

Craig Watson
Bikes Bikes Bikes, LLC

- Craig Watson has been performing scheduled bike fittings in Madison, WI since 2001 and, by the end of July in 2015, has conducted over 12,000 hours of scheduled bike fittings.
- He has over 30 years of experience in the bike and ski industries and spent many years doing 15 scheduled bike fitting sessions per week. He raced bikes for 21 years, lived overseas for 12 years and has ridden his bikes in 13 countries.
- These days, Craig...
provides Bike Fitting services to riders in Madison and Minneapolis
provides Medical Bike Fitting services, with Dr. David Heitmann, in Madison
teaches the Basics of Bike Fitting, independently, to shops and health care professionals that are launching their practice in bike fitting or are looking to improve their skill set

Bike Fitting vs. Medical Bike Fitting

Should Bike Fitters and Doctors Work Together to Provide Fitting Services? How Do Their Roles Differ?

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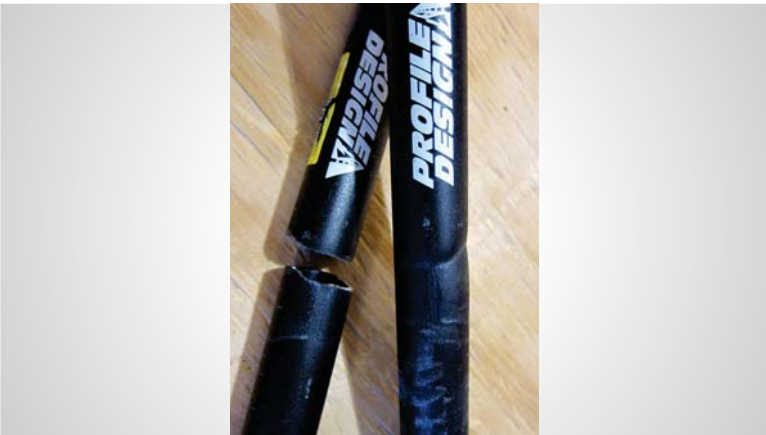
Limitations of the Bike Fitter

- We adjust the bike and associated equipment
- We replace equipment that is inappropriate or the wrong size
- We do not diagnose injury or dysfunction
- We do not prescribe therapy
- Bike Fitters should not pretend to be Doctors

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Limitations of the Doctor

- are qualified to diagnose injury and dysfunction
- are qualified and able to prescribe appropriate therapy
- are often not qualified to perform safety checks on the bike
- are often not familiar with the assembly and adjustment of bike parts
- should not perform Bike Fitting by themselves if not familiar with a wide variety of bikes and their adjustability

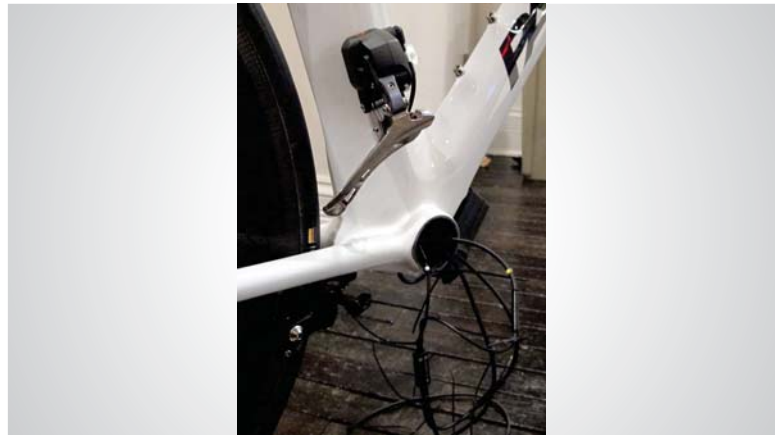
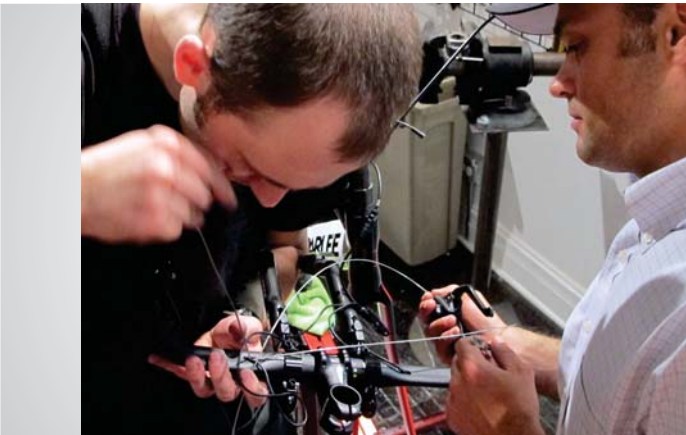














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Summary

- Bike Fitting involves working with both the rider and their bike equipment.
- Bike Fitting services are being provided in both bike shops and in clinical settings. Each setting may have limitations.
- We must be willing to admit to, and work within, our own limitations.
- Therefore, we have good reason to believe that partnerships will be useful.



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