



**The Arizona Quarterly Spine  
Official Newsletter of SpineScottsdale Physical Therapy  
and the Center for SpineHealth**

SpineScottsdale  
Physical Therapy

Center for  
SpineHealth

What's new at SpineScottsdale?

**A Note from Shane**

What's new at SpineScottsdale Physical Therapy? We hired another licensed physical therapist, we developed the Center for SpineHealth, we have a licensed massage therapist, we have a new Hydromassage table, and learn how you can obtain the services of SpineScottsdale Physical Therapy without a physician referral. I would like to share with you more information about these exciting developments in this edition of **The Arizona Quarterly Spine!**



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Q3 2013

**In this issue**

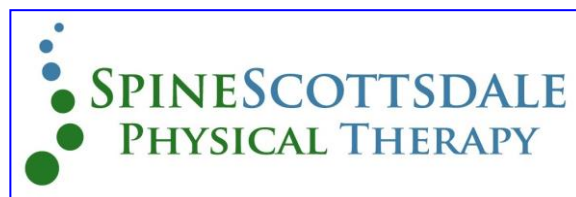
- Medicare Benefits
- SpineScottsdale Hires Physical Therapist
- Center for SpineHealth
- Licensed Massage Therapist
- New HydroMassage Table
- Direct Access

**Your 2013 Medicare Benefits Will Be Expiring Very Soon!**

Medicare patients... Your 2013 physical therapy benefits will be expiring very soon! Before the New Year brings in a new deductible and new limitations, consider taking care of any painful spine or extremity injuries and conditions with the physical therapy benefits you are entitled to by year's end.

All physical therapy must be medically necessary for patients with Medicare insurance to cover your services, so ask your physician for a prescription or we can call your physician for a prescription to have you return to SpineScottsdale Physical Therapy.

Please contact us should you have any questions about how many physical therapy sessions you have remaining in 2013 or simply call 480-584-3334 to schedule an appointment!



### SpineScottsdale Hires Another Physical Therapist

Emily Meduvsky received her Doctor of Physical Therapy degree from the Arizona School of Health Sciences at A.T. Still University. While receiving her undergraduate degree from Arizona State University, she participated in research regarding the effects of music on motor performance of tasks in people with Down syndrome. While attending A.T. Still University, she participated in fitness testing at the Special Olympics in Phoenix and Mesa, as well as tutoring high school children in the A.T. Still anatomy lab and educating older adults on reducing their risk of falls in the nation-wide “A Matter of Balance” program in Phoenix senior centers. She also completed research on the pediatric population regarding potential improvement in motor performance after being supplied with various forms of instruction during standardized assessment. Emily is interested in skilled manual therapy techniques to help reduce her patient’s symptoms, as well as helping them return to their previous level of function.



### What is the Center for SpineHealth?

SpineScottsdale Physical Therapy has expanded! We now have 2,654 sq.ft of space to provide your spine patients the complete spectrum of spine care. We have divided our clinic into 2 interdependent areas: SpineScottsdale Physical Therapy and the Center for SpineHealth. Your patients will receive spine physical therapy from their spine injury or spine surgery at SpineScottsdale Physical Therapy then have the opportunity to seamlessly transition to the Center for SpineHealth. The Center for SpineHealth consists of several insurance covered spine related programs (except the SpineFitness Program) designed to allow you to get back to work, back to play, and back to life in a supervised environment. The following will highlight several of the programs we will be offering at the Center for SpineHealth.



The mission of the Center for SpineHealth is to bridge the gap between spine rehabilitation and spine health. The Center for SpineHealth will include the following spine related programs:

1. SpineFitness
2. SpineGolf (covered by insurance)
3. SpineOsteoporosis (covered by insurance)
4. SpineErgonomics (covered by insurance)
5. SpineBalance (covered by insurance)

Please don't hesitate to email me at [shane@spinescottsdale.com](mailto:shane@spinescottsdale.com) or contact us at 480-584-3334 to sign up for any of these programs!



