

I·N·N·O·V·A·T·I·V·E

PHYSICAL THERAPY SOLUTIONS

Setting the standards for first-class care

Innovative Newsletter



Happy Thanksgiving!

**FREE 15 MINUTE CONSULT
FOR YOU OR FOR A FRIEND!**

(DETAILS INSIDE)



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Owner

www.innovativeptsolutions.com

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INSIDE:

DEEP TISSUE
LASER
THERAPY

USE IT
OR
LOSE IT



5 Star Review

Quote of
The Month:

*"The thankful
heart opens our
eyes to a multitude
of blessings that
continually
surround us."*

- James E. Faust

CALL
TODAY!

(315) 786-0655

STOP SHOULDERING YOUR SHOULDER PAIN

FIND RELIEF WITH PHYSICAL THERAPY

Have you been experiencing an achy sensation in your arm? Are you having issues getting to sleep at night or problems lifting things? If these symptoms sound familiar, you might have a rotator cuff injury or neck pain. At Innovative Physical Therapy Solutions, our physical therapist can help figure out what is causing your symptoms and how to resolve them once and for all!

The rotator cuff comprises muscles and tendons that help keep the shoulder in place and moving correctly. People experiencing rotator cuff injuries typically report feeling a painful, dull ache deep in their shoulder or trouble getting a good night's sleep due to pain. Some people experience difficulty reaching behind their backs or weakness in their arm especially reaching to the side or overhead.

All too often, the source of the problem lies in the neck; a condition referred to as cervical radiculopathy. An irritated nerve in the neck can also lead to pain in the shoulder. Symptoms also include pain, weakness, and difficulty sleeping. These symptoms can be similar to those experienced by someone with a torn shoulder/rotator cuff injury.

At Innovative Physical Therapy Solutions, we offer effective, non-invasive methods of therapy that can help relieve your shoulder pain and heal your rotator cuff injury and/or neck pain. If you think you may have a rotator cuff injury or neck issues, contact our clinic and set up an appointment today!

How To Tell If It Is A Rotator Cuff Issue Or A Pinched Nerve

Although some symptoms of these conditions are similar, there are ways to differentiate between rotator cuff injury and cervical radiculopathy. Typically, a pinched nerve will cause pain due to neck movements and positions, whereas a rotator cuff injury is associated with shoulder movements and positions.

Ways to distinguish rotator cuff injury from neck pain include:

Quality of Pain: Rotator cuff tends to be dull at rest and can be sharp with specific movements on the shoulder/arm. The neck tends to have sharp pain at rest and movements of the neck and/

Continued inside.

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STOP SHOULDERING YOUR SHOULDER PAIN!

Continued from previous page.

or positions that stretch the nerve, resulting in more pain. Moving the neck rarely affects the rotator cuff symptoms.

Location of pain: People with rotator cuff injuries often experience pain in the shoulder itself, typically on the outer aspect of the shoulder.

The location of the neck pain typically starts in the neck or shoulder blade. Most of the time, shoulder blade pain is a sign that your symptoms are coming from the neck. Although the rotator cuff pain can travel down into the arm in severe cases, it rarely affects the hand. In contrast, a nerve condition will affect the hand along with the distribution of the nerve root that is irritated. (This means pain in particular fingers).

Movements affecting pain: Rotator cuff injuries affect movements performed by the injured muscle. Symptoms coming from the neck are produced or intensified by turning your head or looking up/down.

Weakness: The most common movements affected by a rotator cuff injury are reaching to the side or overhead.

With cervical radiculopathy, you may find that your shoulder joint feels extremely weak and useless as you attempt to lift something. In some cases, these

symptoms extend from your shoulder down through your arm and hand, so it might even be difficult for you to grasp items as you usually would.

Physical Therapy For Shoulder Pain

Regardless of whether your pain is caused by a torn rotator cuff or cervical radiculopathy, physical therapy is a great option to abolish pain, restore motion and improve your strength in your shoulders and neck.

Your physical therapist will assess your pain condition, create a customized treatment plan for your needs, and teach you exercises and targeted stretches to improve your range of motion and reduce your pain. In addition, a comprehensive strengthening program to ensure a total return of the function to the injured shoulder.

Your therapist will also inform you of things you should avoid doing to keep from reinjuring yourself and experiencing shoulder pain again down the road. For example, if you play sports, they may advise you to take frequent breaks to reduce the amount you are using your shoulder. If your neck is the issue, learning about postures and what activities to avoid or modify will be essential for your outcome.

Shoulder pain is a common condition that can easily be diagnosed and treated, so don't hold out on seeing a physical therapist because you're hoping the pain will go away on its own! It is essential to have your condition evaluated. That way, you will know for sure if the problem is a torn rotator cuff, a pinched nerve, or something else entirely.

Put an end to your problems today. Call Innovative Physical Therapy Solutions today and get scheduled for your very own consultation with one of our skilled physical therapists.

Our team will assess your condition, find the root of your pain problem, and set you on the right track to ditching your pain once and for all!



This Holiday Season Give Someone The Gift Of PAIN RELIEF With Innovative Physical Therapy's



DEEP TISSUE LASER PACKAGE

Laser therapy is a safe, effective, and non-invasive way to treat pain and aid in the recovery of many conditions. Contact Innovative Physical Therapy Solutions today to purchase a Gift Voucher for 1, 3, 6 or 12 Laser Treatments. Brighten someone's holiday this year with a gift that will truly make a difference in their life. And why not pick up one for yourself as well.

Call 315.786.0655 Today!

No Referral/Prescription Needed • No Insurance Needed • No Expiration On Package Treatments
We Take Cash, Card, or Health Savings Account

A REMINDER TO...

USE IT
OR
LOSE IT



Do you have a family insurance plan? Have you had surgery this year? Have you used your insurance more than usual? If you answered **YES**, you are more likely to have a \$0 balance remaining on your out-of-pocket expenses. **This means the cost could be minimal or completely covered by your insurance plan.**

Let us help you get a head start going into 2023, before your deductible renews again! **Call Today to schedule your appointment!**

315.786.0655

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!

This exercise helps strengthen shoulder muscles and relieve pain.

HORIZONTAL SHOULDER ADDUCTION Start by anchoring an exercise band at shoulder height. Grab the band with one arm raised to the side and stand perpendicular to the site of the anchor. Pull your arm across your body while keeping it at shoulder height. Keep your arm straight the whole time. Slowly return to the starting position. Repeat



Patient Success Story

Care was Excellent. The therapists were very helpful, friendly, caring. No waiting before being seen. Very prompt. Check-in and check-out were very painless. Liked the phone call reminding me of appointment. Very flexible in scheduling appointments. **Helped me strengthen my knee after knee surgery** I told them my goals and they worked with me. I have returned to running, thanks to Innovative. Therapists always asked questions to help the recovery proceed on the current path. **Great caring people, great service, great clean atmosphere.** Will highly recommend to others - J.R.



We would love to hear your success story!

If you have overcome injuries, been freed from pain, or become stronger, healthier, and more active through physical therapy, we would love to hear your story.

Scan the QR Code to visit our Google Review Page and share your story.



Innovative PT Coupons

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316 Sherman Street, Watertown, NY 13601

Offer valid for the first 20 people to schedule.
Expires 11/30/22