

# ORTHO GO

## PHYSICAL & AQUATIC THERAPY

### Orthogo Physical and Aquatic Therapy Newsletter

#### LET YOUR PHYSICIAN KNOW THAT YOU ARE LOOKING FOR ALTERNATIVES

As practice owners, with so much to offer our community, we are always looking for ways to better convey what we have to offer.

If you have been keeping up with our newsletters, you know that physical therapy is a great option for movement disorders. After the common cold, movement disorders (like neck, back, or knee pain) are the most common conditions a medical doctor cares for in their practice. So, it is amazing to hear that someone with a movement problem is not referred to physical therapy.

#### SO WHY DON'T MORE PATIENTS COME TO PHYSICAL THERAPY?

You can't turn on the TV or open a magazine these days without being bombarded by drug advertisements. The pharmaceutical companies understand the power of the consumer and their ability to suggest that a given medication be prescribed by their doctor.

The assumed success of advertising by big drug companies begs the question as to why more patients don't suggest physical therapy as a treatment alternative?

An old research article helped to shed some light on the matter. In a landmark study published by David Eisenberg, MD, almost 10 years ago, he uncovered that only 4 in 10 of the patients that visit their primary care physician discuss their desire to seek out alternative treatments.

Given that fact, and the fact that so many of our community members are unaware of what physical therapists do, it is easier to understand why we don't see as many patients, with movement disorders, referred to our practice.

#### ASK YOUR DOCTOR ABOUT PHYSICAL THERAPY

There is a tremendous amount of research that concludes that referral to a physical therapist is a great conservative, cost-effective alternative to drugs and surgery. If you have a neck, back, shoulder, knee, ankle, elbow or wrist problem, make your physician aware that you would like alternative choices to drugs and medication. A referral to physical therapist for a movement disorder is a great choice.

*Eisenberg D. et al. Trends in alternative medicine use in the United States, 1990S tates, 1990--1997. JAMA. 280:18. November 1998.*

*"...so many of our community members are unaware of what physical therapists do..."*

#### Coming Soon

*The real holistic practitioner is revealed, in our opinion...*

#### Our Services

- One-on-One Care
- Orthopaedic Therapy
- Back/ Neck Injuries
- Total Joint Rehab
- Arthritic Conditions
- Shoulder Conditions
- Hand Rehab
- Aquatic Therapy Pool
- Sports Rehab
- Sport Specific Ex
- Golf Program
- Industrial Rehab
- Work Conditioning
- FCEs
- Job Analysis
- Pre work Screening



#### Clinics

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