### SpineFitness

- Our SpineFitness program allows the patient the opportunity to continue with the functional conditioning aspect of the rehabilitation process in a supervised exercise environment.
- The SpineFitness program will offer comprehensive strengthening, flexibility, and cardiovascular conditioning for patients with spine disorders.
- Established post-rehabilitation protocols are followed for low back and cervical/thoracic disorders.
- The client's physician will be consulted to establish guidelines and for approval of this conditioning program.



### SpineGolf

- Many swings faults are caused by body faults; therefore, our SpineGolf program focuses on the body rather than the club.
- We will match each phase of the golf swing with the appropriate stretch to ensure the proper golf swing.
- To accomplish this, we will take advantage of the TrueStretch, a self-contained stretching area that allows the user a safe platform for comprehensive stretching to increase flexibility and reduce risk of golf injury.
- The stretch station enables the golfer to stretch all their muscles at the same time and it allows us to stretch in an upright position to enhance the golf swing.
- Golf is a standing sport; therefore, the flexibility of golf should also occur in standing.



### SpineOsteoporosis

- The SpineOsteoporosis program for preventing osteoporosis is based on one of the largest studies on exercise and bone mineral density in postmenopausal women.
- The results of the study demonstrated that it is possible to implement an osteoporosis prevention program with postmenopausal women that would positively impact bone mineral density and muscle strength.
- The SpineOsteoporosis program includes: Strength training exercises, cardio-weightbearing exercises, stretching exercises, and balance exercises.



## SpineErgonomics

As a **Certified Ergonomics Assessment Specialist** through the Back School of Atlanta, I will be able to provide your patients an industrial ergonomics analysis using OSHA ergonomics assessment tools.

- The SpineErgonomics program is designed to fit the job to the worker by performing an OSHA-complaint ergonomics analysis applicable to the office workspace.
- Emphasis will be placed on identifying the underlying causes of the cumulative trauma disorders/musculoskeletal disorders, methods to detect and evaluate problems in the work site, and approaches to reduce or prevent these disorders.
- The worker will complete an OSHA approved symptom survey to identify risk factors.
- These risk factors will be eliminated by providing the worker engineering solutions such as: Foot rests, document holders, task lighting, and lumbar supports.
- These risk factors will also be eliminated by providing the worker medical management solutions such as: Stretching and strengthening interventions to address the workers symptoms.



## SpineBalance

### What is the SpineBalance program?

- Our SpineBalance program focuses on decreasing your fall risk by:
  - Assessing and rehabilitating your balance deficits.
  - Improving your ability to walk without loss of balance.
  - Educating individuals how to perform everyday activities safely to minimize falls.



### Who can benefit from the SpineBalance program?

- Our SpineBalance program will benefit individuals with the following risk factors:
  - Muscle weakness
  - Difficulty with household or community ambulation
  - Vision problems
  - Use of an assistive device
  - Individuals on more than 4 medications at the same time
  - Low blood pressure



## SpineScottsdale Now Offers Massage Therapy

Alysia, a licensed massage therapist, is a graduate from Cortiva Massage Therapy School. Alysia practices medical massage providing her services on every muscle from its origin to insertion. She believes massage therapy is a legitimate intervention for spine pain and an effective adjunct to physical therapy.



**Please don't hesitate to contact Alysia directly at 480-249-6057 or email her at [alysia\\_t33@yahoo.com](mailto:alysia_t33@yahoo.com) to get a 10% discount on your first session!**

A study on massage and back pain conducted at the Touch Research Institute at the University of Miami in 2001 found that: "Massage lessened lower back pain, depression and anxiety, and improved sleep. The massage therapy group also showed improved range of motion and their serotonin and dopamine levels were higher." (International Journal of Neuroscience, 106, 131-145.)

