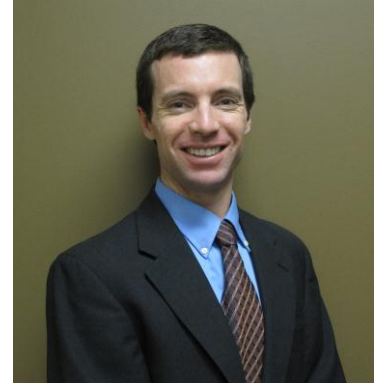


The Arizona Quarterly Spine *2010 Holiday Edition!*

A note from Shane

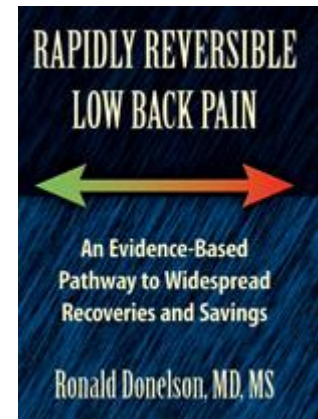
Emily and I would like to thank everyone for making our first year a success at SpineScottsdale Physical Therapy. As we look ahead to 2011, we are looking forward to the birth of our first child in January. We also look forward to continuing to provide compassionate, comprehensive, individualized care to all of our patients! We wish everyone a wonderful holiday and a healthy new year!



Book Review

Rapidly Reversible Low Back Pain: An Evidence-Based Pathway to Widespread Recoveries and Savings.

Ron Donelson, MD



I would like to share with you a book review in the 2010 Holiday Edition of the Arizona Quarterly Spine. I thoroughly enjoyed reading: *Rapidly Reversible Low Back Pain: An Evidence-Based Pathway to Widespread Recoveries and Savings.*

Unlike most other books on LBP, Rapidly Reversible Low Back Pain (RRLBP) doesn't just re-state the high prevalence, high cost, yet favorable natural history of acute LBP, and then cover the conventional clinical guideline recommendations. The intent of RRLBP is twofold: to enlighten you about the controversies and obstacles to progress within the world of LBP, as well as some very important characteristics that have immensely important consequences on how we manage patients with LBP and spend our financial resources.

How this book is organized

In order to fully appreciate where we are, there is value in looking at the past twenty years of clinical LBP management and research efforts to get a sense of the fundamental issues impeding our progress despite so many people's hard work. Part 1 also examines current theories and knowledge of the many LBP disciplines contributing to the high variability in care that then drives the cost of care higher and higher. Part 2 turns to LBP research, examining and pondering its lack of productivity in discovering the causes of, and solutions to, LBP. The author also describes and illustrates a simple, yet highly effective and badly needed research rationale and strategy that a growing number think needs widespread consideration and adoption to more quickly advance our discovery of LBP understanding.

Part 3 introduces the phenomenon of RRLBP and its related management paradigm. The author reviews the extensive, yet largely overlooked, evidence documenting the successful treatment and recovery of the majority of LBP sufferers. Using individualized self-care methods rather than one-size-fits-all, "silver bullet" care recommended in current guidelines.

Parts 4 and 5 discuss important implications and benefits of identifying LBP subgroups and implementing this paradigm on a broad scale.

Part 6 then offers ways to bring this form of care to more patients so they too can rapidly reverse their LBP.

I believe *Rapidly Reversible Low Back Pain: An Evidence-Based Pathway to Widespread Recoveries and Savings* is especially relevant for health care providers in practice today, and I recommend it to you.

About the author: Ron Donelson

Dr. Ronald Donelson is a board-certified orthopedic surgeon who specialized in non-operative spine care for 20 years, first in private practice and then at the Institute for Spine Care at the State University of New York in Syracuse. He was granted the Diploma in Mechanical Diagnosis & Therapy in 1991 and attained a Master of Science degree in 1998 at Dartmouth Medical School's Center for Evaluative Clinical Sciences. He is the Founder and President of SelfCare First, a consulting, publishing, and low back pain disease management company.

His numerous research publications have focused on the assessment, classification, and non-operative treatment of neck and low back pain. He has also written many chapters, review articles, and presented more than one hundred research papers, conference workshops, courses and symposia in more than 15 countries. He has written two books: the widely acclaimed "Rapidly Reversible Low Back Pain" and the recently published "Solving the Mystery: The Key to Rapid Recoveries for Most Back and Neck Pain", written for individuals struggling with back or neck pain.



Dr. Donelson is an Advisory Editor with the journal *Spine*, a member of the American College of Occupational and Environmental Medicine neck pain guideline panel, the International Society for the Study of the Lumbar Spine, the North American Spine Society, active with the International Forum for Primary Care Research in Low Back Pain, and is currently the Vice President of the American Back Society.

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



Moving in the Right Direction

What your 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

"This was my first experience with physical therapy. Shane communicated very clearly which led to a relaxed and positive experience."

-Marcia

"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."

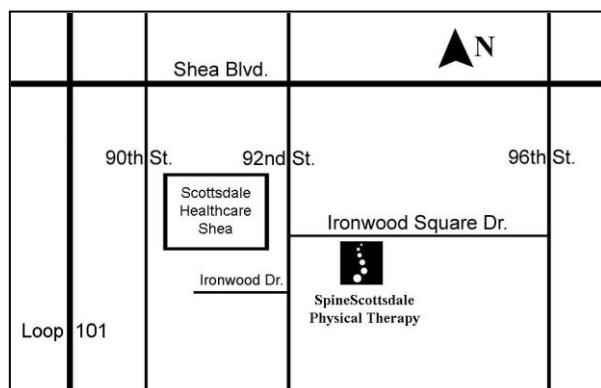
-Denise

"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



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



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