Video Golf Analysis: A Business Opportunity for Athletic Trainers

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Eastern Athletic Trainers Association
57th Annual Meeting
Boston, MA
January 9, 2005
Workshop Objectives

• Understand the biomechanics of the golf swing including the most common mechanical reasons for poor golf performance

• Understand the components of a comprehensive golf specific stretching and strengthening program

• Understand the role Certified Athletic Trainers can play in improving golf performance

• Understand basic marketing principles

• Understand the economics of golf
Can a Certified Athletic Trainer improve golf performance?

- Do they understand basic biomechanics?
- Do they know how to implement a custom stretching program?
- Do they know how to instruct individuals in appropriate strength and conditioning exercises?
YES !
Golf economics 101

- Golfers spent $24.4 Billion dollars on fees and equipment in 2002. *
- $4.7 Billion on equipment. *
- $65/hour : average cost of lessons
- Country club members pay thousands of dollars per year on membership fees.
- <20% of all golfers have a handicap below 20.

*National Golf Foundation, 2004
http://www.rab.com/rab/saleslink/secure/ibs/ib_result.cfm
Working with golf instructors

• Work with them not against them
  – Program augments professional instruction
  – Program improves the golfers ability to do what
    the pro is asking them to do
    • Program helps the helpless golfer
  – Remember that we specialize in strengthening,
    conditioning and injury prevention NOT grip,
    swing plane, club selection etc…
Program benefits instructors by

- Increasing golfer’s endurance and strength
- Reducing/eliminating compensations needed to hit the ball straight

Thus allowing the Golf Instructor to focus on teaching the player how to work the ball
Setting up a program

• A Google search of Golf Therapy resulted in more than 317,000 hits
• Your program must stand out and it must contain
  – Orthopedic screening
  – Video analysis
  – Exercise prescription
  – Individualized programs
  – Extras ???
Golf analysis essentials

• Physical space
• Golf mat, practice tees and balls
• Net
• Computer
  – Movie editing software
• Digital camera
Video camera setup

- Digital camera needed for computer analysis
  - Fire wire is the current state of the art
  - USB not supported by all video editing software

- High speed shutter
- Good contrast
- Use tripod
- Simi Twinner Pro software
Camera setup essentials

• Capture motion from
  – Behind with golfer centered and in line with target
  – Facing golfer at 90°

• Must be able to visualize
  – Golfer’s feet ⇒ head
  – Club head at impact
  – Shaft of club throughout swing
Split Video
Marketing Strategies

• When to market
  – Gift certificates at holiday time
  – Late winter or early spring
  – Not during the summer !!!

• Which marketing medium is best for you
  – Radio
  – Newspapers
  – TV (local)
  – Cable
Selling yourself

• You must believe in yourself before you can make someone else believe in you !!!
• Professionalism is fundamental
• Don’t Bullshit
Components of a good golf swing
Components of a good golf swing
Setup

- Tips of toes parallel to desired flight path
- Club face square to ball facing target
Back swing

- Club is raised backwards keeping left elbow straight
- Weight transferred to right leg
- Trunk rotates to the right creating coiling affect for power
Swing Phase

- Club maintains proper “swing plane”
- Club head is square at impact
- Weight progresses from the right foot towards the left during downward phase of swing
Impact

- Weight on left foot at impact
- Elbows straight at impact
- Hips “pelvis” square at impact
Follow Through

• Trunk and upper body rotate around fixed left foot such that the hips “pelvis” face the target at the end of the follow through

• Shoulders externally rotated with club handle above shoulder height and club head behind body at end of swing
Golf swing pathomechanics

• Poor extremity mobility/ROM
  – Hip internal rotation
  – Shoulder external rotation
  – Wrist/Elbow/Forearm ROM

• Poor trunk mobility
  – Lack of trunk extension
  – Lack of trunk sidebend and rotation

• Insufficient control
  – Poor proximal stability
  – Extremity weakness
  – Inability to transfer weight onto left leg

• Poor cadence
Decreased hip internal rotation
Common compensations for tight piriformis

- Ideal
- Hips Open
- Hips Closed
Poor weight transfer

Never shifts weight to his left

Falls back and to his left

Sets up and shift weight to his right

Swings across body (baseball)
Compensations for poor shoulder and thoracic mobility

Limited external rotation

Hands move upward rapidly

Chest rotates up

Left hand never passes shoulder

Toping ball

Outside in swing vicious slice
Poor cadence
Golf Questionnaire

Name _______________________________________ DOB ____________ Soc. Sec. # : _______________
Home Address _______________________________________________________________________
City _________________________________________State_________ Zip Code________________
Telephone Home __________________Work ___________________

How did you hear about us :
   WPRO – Dan York  Atlantic Golf Shop   Cole’s River Golf Shop
   Cable TV       Barrington Times   East Bay Windows
   Yellow Pages  Physician   Friend : ____________________

Previous Injuries (please specify): ___________________________________________________________
_______________________________________________________________________________________
Surgery (please specify): ___________________________________________________________________
_______________________________________________________________________________________
Medications You are Currently Taking: _______________________________________________________
_______________________________________________________________________________________

How’s Your Game ?

How many years have you played golf : __________________ What is your handicap : _________________
Where do you play/belong : ________________________________________________________________
Name of your Golf Pro : __________________________________ Phone Number : ___________________
What do you feel is the strongest part of your game : ____________________________________________
What is the weakest : _____________________________________________________________________
Do you have a specific area you would like us to focus on : _________________________________

Do you typically :    Slice    Hook    Hit Fat (take large divots)    Top the Ball
Do you experience ( please circle ) :   
   Back Stiffness / pain  first tee    front 9    back 9    finishing
   Shoulder Stiffness / pain first tee    front 9    back 9    finishing
   Elbow Stiffness / pain  first tee    front 9    back 9    finishing
   Foot Pain  first tee    front 9    back 9    finishing
General Consent to Evaluate

I, undersigned, hereby give my consent to any diagnostic tests (including Video Photography), work-up, or treatment as deemed necessary by Ullucci Sports Medicine & Physical Therapy, Inc (USM&PT) and agreed upon in advance by me.

I hereby authorize USM&PT to bill me $20.00, above and beyond the charges for services rendered, for any and all returned checks.

Signature Verification of Initials

Signature (patient*, parent or legal guardian) __________________________  Relationship __________________________  Date __________

*If patient is a minor, a parent or legal guardian must sign.

Postural assessment: Forward Head Rounded Shoulders Kyphotic Lordotic

Shoulder ROM: Decreased Flex ER ABD Elbow / Forearm ROM Decreased

Decreased Shoulder Strength: Flex Ext ABD IR ER Scaption

Decreased Scapular Stabilizer Strength Decreased Elbow Flex / Ext Wrist Flex / Ext

Trunk Rotation in Sitting: __________________________  Cervical ROM: Left __________________________  right

Lumbar ROM: Left __________________________  right  SLR Left: ________  Right: ________  Hip IR in Supine Tight Normal

Back Segmental Mobility: Thoracic ↑↓ Lumbar ↑↓ Cervical ↑↓ Pelvic Malalignment: __________________________

+ Thomas Test  + Ober  + Piriformis Grind  + Tinels  Tight Calves

Decreased Strength: Hip Flex / Ext / ABD / ADD, Knee Flex / Ext, Ankle DF / PF / INV / EVE

Club

Wrist/Elbow

Shoulders

Trunk

Hips

Knee/Feet
Thank you

- Simi Twiner Pro

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