

SpineScottsdale
Physical Therapy

The Arizona Quarterly Spine NewsLetter

2011 Winter Edition!



Center for
SpineHealth

A note from Shane

SpineScottsdale Physical Therapy has expanded! We are in the same location, but we now have 2,654 sq.ft of space to provide you the complete spectrum of spine care. We have divided our clinic into 2 interdependent areas: SpineScottsdale Physical Therapy and the Center for SpineHealth. You will receive spine physical therapy from your 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 will consist of several spine related programs designed to allow you to get back to work, back to play, and back to life in a supervised environment. Participation in these cash based programs do not require a physician's prescription. This newsletter will highlight several of these programs we will be offering at the Center for SpineHealth.



Please contact us at 480-584-3334 or email me at: shane@spinescottsdale.com to sign-up or learn more about each of these programs. We invite everyone to come by to see our new clinic. Until then, have a wonderful holiday season!



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

1. SpineFitness
2. SpineGolf
3. SpineOsteoporosis
4. SpineErgonomics

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 Center for SpineHealth includes 3 cardiovascular machines and 8 new strength machines.
- This supervised exercise environment ensures client safety and client compliance.
- 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.
- These post-rehabilitation spine protocols provide structured conditioning guidelines for each client after discharge from physical therapy.
- These protocols also serve as a baseline from which the client's progression, daily exercise, and intensity can be determined.
- A musculoskeletal screening and functional conditioning assessment are completed on each client before initiating exercise. This ensures the client is appropriate for the program.
- The client's physician will be consulted to establish guidelines and for approval of this conditioning program.



Who can benefit from the SpineFitness program?

- People whose insurance benefits have run out for physical therapy, but are interested in continuing their post-rehabilitation spine exercises.
- People who have completed their physical therapy program and are looking to maintain their current level of spine health and wellness.
- Individuals whose co-pay is no longer affordable or have experienced a loss of insurance benefits.
- Someone who would like to continue to improve their fitness level under the supervision of qualified professionals.

What is included in the SpineFitness program?

- No contract
- No limit on monthly visits
- No annual fees
- Affordable, semi-supervised fitness programs for people at ALL fitness levels.
- Medical and fitness professionals working side by side in one convenient location, providing the services it takes to achieve and manage an active, productive lifestyle.
- A unique solution for someone who has done well with physical therapy and has reached the end of your benefits for the year.

- Our staff will construct a personalized exercise program to bridge the gap between one-on-one physical therapy to a semi-supervised exercise routine.
- 8 new dualstrength machines: Leg press/Calf raise, Seated row/Lat pull down, Hip abduction/adduction, Back extension/flexion, Knee extension/flexion, Bicep curl/Tricep press, Chest/Rear deltoid, Functional cable machine.
- 3 cardiovascular machines: Upper body Ergometer, Recumbent bike, Treadmill
- Stretching machine
- Gym balls for core strengthening
- BOSU Core stability balls
- Medicine balls for core exercises
- Cable TV

What happens on your first session at the SpineFitness program?

- Step #1: You will complete an exercise history questionnaire
- Step #2: You will complete a health/fitness pre-participation screening questionnaire by the American Heart Association and the American College of Sports Medicine
- Step #3: Your fitness level will be measured by having you complete 5 fitness tests including: Upper body strength, Lower body strength, Core strength, Aerobic Fitness, and Flexibility.
- Step #4: We will construct a personalized exercise program based on your fitness level and personal goals.

How do you get started with the SpineFitness Program?

- Call to make an appointment with one of our fitness professionals who will design an exercise program to fit your personal needs and help you achieve your wellness goals in a safe, supervised setting.
- Then you can follow the plan at your own speed, on your own time at our facility, no appointment necessary.
- Our program has no annual fees, no contracts, and no limit on your monthly visits for just \$30 per month.



Center for SpineHealth



SpineGolf

- Many swings faults are caused by body faults, therefore, our SpineGolf program focuses on the body rather than the club.
- Body faults are the result of decreased muscle flexibility.
- 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 machine 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 standing sport, therefore, the flexibility of golf should also occur in standing.



TrueStretch

Who can benefit from the SpineGolf program?

- Golfers who play golf and have experienced back, neck, or extremity pain during the golf swing.
- Golfers who have decreased flexibility preventing a full backswing and full follow-thru.
- Golfers who have lost distance on their drive.
- Golfers who currently take lessons from golf pros.
- Golfers who want to prevent back, neck, or extremity pain from developing when playing golf.