## Benefits of Massage Therapy

According to the American Massage Therapy Association, research shows that massage therapy provides several important health benefits, including:

- **Massage improves blood circulation**, which aids in recovery of muscle soreness from physical activity.
- **Massage relaxes muscles for an improved range of motion.** The muscle relaxation also helps with insomnia.
- **Massage leads to increased endorphin levels.** The increase of endorphin levels is actually one of the greatest benefits of massage therapy. Endorphins are the chemicals the body produces that make you feel good, which is very effective in managing chronic pain.



## SpineScottsdale Physical Therapy and the Center for SpineHealth now offers:

HydroMassage: Dry-Hydrotherapy

HydroMassage Dry Hydrotherapy is an alternative form of massage therapy that temporarily helps to:

- Provide Provides temporary relief of minor aches and pains
- Helps reduce levels of stress and anxiety
- Relaxation provides a feeling of well-being
- Temporarily increases circulation where massaged
- Helps relieve muscle soreness, stiffness, and tension



**Please don't hesitate to email me at [shane@spinescottsdale.com](mailto:shane@spinescottsdale.com) or contact us at 480-584-3334 to experience the benefits of a HydroMassage Bed**



### **Do you need a physician's referral before seeing SpineScottsdale Physical Therapy?**

No. Direct Access is your ability to obtain services from a licensed physical therapist where and when you choose without referral from a physician.

### **You may be surprised to learn that you can access physical therapy directly without a physician's referral, but under "direct access" in Arizona, you can.**

Whether you've had a sports injury, recent surgery, neck or back pain, headaches, or repetitive overuse injury, you can contact SpineScottsdale Physical Therapy and begin working towards eliminating unnecessary pain and dysfunction.

Here is an example of how direct access can save you time, money, and unnecessary pain.

Let's say you were just getting back into a fitness routine using weights and walking when you twisted awkwardly and began feeling pain in lower back.

You could wait a week or two to get in to see your doctor and pay for the visit, but with Direct Access, you can go straight to your physical therapist and eliminate delays in treatment and higher costs. This of course is especially helpful if you are feeling discomfort and really would like to know what happened, how serious it is and what you'll need to do to get started on recovering.

You can contact SpineScottsdale Physical Therapy and schedule a time to come and for an evaluation by one of our licensed physical therapists. SpineScottsdale physical therapists have the training and education to recognize if your condition is not musculoskeletal and recommend you see a physician. In either case, you'll be getting answers and peace of mind right when you need it, and not several days or weeks after.

### **So How Does Direct Access Work?**

The State of Arizona allows patients like you direct access to a physical therapist without a referral, and in most cases your insurance company will reimburse you for physical therapy services under direct access.

However, your particular insurance carrier may have specific restrictions. In order to be reimbursed for your physical therapy services you may need to obtain a referral/prescription from your physician first.

We understand this can be a confusing process, we would be happy to assist you in determining your physical therapy benefits. **Give us a quick call at 480-584-3334 and we'll be able to tell you what your insurance company requires.**

Please don't hesitate to contact us, our front office is here to help you, our goal to make the billing process is as easy as possible so you can focus on your treatment and getting back on the road to recovery as soon as possible.

## Physicians of the Quarter

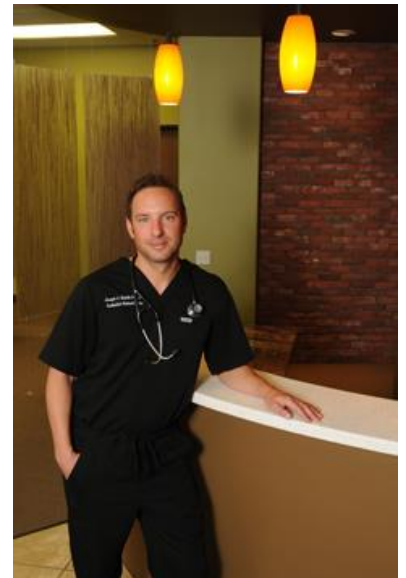
SpineScottsdale Physical Therapy would like to recognize a local practice that has made significant contributions to the treatment of both spine and extremity orthopedic conditions. In this newsletter we would like to recognize the providers at Scottsdale Medical Center: Dr. Joseph Rotella and Dr. Kelly Barker.

