implementation of Otago-style balance and strength progressions for older adults.
- Neuro-Informed Training: Alzheimer's and Parkinson's focus, dual-task work, stage-appropriate cueing, tempo/sequence strategies, and visual/auditory prompts.
- Continuity After Skilled Therapy: structured, non-clinical progression when PT eligibility ends, maintaining routine, safety, and participation based on current abilities.
- Mind Over Matter (MOM): proprietary cognitive-motor framework integrating functional movements with sequencing, memory, cross-body patterns, gait/balance, and timing/tempo—plus complex task to support independence and help delay functional decline (non-clinical; no medical claims).
- Inclusive Design: programs adapted for varied ages and abilities.



Differentiators

- Client-defined programming: challenging yet aligned with each member's abilities. (including later-stage cueing limitations)
- GEM dedicated-coach model: initial exercise prescription tailored to abilities/needs/goals, weekly micro-progressions, and one monthly 1:1 session for reassessment/new exercises.
- Integrated pathway: seamless blend of personal training and group classes to sustain engagement and measurable progress.
- Safety & outcomes: Guided Exercise - weekly program reviews; documented progressions; measurable improvements
- Continuity of care gap-closure: seamless handoff from PT discharge to professional-led, non-clinical progression
- Brain-health integration: MOM Cognitive-motor training with music-based and multi-sensory cueing; dual-task progressions to support functional independence.
- Flexible delivery & programs: studio, in-home concierge, and partner/community sites — including senior-living fall-prevention and municipal adaptive group fitness.

Past Performance and Engagement

- Brain Health Support: ongoing Alzheimer's/Parkinson's small-group and 1:1 training incorporating MOM cognitive-motor work
- Senior Fall - Prevention: ongoing Otago Program (Partnered with NYU Langone). Implemented 8-week cycles of the Otago-based balance fall prevention program
- GiGi's Fit: ongoing inclusive fitness program; ongoing adaptive group fitness programming for individuals with Down syndrome
- Employee Wellness - Head Injury Association - On-site implementation day featuring MOM cognitive-motor sample sessions
- Alzheimer's - Supported Fitness - Long Island Alzheimer's & Dementia Center - group sessions using MOM cognitive-motor elements with modified cueing and caregiver participation for safe daily movement.
- School Wellness Days - Sayville & Connetquot School Districts
- College Wellness - St. Joseph's University (Wellness Day)

Company Data

Legal/Parent: Changes For Life | DBA/Brand:
GEM Fitness

Ownership: 100% Woman-Owned

NAICS: 713940 (Primary), 611620 (Secondary)

Insurance: General & professional liability
maintained

Service Area: Long Island, NY and Florida

Contact

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Guided Exercise Membership