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NEWSLETTER

INVALUABLE - PRICELESS - TREASURED - APPRECIATED

These words describe how we feel about YOU!

We want to thank you, our valued client, for helping Kinetix Physical Therapy to become the premier PT clinic in Gainesville

We have put together a sweet gift and a special discount to honor YOU.

Pick up your gift November 1st–5th at our clinic.

We look forward to seeing and thanking you...in person!

As you have been generous to us, we want to extend that generosity to others. We will donate 10% of laser packages sold during this event to The Keira Grace Foundation, a not-for-profit whose mission is to bring hope, restoration and life to children with cancer in developing countries.

Because of you, Kinetix Physical Therapy was named to UF's Gator100...again! The Gator100 recognizes the 100 fastest-growing businesses owned or led by UF alumni.



INSIDE:

- Persistent Shoulder Problems? Don't Let Your Posture Pain You
- Common Posture Errors
- Staff Spotlight





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PERSISTENT SHOULDER PROBLEMS? DON'T LET YOUR POSTURE PAIN YOU

Do you have a daily struggle with your shoulders?

Do normal tasks, such as sitting at your desk, bending down to grab a fallen item, or standing to cook dinner, cause a flaring pain between your blades or in the tissues between your shoulders and neck? Chances are, this discomfort could be due to your posture. If you believe your stance could be contributing to your shoulder pain, call Kinetix PT to schedule an appointment and discuss your treatment options. Our clinic offers manual therapy techniques and a variety of special diagnostic testing methods to get to the source of your pain and treat it, once and for all!

How does improper posture affect the shoulders?

Shoulders are a common pain area for poor posture. When we slouch, hunch, or lean forward too much, our muscles and tendons are being pulled in ways that they are not used to, thus causing inflammation and pain. The shoulders take the brunt of this pull, making them a common area of complaint. Many patients who seek out physical therapy for their shoulder pain have a condition referred to as "shoulder impingement."

This happens when your rotator cuff tendons press on the arch of your shoulder. When this happens, you may experience pain when sleeping in certain positions, reaching for something, or moving your shoulder in circular motions.

Poor posture is the most common cause of shoulder impingement, but other causes could be related to:

- Osteoarthritis
- General weakness in the shoulder
- Compression, due to trauma
- Repetitive reaching movements

Left untreated, poor posture in the shoulders can lead to long-term effects, such as tendonitis, nerve constriction, or even spine misalignment.

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COMMON POSTURE ERRORS

Some common errors in posture (and how to fix them) are:

- **Slouching in a chair.** – Many people spend hours a day sitting in a chair while at work and as time goes on, we get uncomfortable and start to slouch and we may even stay like that for the rest of the day. However, slouching in a chair is a bad habit to get into. The strain increases tension on the muscles, which will eventually cause pain. The best way to avoid this is to get into the habit of sitting correctly (upright, legs uncrossed, feet flat on the ground, legs a few inches away from the seat of the chair) every day. This may not be easy at first, as your body may not be accustomed to the way it is supposed to sit.

Try out some of these exercises to help correct your slumped stance and strengthen your natural posture:

- **Bridges**
- **Back extensions**
- **Planks**
- **"Text neck."** – The term "text neck" is colloquial; however, it describes a position in which the head is tilted downward and the shoulders are hunched over (as if someone was looking down at a phone screen and texting). This is also commonplace in desk jobs, as many people will experience "text neck" when hunching over their keyboards or sorting through files. This could be a sign of a tight chest and weak upper back, and over time this posture could worsen into rounded or hunched shoulders.
- **Rounded shoulders.** – This type of posture error is also colloquially referred to as "mom posture." It is caused when the shoulders are rounded forward, instead of back, and the head and chest are rounded forward.

To figure out if you have this stance, stand in front of a mirror and let your arms hang naturally. If your knuckles face more toward the front, instead of to the sides, you may have rounded shoulders. Daily tasks that may contribute to this are bending down repeatedly throughout the day (much like a mom does to pick up a toddler or clean up their toys), sitting for prolonged periods of time, carrying heavy objects, driving a vehicle, or using a computer.

Some exercises you can do to strengthen your shoulders and back, and correct this posture error are:

- **Pull-ups**
- **Seated Rows**
- **Planks**
- **Bridges**
- **Chest stretches**



How can physical therapy help me find relief?

Our physical therapists at Kinetix PT are dedicated to helping you achieve your highest level of physical ability. Your diagnosis and diagnostic test results will determine the make-up of your treatment plan, which may include any combination of manual therapy, targeted stretches, and exercises, activity modification, or ergonomic recommendations. We use a variety of different techniques to help our patients feel their best, including diagnostic testing (NCS/EMG), deep tissue laser therapy treatment, and ultrasound therapy.

