



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 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 will consist of several spine related programs designed to allow your patient to get back to work, back to play, and back to life in a supervised environment. This newsletter will highlight several of the programs we will be offering at the Center for SpineHealth. We invite everyone to come by to see our new clinic. Until then, have a wonderful holiday season!



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 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.



## 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 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.
- The **strength training exercises** selected have the most positive impact on bone mineral density.
- The exercises are performed at an intensity sufficient to elicit an increase in bone mineral density in the hip and lumbar 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 fractures.
- **Cardio-Weightbearing exercises** are chosen for their positive impact on bone and for improving cardiovascular health.
- Participants are educated to exercise within their exercise heart rate zone.
- A modified Borg Rating of perceived Exertion is used to rate how hard an individual perceives the exercise intensity.
- 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.



## SpineErgonomics

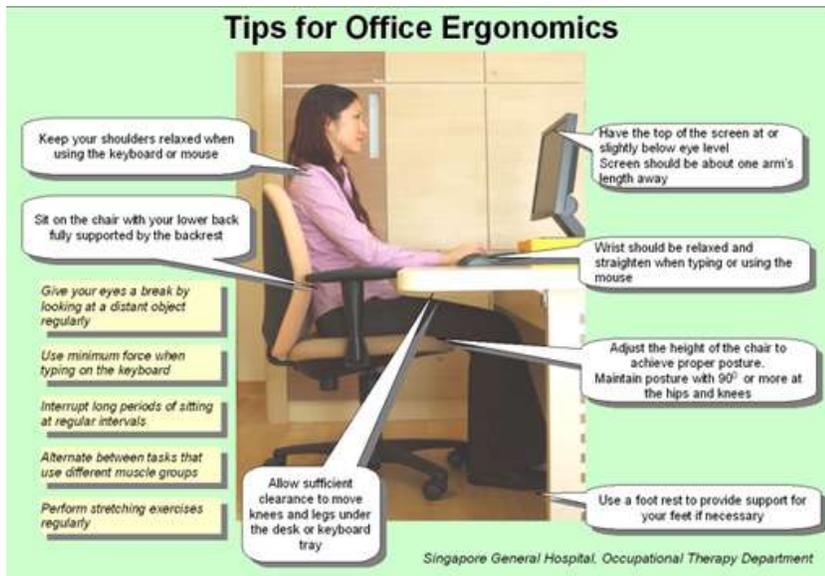
- The SpineErgonomics program is designed to fit the job to the worker by performing an OSHA-complaint ergonomics analysis applicable to the office workspace.
- Emphasis will be placed on identifying the underlying causes of the cumulative trauma disorders/musculoskeletal disorders, methods to detect 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.

### 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](http://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](http://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](http://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](http://www.yelp.com)

**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

“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.”

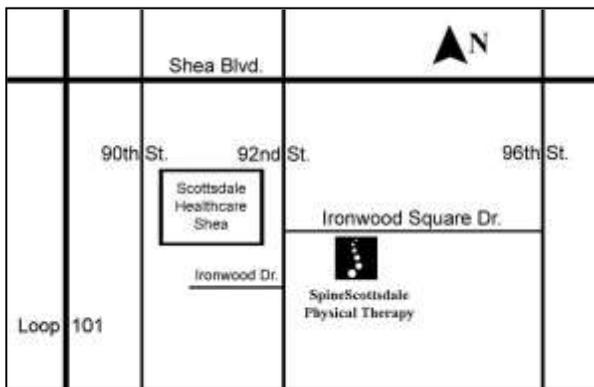
-Denise

“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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