What is included in the SpineGolf program?

- Golf flexibility analysis of each phase of the golf swing.
- Education on golf enhancement stretches during each phase of the golf swing.
- Identification of common body faults during each phase of the golf swing caused by decreased muscle flexibility and education on what specific stretches to perform to eliminate the body faults.

What happens on your first session at the SpineGolf program?

- Step #1: You will complete a golf history questionnaire.
- Step #2: Your golf flexibility will be measured to determine what body faults caused by decreased muscle flexibility are causing swing faults.
- Step #3: We will construct a golf flexibility program to address your body faults.

How do you get started with the SpineGolf program?

- Call to make an appointment with one of our golf fitness professionals who will design a golf flexibility program to fit your personal needs and help you achieve your golf wellness goals in a safe, supervised setting.
- Then you can follow your golf flexibility program at your own speed, on your own time at our facility, no appointment necessary.
- Our 3 session SpineGolf program is only \$149.



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.
- The **strength training exercises** selected have the most positive impact on bone mineral density.
- **Cardio-Weightbearing exercises** are chosen for their positive impact on bone and for improving cardiovascular health.
- The **stretching exercises** are designed to maintain and/or improve postural alignment, prevent forward head posture, correct for muscle imbalances, and stretch muscles exercised during the strength training segment of the program.
- The **balance exercises** are designed to improve balance and reduce the incidence of osteoporotic fractures by reducing the risk of falling.



Who can benefit from the SpineOsteoporosis program?

- People who have been diagnosed with osteopenia or osteoporosis.
- People who are performing weight-bearing exercises but do not know what the best weight-bearing exercises are to perform.
- People who want to prevent osteopenia or osteoporosis.
- People who are only taking calcium supplements or medication.
- People who would like to continue to improve their fitness level under the supervision of qualified professionals.

What is included in the SpineOsteoporosis program?

- Education on strength training exercises that have the most positive effect on bone mineral density.
- Education on performing exercises at an intensity sufficient to elicit an increase in bone mineral density in the hip and spine.
- Small and large muscle groups of the back and hip are strengthened to enhance stability and mobility.
- Strengthening exercises are excluded that are counterproductive to maintaining a healthy posture and that put participants at risk for fracture.
- Cardio-weightbearing exercises are chosen for their positive impact on bone and for improving cardiovascular health.
- Participants are educated to exercise within his or her exercise heart rate zone.

- The stretching exercises are designed to maintain and/or improve postural alignment, prevent forward head posture, correct for muscle imbalances, and stretch muscles exercises during the strength training segment of the program.

What happens on your first session at the SpineOsteoporosis program?

- Step #1: You will complete an exercise history questionnaire
- Step #2: You will complete a health/fitness pre-participation screening questionnaire by the American Heart Association and the American College of Sports Medicine
- Step #3: Your fitness level will be measured by having you complete 5 fitness tests including: Upper body strength, Lower body strength, Core strength, Aerobic Fitness, and Flexibility.
- Step #4: We will educate you on the evidence-based osteoporosis program based on your fitness level and personal goals.

How do you get started with the SpineOsteoporosis Program?

- Call to make an appointment with one of our fitness professionals who will design an osteoporosis program to fit your personal needs and help you achieve your wellness goals in a safe, supervised setting.
- Then you can follow the osteoporosis program at your own speed, on your own time at our facility, no appointment necessary.
- Our 3 session SpineOsteoporosis program is only \$149.



SpineErgonomics

- 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.
-



Who can benefit from the SpineErgonomics program?

- People who have a sitting occupation.
- People who are experiencing back, neck, or extremity pain or symptoms as a result of poor workstation ergonomics.
- People who want to prevent any pain or discomfort that results from their sitting occupation.

- People who perform a job task that involves the following risk factors: Repetition, Force, or Awkward postures.
- People who cannot afford to lose time at work because of their pain or discomfort.

What is included in the SpineErgonomics program?

- Identification of positive aspects of job.
- Identification of risk factors of job, solutions, and product recommendations.
- Education on approaches to reduce or prevent cumulative trauma disorders.
- Education on Engineering Solutions including: Foot rests, document holders, task lighting, and lumbar supports.
- Education on Medical Management Solutions including: Workstation stretching and strengthening exercises.

What happens on your first session at the SpineErgonomics program?