- Manual therapy techniques help restore normal joint movement, ease soft tissue restrictions, and promote circulation. There are several exercises that can help you to restore strength and the correct sequence of muscle activation around the shoulder joint. Your therapist will also show you techniques to enhance your strength and to prevent recurrence of future shoulder problems.
- NCS/EMG testing provides your therapist with all the information they need to diagnose and help you with your health questions. Using a specialized computer, our highly trained physical therapist sees and hears how your muscles and nerves are working. In many cases, the examination will include areas away from where you were having symptoms in your shoulders because nerves can be very long.
- Laser therapy is a safe, effective, and non-invasive way to treat pain and aid in the recovery of many conditions. Laser treatments work by releasing photons into the tissues surrounding the affected area that is being treated. These photons help in relieving pain, energizing cells, and increasing circulation to the injured area. Laser therapy can aid in reducing any inflammation your shoulders may have and help reduce the pain.
- Diagnostic Musculoskeletal Ultrasound (MSKUS) allows your physical therapist to design the best treatment plan for you by allowing them to see directly inside the area of your pain to better identify problems such as joint swelling and arthritis, ligament and tendon tears/sprains, loose bodies, and nerve swelling and/or compression. Not only can diagnostic testing with MSKUS reveal the source of pain and/or show if you have impingement, but it also uses sonic waves so there is no exposure to radiation and is much less expensive than an MRI.

Give us a call today

Therapy at Kinetix PT can help significantly reduce your shoulder pain by helping you to maintain proper posture when sitting and standing, restore flexibility to your shoulder muscles and joints, and strengthening your mid-back muscles to provide support to your neck and shoulders. The weight of the world is never meant to be on your shoulders, and chronic pain has no place there either! If you are experiencing shoulder pain, contact us today to set up a consultation. We'll get you back to feeling your best before you know it.

Sources: <https://www.medicalexnews.com/articles/318556.php> • <https://mayoclinichealthsystem.org/hometown-health/speaking-of-health/poor-posture-can-cause-shoulder-pain> • <https://www.rhfs.uk/live-well/exercise/common-posture-mistakes-and-fixes/> • <http://theconversation.com/health-check-can-bad-posture-give-you-a-hunchback-56566>

CALL(352) 505-6665 TODAY TO SCHEDULE AN APPOINTMENT!

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GET HELP AT OUR FREE WORKSHOPS

THESE FREE WORKSHOPS ARE COMING SOON!

BACK PAIN & SCIATICA:

- Do you have pain when you stand, walk, or sit?
- Do you experience pain shooting down your buttocks or leg?
- Learn about the 3 most common causes of back pain and how to fix it.

SHOULDER PAIN:

- Do you have pain when reaching overhead or behind you?
- Is your shoulder pain keeping you awake?

If you have answered YES to any of these questions, then one of these FREE workshops may be a life-changing event for you or a loved one. Learn about the common causes of joint pain and how our diagnostic ultrasound, EMG and Nerve Conduction tests can find the root cause of it.

Our clinic is following CDC and local guidelines to keep you safe by limiting the number of attendees. Register now at 352-505-6665 or kinetixpt.com.



Staff Spotlight

Dr. Anthony Cere, PT, DPT, MSE, MTC, Owner

Dr. Anthony Cere, PT, DPT, MSE, MTC graduated from Florida Agricultural and Mechanical University in 2000 with a Bachelor of Science in Physical Therapy. He earned his Doctor of Physical Therapy (2006) and Manual Therapy Certification (2004) from the University of St. Augustine for Health Sciences, as well as a Master of Science in Entrepreneurship from the University of Florida in 2011. Dr. Cere has worked as a physical therapist in Gainesville, Florida since August 2000, primarily in outpatient orthopedics. He opened Kinetix Physical Therapy, with Dr. Melissa Cere, in 2008.



Dr. Cere has also served in the Florida Army National Guard from 1995-2003. He and Melissa are grateful to have been named to the Gator 100 again this year. The Gator 100 honors the fastest growing businesses, in the world, owned by Gator alumni! In addition to running a growing business, Dr. Cere enjoys spending time with his family, outdoor activities, and Gator Sports.

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Patient Success Spotlight



"Their caring staff and trained professionals make you feel like family"

"Kinetix Physical Therapy helped get me back to doing what I do best, working hard and playing harder. In a month's time, with intense therapy three days a week combined with laser therapy, my shoulder is back to 100% without pain. I also was experiencing intermittent elbow pain and through focused exercises, I've been able to strengthen certain muscles. This is the best money I have ever spent on myself and at Kinetix Physical Therapy, their caring staff and trained professionals make you feel like family. My hour commute was definitely worth the drive." -Nikki

**Are you in pain? Have you sustained an injury?
Give your physical therapist a call today!**

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