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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. 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. You also voted us "Best of the Best PT Clinic" in Gainesville!

*We hope you enjoy your Thanksgiving  
and have some relaxing time with your  
loved ones!*

## INSIDE:

- Poor Posture Can Lead To Painful Shoulders
- Common posture errors
- Staff Spotlight



# NEWSLETTER



## POOR POSTURE CAN LEAD TO PAINFUL SHOULDERS

### 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.rhhs.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. Melissa Cere, PT, DPT, Owner

Dr. Melissa Cere, PT, DPT graduated in 2002 with her Master of Physical Therapy from the University of Florida and Doctor of Physical Therapy from the University of St. Augustine for Health Sciences in 2008. Dr. Cere has focused her career in the areas of orthopedics, manual therapy, TMJ, and women's health, before opening Kinetix Physical Therapy in 2008 with her husband.



At UF, she teaches the TMJ portion of the curriculum annually to entry-level Doctor of Physical Therapy students, as well as various classes related to physical therapy private practice, professionalism and healthcare reimbursement. In addition to running a growing business, she also runs a busy family life with two children and two dogs who keep her active and laughing every day.

## Patient Success Spotlight



*"I sincerely appreciate all of the help I have received."*

*"Before starting PT, I had limitations at work performing surgical procedures and physical exams on patients. I had trouble dressing myself, playing with my children, and sleeping. Dr. Jake Reidy, Carter, Josh, and Sun have guided me with treatment and with their help I have recovered a normal quality of life and experience very little discomfort. My time with Kinetix has been enjoyable and I have looked forward to every session. I will continue to work on my exercises individually with James in the Kinetix Wellness Program. I sincerely appreciate all of the help I have received." -Kate*

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

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