Scottsdale Medical Center is a comprehensive family medical facility completely dedicated to your health and wellness. Scottsdale Medical Center offers Family Medicine and Chiropractic services in Scottsdale, Arizona, with a strong emphasis on health prevention and a multidisciplinary approach to the treatment of disease.

Dr. Joseph A. Rotella M.D., D.C. is first and foremost a father who understands the importance of making sure his loved ones are happy and healthy. He knows listening and caring are just as vital to the healing process as diagnosis and treatment. As the founder and operator of Scottsdale Medical Center, he offers a wide range of professional medical services with a special interest in the integration of medical and chiropractic care for headache sufferers.

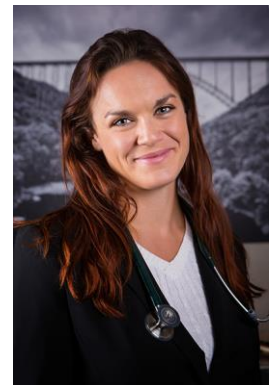
Dr. Joseph A. Rotella M.D., DC is the only dual licensed family physician and chiropractor in Scottsdale, AZ who integrates both philosophies to provide an integrative approach of wellness to all of his patients.

Dr. Rotella received his Doctorate of Chiropractic from Cleveland College of Chiropractic in Kansas City, MO and a Doctorate of Medicine from the American University of the Caribbean in St. Martin, Netherlands Antilles.



Dr. Kelly R. Barker, D.O., brings to Scottsdale Medical Center a family-centered approach to physical, emotional, and spiritual wellness. She blends traditional Osteopathic medical practice and complementary/alternative philosophy with state of the art Family Medicine. Her specializations include comprehensive Osteopathic Manipulative Therapy, women's health services, diabetes care, and adolescent medicine.

After completing an undergraduate degree in Neuroscience with research in back pain at Brown University, she commenced a career in high school education. Her passion for integrated health and wellness inspired her to pursue a medical degree at the Arizona College of Osteopathic Medicine in Glendale. She then completed her residency in Family Medicine at the Heuser Family Medicine Center with Scottsdale Healthcare.



To make an appointment at Scottsdale Medical Center, contact them at 480-614-5808 or visit them online at: [www.scottsdalemedcenter.com](http://www.scottsdalemedcenter.com)

**Testimonials**

**What your patients are saying...**

After living in pain for 2 years I found Shane. I feel so much better! I am now able to walk without pain. Thank you for your compassionate care.

Frances

Shane did a great job. My neck hasn't felt this good in years.

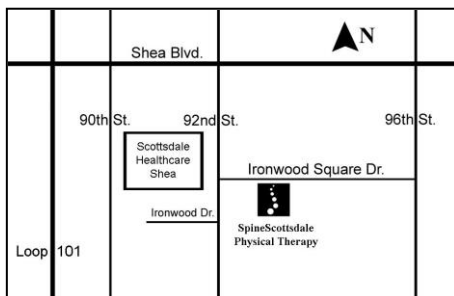
William

I am very glad that I was able to have the physical therapy with Shane. He is very conscientious, knowledgeable, and patient. I would highly recommend him.

Ruth

This is by far the best physical therapy treatment I have ever had. I came in with great pain, 8/10. After treatment left with a pain level about 2/10. I know I have been able to avoid surgery due to the treatment.

James



Shane Sullivan  
PT, DPT, CERT. MDT, OCS, ATC, CSCS, CEASI



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Licensed Physical Therapist  
Doctor of Physical Therapy  
Certified in Mechanical Diagnosis and Therapy  
Board Certified Orthopedic Clinical Specialist  
Certified Athletic Trainer  
Certified Strength and Conditioning Specialist  
Certified Ergonomics Assessment Specialist

