

I·N·N·O·V·A·T·I·V·E

PHYSICAL THERAPY SOLUTIONS

Setting the standards for first-class care

Request a FREE Consult

# Innovative Newsletter

## INSIDE:

TOTAL MOTION RELEASE

5 STAR REVIEWS

EXERCISE TO HELP WITH PAIN

*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.

REVIEW US

## Quote of The Month:

*"Autumn leaves shower like gold, like rainbows, as the winds of change begin to blow."*

-Dan Millman

CALL TODAY!

(315) 786-0655



## SHOULDER PAIN: Turning to Physical Therapy for Lasting Relief

Have you been living with shoulder pain that wakes you up during the night? Do you find reaching overhead to be difficult and painful? You may be living with shoulder pain that can be resolved with physical therapy.

At Innovative Physical Therapy Solutions, we have the solutions that you are looking for!

Our shoulders are the most flexible and movable joints in the body. The shoulder joint consists of a ball and shallow socket that allows for an impressive range of motion.

This mobility makes the shoulder more susceptible to injuries and pain because it depends on muscles to maintain stability and strength. When these muscles around the joint become weak or injured, the joint mechanics are affected, resulting in inflammation and pain.

Call Innovative Physical Therapy Solutions today to schedule an appointment with one of our physical therapists so we can help you get back to your daily life, free of shoulder pains!

### Understanding Your Shoulder

Your shoulder is a ball-and-socket joint, meaning that the humerus (ball) fits perfectly in the corresponding space in the shoulder blade (socket). Each end of the bone is protected by thick cartilage that offers mild support and allows for fluid movement.

The shoulder has the following essential structures:

- **The rotator cuff:** This is a group of muscles surrounding the shoulder joint providing support and movement through a wide range of motion.
- **The bursas:** These are small sacs of fluid that cushion and protect the tendons from the bones.
- **The labrum:** This is the cartilage that helps reinforce the cup that the ball fits into.

Your shoulders can accomplish several physical feats due to their structure – however, this also means that

*Continued inside.*

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they are at an increased risk of injury. When something becomes damaged in the shoulders, pain and discomfort develop. This pain may range from a dull ache to shooting pains, depending on the severity of the condition.

### Common Conditions That Cause Shoulder Pain

Pain from an acute injury can be sudden and intense, making it difficult for you to move your shoulder at all. Pain due to wear and tear or degenerative changes are often more achy and sore.

The most common conditions affecting the shoulder are:

- **Strains:** A strain occurs when a muscle or tendon is stretched too far or torn. Strains that are not resolved fully can lead to ongoing shoulder pain, making it difficult to partake in exercise or even daily tasks.
- **Tendinitis:** Tendinitis in the shoulder joint occurs when the joint is injured or overused. This typically happens due to the demands of a sport or labor-intensive job, which can cause the tendons to experience ongoing irritation.
- **Cartilage injury:** An injury to the cartilage will typically lead to a limited range of motion and may lead to decreased strength in the affected shoulder. Often you will experience pain when moving your arm in specific ways, but not others.
- **Arthritis:** Osteoarthritis and rheumatoid arthritis are the two most common types of arthritis. Osteoarthritis occurs when the cartilage in the shoulder joint experiences significant “wear and tear,” typically due to age or excessive overuse. Rheumatoid arthritis occurs when the immune system sees the joints as a threat, resulting in pain and inflammation. In both cases, pain and loss of motion are typical.
- **Frozen shoulder:** Medically referred to as adhesive capsulitis, a frozen shoulder can occur if you have been bedridden or your arm has been in a cast or sling for a while. Unfortunately, it can also happen without an apparent cause. This condition causes tissues to stiffen up and causes this painful condition to occur.



### How Physical Therapy Can Help

Rehabilitation should start immediately following most injuries to ensure the fastest recovery possible. A physical therapist with experience treating shoulder pain will thoroughly evaluate the severity of your injury and identify any other limitations affecting your recovery, mobility, stability, or strength.

Our therapists at Innovative Physical Therapy Solutions will create a targeted, individualized care plan to promote accelerated recovery and future injury prevention. Your physical therapist will guide you through a series of exercises designed to help the injury and return to your pre-injury abilities.

We will start with pain management and restoring mobility to the injured shoulder. Next, we will focus on progressing your strength and dynamic stability exercises designed to restore function and prevent injuries. We will also incorporate any appropriate pain relief technique to help ensure you can resume doing all the activities you love.

**Two of the biggest goals of physical therapy are to alleviate your pain and to improve your function. Your physical therapist will work with you to ensure that both are achieved throughout your physical therapy sessions.**

**If you are living with shoulder pain, don't let it limit your life any longer. Call Innovative Physical Therapy Solutions today to find relief once and for all!**

[REQUEST FREE CONSULT](#)

## THE MCKENZIE METHOD

At Innovative Physical Therapy Solutions, we are happy to provide the McKenzie Method for assessing and treating pain of the spine and extremities. This method, developed by world-renowned physiotherapist Robin McKenzie, focuses on the manipulation and treatment of the back, neck, arms, and legs. It is a highly reputable and successful method that has been used by licensed physical therapists for over 30 years.

### THE BENEFITS OF USING THE MCKENZIE METHOD

One of the most beneficial aspects of physical therapy is patient involvement and education. The McKenzie Method highly encourages both of these aspects, in order for you to better understand how our specialized treatment services are helping to achieve your goals. An important feature of the McKenzie Method is the initial assessment that allows physical therapists to reach a safe, reliable, and accurate diagnosis before creating a treatment plan. This also helps in making sure that both the therapist and yourself are on the same page from the very beginning.



If you are suffering from pain in your back, neck, arms, or legs, and you'd like to learn more about our implementation of the McKenzie Method, contact Innovative Physical Therapy Solutions today. We would be happy to take you on as a patient and get you back to comfortably doing the activities you love!

[REQUEST FREE CONSULT](#)

**Don't suffer in silence – find relief today.**  
**(315) 786-0655 | [www.innovativeptsolutions.com](http://www.innovativeptsolutions.com)**



# 5 STAR REVIEWS

***"Thank you to everyone at Innovative for making this experience a positive one!!"***

"Thank you to everyone at Innovative for making this experience a positive one!! Thank you for being so accommodating and patient with me and my children!! Definitely recommend this place to anyone who is looking for pelvic floor therapy, lower back, or any kind of physical therapy really!" – Cathleen G.

***"...now I can walk stairs with fluidity."***

"Amazing PT! The whole office staff is kind and knowledgeable. It's a very personalized approach and that shows in the way they care for their patients. My knee's range of motion was so limited when I started and now I can walk stairs with fluidity. I will need post-op PT and going anywhere else would be senseless." – Sarah J.

**Share your success story!  
Click below to leave us a review.**

**LEAVE US A REVIEW**

## 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!

### SHOULDER EXTENSION (CANE)

Start by standing up straight with the arm to be exercised hanging by your side. Hold each end of the cane with one hand so that your arm to be exercised is holding the bottom end and your assisting arm is raised holding the top to make the cane positioned in a diagonal line. Lightly move your arm behind you pulling the cane and keeping your arm straight while your other arm assists by pushing lightly.



## Innovative PT Coupons

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

**(315) 786-0655  
CALL TO SCHEDULE TODAY!**



316 Sherman Street, Watertown, NY 13601

Offer valid for the first 20 people to schedule.  
**Expires 11/30/23**



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316 Sherman Street, Watertown, NY 13601

**315.786.0655**

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