

ATN Insights: Driving Revenue With Movement Assessments

Kinotek says gyms using its platform add \$30,000 to \$40,000 in annual revenue on average by turning movement health assessments into personal training opportunities.

Lauren Parker / Athletech News - July 10, 2026



Fitness and wellness enthusiasts might track their sets, steps, sleep, calories and cardio, but ask them about their range of motion and you'll likely get a blank stare. Range of motion is widely misunderstood as it relates to overall health and fitness and, unfortunately, is often ignored by gym operators.

This is a mistake, says functional movement assessment company Kinotek, because not only can a personalized movement health score pinpoint areas for client improvement, it also creates an opportunity for gyms to grow their business.

"Movement health isn't necessarily newer [than other longevity markers], because I've been teaching it for National Academy Sports Medicine for 20 years, but it is very misunderstood," said **Dr. Marty Miller**, Kinotek's Chief Movement Officer, DHSc, ATC, NASM-CPT, CES, PES and Master Instructor with NASM.

A Critical Longevity Biomarker

Demonstrating that movement health is a critical biomarker of longevity is easy, says Kinotek, and can be done with a few simple movement assessments (although Kinotek can measure a total of 66). The platform uses a LiDAR camera and AI to perform rapid, 360-degree biomechanical movement assessments. As the client performs certain prescribed movements, such as an overhead squat or lunge, a 3D visualization analyzes movement patterns to identify asymmetries or other inefficiencies.

The trainer can then print out the movement score and formulate a corrective program. Kinotek data shows that, on average, trainers using the platform can sign up three to five incremental new personal training clients per month, while the average gym adds \$30,000 to \$40,000 in annual incremental revenue. And the potential is even greater because it appeals to all gym members.

"Even the fittest people in the gym have movement compensations and can still be candidates for a movement health screen – and be converted to training."



Dr. Marty Miller
DHSc, NASM Master Instructor,
Kinotek Chief Movement Officer

"Unless you're talking about elite performance, the people that tend to hire trainers in the bell-shaped curve are people who are deconditioned and don't know what to do," said Miller. "But even the fittest people in the gym have movement compensations and can still be candidates for a movement health screen – and be converted to training."

Chalk this up to poor sleeping posture, poor posture from tech devices, or a sprained ankle or other injury that was never rehabilitated correctly.

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The team found this wasn't a one-time spike but a repeatable process for consistently creating new business.

Clients who complete a Kinotek assessment receive a digital printout of their results, offering benchmarking and data- and science-backed validation if the trainer recommends follow-up sessions to correct any issues. The trainer can then take an integrated approach for a movement program.

"It's not heavy weight lifting or resistance training, it's opening up your hip rotation, it's activating your core, working on balance, working on posture," said Dr. Miller. "Those small things that you don't think are important — until they become an issue."

Motion in Action

Kinotek cites strong ROI from gyms using its platform. **O2 Fitness**, which has locations across North and South Carolina, put those claims to the test by incorporating Kinotek's movement health assessments into personal training introductions.

The platform proved especially valuable for ramping up new trainers. At O2, the newest trainer had averaged just \$73 per month in personal training revenue over the previous six months. In the two months after adopting Kinotek, that figure jumped to \$1,000 per month.

The results were striking. One trainer, Ethan, tripled his monthly sales, driven by both more new clients and larger package purchases, making May his best month on record.

"The pricing conversation becomes way easier when clients can visualize what success looks like for them," said Ethan. "My sales since we started this pilot have been the best since I've been on commission."

A second trainer, Dylan, had gone eight months without a single sign-up before enrolling four new personal training clients in May using Kinotek.

"Kinotek built my confidence in getting clients to purchase higher-tier packages — ones I didn't think they'd buy," he said.

Beyond individual trainer performance, the pilot included Kinotek-powered tabling events that generated 21 new sales opportunities. The team found this wasn't a one-time spike but a repeatable process for consistently creating new business.

In another case study, **Healthtrax Fitness & Wellness**, which operates gyms across six states, added 625 new clients — an average of 39 new clients per location per month — in its first year, generating nearly \$580,000 in new personal training revenue over 12 months.

Similarly, **Snap Fitness** added 27 new clients in its first quarter using Kinotek. This is the same number it added during the entire previous year and is on pace to surpass 100 new clients if that rate continues.

"It turned the trainer's review from 'I think this is what we should work on' to 'You see here, here, and here: those things are causing your issues. Want to fix them?'"



Geoff Wyatt
Owner, Snap Fitness

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\$73 → \$1,000

A new trainer's monthly PT revenue after two months on Kinotek. One trainer tripled his sales for a record month.



625 NEW CLIENTS

An average of 39 new clients per location per month in Year One after implementing Kinotek. New revenues: \$580,000.



27 ALL YEAR vs. 27 IN ONE QTR

Matched a full prior year of sign-ups in just one quarter — on pace to top 100 new clients for the year.