



## Bill Crawford - How To Get Great Client Results With MedX Machines

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### 1. Introduction

This checklist provides guidance on how to train clients on MedX machines for best results, and how to sell the benefits of MedX to prospective clients.

Please note that the following information is based on **Bill Crawford's expert opinion**. There are many different view points in the exercise industry on the best way to personal train, the pros and cons of various exercise machines, and how they should be used for maximum benefit. Therefore, it's important that you take what is useful to you from this document and discard what you think is not. Check out Bill Crawford's excellent MedX demonstrations on his [YouTube channel](#).





## **2. MedX Training Principles**

1. Avoid lockout on all movements to keep tension on the muscle and reduce injury risk (an exception to this may be on a MedX Overhead Press, where one may lock out the elbows and still feel tension on the shoulder musculature).
2. Strive for smooth turnarounds at either end of the movement to arrest momentum and inertia.
3. Machine settings and protocol should be determined by the mechanical structures of the client and the feedback and preferences they provide. Everyone is different and an individual knows their body better than anyone else.
4. Exercise with a full range of motion when possible to ensure maximum muscle fibre recruitment and best results.
5. Workout order follows large muscles to small muscles. Finish the workout with abdominal muscles.

## **3. MedX Machine Training Tips**

### **1. MedX Leg Extension**

Full extension shouldn't be a problem for most people. The exception to this is if the client has some kind of knee impairment like arthritis or has had a knee replacement. In which case, a selectorized pin can be inserted in the weight stack to appropriately limit the range of motion.

### **2. MedX Chest Press**

The intended grip, according to the original manuals, is the vertical grip. The horizontal grip is similar to the bench press but reduces the amount of force placed on the shoulders and is therefore safer than a bench press. The different



grips enable the user to find the most comfortable hand position for them and provide a nuanced exercise stress.

One effective way to figure out the correct user settings is to sit the client in the seat and ask them to grip the vertical handles. If the seat height setting is correct, the users fists should be close to armpits in the start position. To set the back rest correctly, ask the client to fully extend their arms whilst seated. At full extension, there should be 2-3 inches of space between the client's fists. If the space is wider, the client is too far back, if the space is closer, they are too far forward.





### **3. MedX Leg Press**

With the seat back Down, the client has greater range of motion, but with the seat back Up, there is more pre-stretch in the gluteal muscles. Small people tend to prefer the seat back Up and larger people tend to prefer the seat back Down. Bill has found that most people prefer the Middle position. Much of this is down to client feel and preference.

The correct seat position can be determined by ensuring that the movement arm hits the bumpers before the clients legs reach lock out and that the client can make it all the way back into the starting position where the weights touch / knees are as close to chest as comfortable. Selectorized pins can be used to adjust the range of motion if required.

The MedX Leg Press is often criticised for having a limited load. You can overcome this limitation with manual resistance on the movement arm to increase load or slow down the movement, increasing the time-under-load and time spent in difficult spots in the range of motion.

The client should have the same load on each side of the leg press.

### **4. MedX Abductor and Adductor**

Larger people tend to prefer position one and smaller people tend to prefer position three on both machines.

### **5. MedX Lower Back**

The MedX Lower Back machine can be intimidating and counterintuitive for new users. Quite often, clients have been told to avoid loading the lower back by medical professionals.



Before Bill puts his clients in the MedX Lower Back he re-educates them on how to exercise the lower back for maximum benefit. He starts by explaining what we're taught about back exercises and demonstrates a hyper extension on a machine or rubber ball. He explains that, since the pelvis is rotating, much of the muscular work is done by the gluteal and hamstring musculature, and therefore, will not benefit the back as much as a direct stimulus. He may then explain how Arthur Jones came up with an effective way to exercise the lower back muscles, and introduces the client to the MedX Lower Back machine. He will then describe how the machine works, how it restrains the user, and how its designed to force an isolated contraction of the paraspinal muscles, which results in maximum benefit.

Moreover, clients may have been told by medical professionals that it's bad to go into compression, as this will cause the vertebra to compress down and squeeze the disks in full extension. At this point, Bill will bring out an anatomical manual and show pictures of the lumbar vertebrae. He'll show where the axis of rotation in the facet joint takes place and how when an individual goes into extension, this opens up the vertebra producing a pumping action, stimulating blood flow and the surrounding musculature. By this point, the client should have a basic understanding of the exercise and is ready to start training. Once they've experienced the machine, and realise it's a very safe exercise, they typically don't require any more convincing.

Make sure that the client pauses at both ends of the movement to arrest inertia and momentum. Bill coaches the client to move the weights as close together as possible without touching to provide continuous tension on the muscles.

A new Medical MedX Lower Back machine can cost ~\$40,000. On the secondary market, a Medical MedX Lower Back machine will cost \$5-10,000 and A Non-Medical MedX Lower Back will cost \$6,000-7,000.



## 6. MedX Rotary Torso

The client should be able to exercise with a full range of motion on the MedX Rotary Torso machine. The only limiting factors may be torso mass or previous injuries. If a client cannot exercise with a full range of motion, the goal should be to increase range of motion over time, using the incremental holes (positions) to progress gradually. If more range of motion causes pain, it's best to use this as a barrier to increasing range of motion.

## 7. MedX Ab Crunch

When a user limits their range of motion on the MedX Ab Crunch this does not mean they are turning off the target musculature. The adductors and adductors are producing an isometric contraction but the primary work is being done by the abdominal muscles. The abdominal muscles are bringing the torso into flexion. It can be very uncomfortable and difficult to reach muscular failure in the MedX Ab Crunch (LN: I find it productive to use forced hyperventilation sooner than normal



during the set to help me reach failure and have a more productive exercise). Bill's advice is to just push through the discomfort.

Whilst Bill acknowledges that a MedX Torso Arm or any pull down exercise will recruit the abdominal muscles in flexion, he prefers to address the abdominals in a single joint abdominal exercise like the MedX Ab Crunch.

Bill believes that you have a responsibility to educate the clients on MedX machines without overwhelming them with information. If a client understands and experiences the benefits, they are more likely to generate referrals for you.

#### **4. How To Sell MedX To New Personal Training Clients**

1. Unlike most exercise machines, MedX machines allow the user to increase the load by 2lb increments. This means that the weight can be set so it is never too heavy nor too light, and promotes rapid strength building and overall progress.
2. Most machines have a much higher starting foot pound resistance (the weight might be 20lb but the total load including foot pounds could be 40-50lbs). This can be dangerous if the user is not strong enough to exercise safely with the minimal load. MedX machines start with a legit 20lbs, since the weight stack travel distance is, often less, and no more than, one foot. This means that there is less momentum, inertia, and impact force, and the exercise is safer for the user.
3. MedX uses specialist designed cams to provide variable resistance curves that equalize resistance on contracting muscle fibres throughout the full range of motion. This means that the user is getting a more efficient and effective workout.
4. MedX produces very low friction during the range of motion. This means that the exercise is easier and safer to perform.



5. MedX provides multiple adjustable settings to tailor the machine to the client.
6. MedX is not typically available in big box gyms because it's prohibitively expensive and not generally appropriate for self-supervised trainees. Once you (the client) try MedX, you won't want to exercise on anything else.

## **5. Why A High Intensity Training Business Should Invest In MedX**

1. The personal trainer or user can change the load whilst the client is on the machine.
2. MedX have a long life expectancy and are practically maintenance free. There are no guide rods to clean (do not apply lubricant to guide rods).
3. MedX are the Rolls Royce of strength training equipment (as per the previous list).
4. Affordable MedX and MedX parts can be purchased on eBay.