



# BODY OPS COACHING LLC

## CAPABILITY STATEMENT

### **NAICS CODES:**

**812191** | WELLNESS SUPPORT PROVIDER

**621999** | PHYSICAL FITNESS EVALUATION SERVICES (ACCEPTED BY OFFICES OF HEALTH PRACTITIONERS)

**611620** | GOVERNMENT HEALTH SUPPORT SERVICES

**CAGE CODE:** 18B04

**UEI NUMBER:** VXV2WZ7YR2L6

**EIN:** 87-2202517

**Legal Business Name:** Body Ops Coaching LLC

**Business Address:** 2896 Gemini Loop, Broomfield, CO 80023

## ABOUT US

Body Ops Coaching LLC is a veteran-led fitness and health coaching provider delivering structured, high-accountability lifestyle coaching designed to improve follow-through for Veterans and other high-tempo

populations. Our services support VA wellness and Whole Health-aligned initiatives by translating goals into weekly plans, daily actions, and repeatable routines that hold up under real-life constraints.

## Core Competencies:

- Non-clinical health education and fitness coaching focused on safe movement, habit formation, and accountability structure.
- Weight management support (non-medical): flexible, sustainable nutrition structure, coaching, and weekly adjustments to improve adherence.
- Physical fitness evaluations (non-clinical): baseline assessments, progress benchmarking, and readiness-style reporting.
- Injury-aware training and mobility: programming built for mixed-ability populations with regressions and progressions, seated and supported options, and pain-rule guardrails.
- Remote program delivery (nationwide): fully virtual delivery using standard video and messaging tools. No VA IT system access required.

## Differentiators:

- Veteran-led, mission-aligned: founded and led by a U.S. Marine Corps veteran.
- High-accountability model: structured weekly cadence with between-session support to reduce stop-start cycles and improve follow-through.
- Built for operational realities: supports pain, old injuries, disability limitations, high stress, disrupted sleep, and inconsistent schedules.
- Low-lift for VA sites: referral-based model. Body Ops manages enrollment, onboarding, delivery, and participant support.
- Data-driven reporting: default de-identified, aggregated reporting (enrollments, attendance, completion, check-in rate, participant-reported outcomes).

## Participant Deliverables:

- Customizable, injury-aware workouts (scalable intensity).
- Nutrition structure, meal framework, recipe guide, and meal prep support.
- Restaurant and travel cheat sheets.
- Stress-proof habit systems (sleep, hydration, steps, recovery routines).
- Veteran-only accountability group access.
- Weekly live coaching calls. Monthly educational seminars as applicable.

## Success Metrics:

- Enrollment, attendance, retention, and completion.
- Weekly check-in rate.
- Days meeting agreed standards.
- Participant-reported outcomes.

## Past Performance and Capacity:

- 15+ years in fitness and performance coaching, including operation of multiple brick-and-mortar gyms and a nationally scaled remote coaching company.
- 200+ active clients currently supported by a 12-person team across coaching, fulfillment, client success, and sales operations.
- Scaled a fitness organization to \$2.2M annual revenue through structured personalized delivery.
- Experience coaching Veterans and high-tempo populations with programming built for injury history and operational schedules.

## Compliance, Privacy, and Risk Controls:

- **Scope of service:** health education and fitness coaching only. Not clinical care, medical treatment, physical therapy, or psychotherapy.
- **Privacy and PHI posture:** program can operate without collecting protected health information. Referrals can occur without exchange of PHI or PII between Body Ops and the referring organization.
- **No VA system access required:** operationally designed to run without CPRS or VA network accounts.
- **If PHI is required by contract:** Body Ops will execute required BAA processes and comply with VA privacy requirements.
- **Escalation rules:** clinical or urgent medical issues are redirected to the participant's clinical team, emergency services, or the organization's standard medical channels.
- **Insurance:** will meet contract-specific insurance requirements and provide certificates of insurance consistent with the solicitation or award.

## Point of Contact:

Matt Priess | Owner / President, Body Ops Coaching LLC

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