- Step #1: You will complete a workstation checklist to identify workstation hazards.
- Step #2: You will complete a OSHA approved symptom survey.
- Step #3: You will be educated on solutions to risk factors and receive product recommendations.
- Step #4: You will be provided an ergonomics packet that contains: User-friendly workstation diagrams, exercise handouts, and educational material from the US Department of Labor.

How do you get started with the SpineOsteoporosis Program?

- Call to make an appointment with our Certified Ergonomics Assessment Specialist who will eliminate risk factors by fitting the job to the person.
- Our 1 session SpineErgonomics program is only \$79.

Certified Ergonomics Assessment Specialist

I recently became a certified ergonomics assessment specialist through the Back School of Atlanta.

The **CEAS I™ - Certified Ergonomics Assessment Specialist I** certification provides basic skills for performing office and industrial ergonomics analysis using OSHA ergonomics assessment tools.

The Back School of Atlanta is a private organization dedicated to the importance of applying ergonomics principles and total wellness as a means to good health, injury prevention and increased productivity on the job and at home. Since 1979, we have provided the best in scientifically based and application oriented ergonomics services and products.



Using the Internet

SpineScottsdale is now using the internet to connect with the community. We are on Facebook, Twitter, Posterous, and Yelp! You can learn more about these internet sites below:



Facebook: Are you a fan?

Perhaps you have heard of this social networking site that is gaining popularity...FACEBOOK. Well, SpineScottsdale has decided to be a part of the trend. You can find a link at our website, www.spinescottsdale.com, to become a fan. You can post comments, view pictures, read articles, and tell your friends.



Twitter: Providing your patients tips on how to keep your spine healthy

Every day, millions of people use Twitter to create, discover and share ideas with others. Now, SpineScottsdale is turning to Twitter as an effective way to provide your patients and members of the community tips on how to keep your spine healthy.

You can find a link to our Twitter page at: www.spinescottsdale.com



Posterous: Evidence-based blog designed for health care professionals

Too busy to keep up with all the spine related research? I will be posting a weekly blog discussing the most recent evidence-based material on spine related issues. You can view this blog by going to: spinescottsdale.posterous.com



Yelp: The purpose of YELP is to connect people with great local businesses.

1. Yelp was founded in 2004 to help people find great local businesses.
2. As of May 2010, more than 32 million people visited Yelp in the past 30 days.
3. Yelpers have written over 11 million local reviews.
4. Your patients will be able to review SpineScottsdale Physical Therapy at www.yelp.com

What our patients are saying?

“I want to express how satisfied I am with Shane’s care and treatment protocols. He has demonstrated an innate ability to provide the most effective rehabilitation program while having a genuine concern for my well being. I am feeling almost 100% in less than a month from seeing Shane.”

-George

“Shane is fantastic. Not only did he correct my immediate problem of lower back pain, he has taught me how to be proactive in maintaining back health. I highly recommend him.”

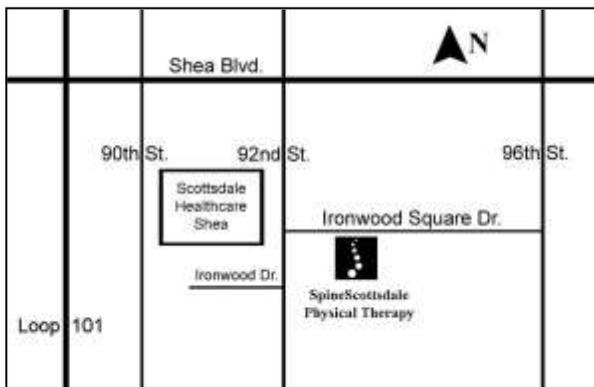
-Denise

“This has been a great experience and the results have been outstanding. Thank you for giving me my mobility back and relieving my pain. I would recommend Shane without exception!

-Stephanie

“I have been coming here for a few months. I could hardly stand when my therapy started and had major pain in both legs and lower back. Within a short time the pain in my legs is gone and the back feels great. Everyone on staff is friendly and makes it a fun time. I have been to other doctors for physical therapy and Shane and the staff has helped more than anywhere else.

-Jason



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



SpineScottsdale Physical Therapy
10133 N. 92nd St., Suite 101
Scottsdale, Arizona 85258
Phone: 480-584-3334
Fax: 480-272-9369
Email: shane@spinescottsdale.com

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