

I·N·N·O·V·A·T·I·V·E

PHYSICAL THERAPY SOLUTIONS

Setting the standards for first-class care

# Innovative Newsletter

## RECOVER QUICKLY FROM A ROTATOR CUFF INJURY WITH **INNOVATIVE PT SOLUTIONS!**

Your rotator cuff is comprised of the muscles and tendons surrounding your shoulder joint. Sometimes, the rotator cuff can become torn or injured, due to repetitive overhead motions performed in sports (such as tennis) or jobs (such as carpentry.)

*(continued inside)*



Dr. Cheryl Howard  
PT, DPT, Cert. MDT  
Owner

**FREE 15 MINUTE CONSULT**

(DETAILS INSIDE)

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## RECOVER QUICKLY FROM A ROTATOR CUFF INJURY WITH **INNOVATIVE PT SOLUTIONS!**



Athletes are also at risk of developing a rotator cuff injury if they participate in rigorous activities, such as weightlifting, swimming, or tennis.

The active movements associated with sports and laborious work are undoubtedly important factors to keep in mind; however, passive movements can also be contributing factors to an injury. Continuous poor posture and improper positioning of the shoulders can make your scapula, or shoulder blade, much more vulnerable to pain and rotator cuff injuries.

Those who experience rotator cuff injuries or "torn shoulders" generally report a dull ache deep in their shoulder, arm weakness, difficulty reaching behind their back, and disturbed sleep due to pain.

According to the American Physical Therapy Association, "A recent study from Finland asserts that when it comes to the treatment of nontraumatic rotator cuff tears, physical therapy alone produces results equal to those produced by arthroscopic surgery and open surgical repair."

In this same study, a follow-up on 167 patients receiving physical therapy alone for their rotator cuff injuries, demonstrated that conservative treatment, such as physical therapy, should be considered as the primary treatment for this condition.

**At Innovative Physical Therapy Solutions, our natural and non-invasive methods can help relieve your shoulder pain and heal your rotator cuff injury.**

### How can physical therapy help a rotator cuff injury?

While rotator cuff injuries sometimes require surgery if they are severe enough, there are several cases where physical therapy treatments can work just as well (if not better) than surgery.



## Quote of The Month:

*"As for me, I like to take my Christmas a little at a time, all throughout the year."*

- David Grayson

**CALL TODAY!**

**(315) 786-0655**

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# HOW DO I KNOW IF PHYSICAL THERAPY IS NEEDED?

It is natural to experience an occasional ache or pain from overexertion. However, it is when the pain becomes chronic or unbearable that the condition becomes serious. Chronic pain, or pain persisting for three months or longer, is an indication that PT intervention is needed.

**There are some additional symptoms to consider that may also be telling signs that treatment is needed, such as:**

- Sharp or stinging pains.
- Uncomfortable "clicking" sounds with movement.
- Dull pain that runs alongside your arm.
- Sudden arm weakness.

If you notice any of these symptoms, it is important to contact a physical therapist for treatment.

## How can I begin treatments?

At Innovative Physical Therapy Solutions, we will conduct a physical evaluation and diagnostic tests to determine if you do indeed have a rotator cuff tear, and we will design a personalized treatment plan based on the needs of your diagnosis. Specialized techniques, such as ice and heat therapies, manual therapies, or ultrasound may be used to relieve pain, reduce swelling, and enhance function. Gentle stretches and exercises may also be prescribed to improve your posture and the range of motion of your shoulder.



**If you are suffering from a rotator cuff injury, contact us today. Our dedicated physical therapists will provide you with some much-needed relief and get you started on your path toward recovery!**



## Patient Spotlights

### "No more back pain!"

"No more back pain! Better understanding of what caused the pain and how to be proactive in keeping it away..." - **Makenzie P.**

### "I can do everyday duties without pain..."

"It has been very successful for me being here. I can do everyday duties without pain and all the staff here were awesome!" - **Penny B.**

### "I would recommend them to anyone..."

"I am very pleased with both the care and results I received at Innovative Physical Therapy. The staff here are very caring and patient. I would recommend them to anyone in need of therapy." - **Elizabeth H.**

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## Mental Keeping Your Health in Mind

While we all know the importance of taking care of our physical health, it is also extremely important to pay attention to our mental health. While feeling worried is normal and expected, there are many ways we can increase our resilience during this time:

**1. Take Breaks from The News.** It is important to stay informed of what is going on, but at a certain point, it can be more upsetting than informational. It can be upsetting to hear about the crisis and see images repeatedly, leading to feelings of depression or anxiety. Evaluate how much is helpful for you to read or watch in a day and aim to stick to that limit.

**2. Take Care of Your Body.** Focus on eating a well-balanced and nutritious diet, stretching often, and remaining physically active. Doing these things serves a double-duty: not only will these improve your mental health, they will also serve to boost your immunity and resilience, as well.

**3. Plan for a Lack of Social Contact.** By now, everyone has heard the term "social distancing" as being one of the best ways to help mitigate the COVID-19 pandemic. That means most group activities, even gathering at a restaurant, have been put on hold. But that doesn't mean that you can't seek comfort from others! Plan to contact friends and family via video programs like FaceTime or Skype.

# Exercise To Help With Pain:

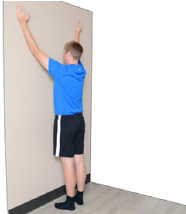
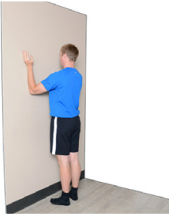
Try this simple exercise to help you feel better...  
Share this with a friend or family member to help keep them healthy too!

Exercises copyright of  
 SimpleSet Pro  
www.simpleset.net

## Helps Relieve Shoulder Pain

### SERRATUS WALL SLIDE

Place your forearms and hands along a wall so that your elbows are bent and your arms point towards the ceiling. Next, protract your shoulder blades forward and then slide your arms up the wall as shown. Then, return to the original position and repeat 6 times.



# Innovative PT Coupons

**FREE 15 MINUTE CONSULT**



**(315) 786-0655**

**CALL TO SCHEDULE TODAY!**

316 Sherman St.  
Watertown, NY 13601

Offer valid for the first 20 people to schedule.  
**Expires 12/31**

## Practice News



# HOW CAN I GET STARTED WITH TELEHEALTH?

At Innovative Physical Therapy Solutions, we want you to know that we are here for YOU! We genuinely care about your health, which is why we continue to offer Telehealth services during this time – to keep you, and all of our patients, safe.

Although our clinic is open for socially distanced in-person appointments, we still want to be able to serve our patients in other ways as well. We want you to be able to continue your personalized PT plans, so you do not lose all the progress you've made. So if Telehealth at Innovative Physical Therapy Solutions sounds right for you, be sure to let us know!

**To learn more about how you can set up our Telehealth services on your smartphone or computer, give us a call today or schedule your first virtual appointment online!**



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