

New Shoulder Course Reveals Overlooked Evidence to Better & More Consistent Outcomes with Shoulder Pain.

***This outrageously awesome course may only be here one time.
So, register now or never.***

Dear Physical Therapists and Physical Therapist Assistants,

I'm going to tell you a true story. If you believe me, you will be well rewarded. If you don't believe me, I'll make it worth your while to change your mind.

But first...

Does it bother you when...

- ✓ Your frozen shoulder patients aren't doing better and they blame you?
- ✓ Your patients with impingement take too long to see improvement?
- ✓ Your patient gets "fixed up" from someone else? (the worst!)
- ✓ The referring physician pulls the patient out of PT and sends them elsewhere?
- ✓ Your patients quit coming to PT because you know they're not getting better?

Yep. ***But it's not your fault!***

Everyone has had struggles in their development.

That can end with this course!

How would you like to feel unshakeable when treating the shoulder? You can, you know.

It's hard to make sense of how to approach clinical practice with the glut of information that's available now. You can't open a PT periodical of **any** kind and not be slapped with the phrase "evidence-based". You almost feel like a second-class therapist if you don't know what a randomized controlled trial is, much less if it requires a jury!

Have you ever secretly felt that you weren't as smart or as good as other therapists if you didn't have advanced credentials?

I was awarded Board Certification as an Orthopedic Clinical Specialist in 2003 and was silly enough to think that those credentials would somehow transform me into an "instant guru" with credibility. But credentials didn't fix the problems I was having with some patients having shoulder disorders.

Then one day...

I had a patient on my exam table that hadn't raised his arm or slept on his side in four months because of pain. He had four positive impingement signs and agony with resisted cuff testing. I really had no idea what to do for him and thought, "You're screwed, buddy". But I proceeded to try things with him that I hadn't thought of before. I remembered something from a conversation I had with a friend of mine who does research, education, and consulting---and simply "went for it".
And twelve minutes later...

He raised his arm fully over his head, behind his back, across his body and behind his neck completely pain free. And his cuff resistance tests were negative! Shocked, he shook his arms in front of him exclaiming, "*Is that it!?*" Even more shocked, I said... "I don't know!" But I quickly charted it and measured the results...

His impairment index score improved 77% in roughly 12 to 14 minutes...and he held 52% of his gains until the next session three days later!

What I came to realize from that moment on is that around half of the shoulder patients I've seen exhibit phenomena that *require treating the shoulder differently*, and that unless done so, you may see failure after failure after failure.

Stop here right now and let me tell you that this isn't some new "magic technique" seminar named with a three or four letter acronym that astounds the audience before their eyes only to disappoint once you get back to the clinic. This is a fresh approach to non-surgical shoulder problems.

Anyway... since then I've developed an organized, effective, & systematic approach to handling these "phenomena" I was seeing. Everything from the evaluation methods, to the treatment techniques to documentation is backed up by evidence. Much evidence.

The first paradigm shift you need to grasp is that you must STOP treating shoulder problems by diagnosis alone, and instead view them as non-specific, context-influenced regional disorders.

There is one area of non-specific shoulder/arm pain, however—a major area, in fact—that is given inadequate attention, in my opinion. As a matter of fact, only few people are discussing it and fewer teach anything useful about it. This course covers that and more.

Conquering Shoulder & Arm Pain.

(previously titled "How to Effectively Evaluate & Treat Non-Surgical Shoulder Disorders")
with Michael Rinaldi, PT, OCS

The next paradigm shift you need to grasp is that you must START thinking and acting as a musculoskeletal manager.

It is the intended outcome of this course that you will:

- ✓ Gain more confidence about handling the shoulder because you've gained competence.
- ✓ Learn a six-minute exam process that gives you the pertinent data to understanding the TRUE influencers behind your patient's disorder---so that you know exactly where to start first!
- ✓ Find out which exercises are **most effective** at handling key exam findings—and when and how to *prescribe them for maximum efficiency*.
- ✓ Realize why patients “go south” on you, what to do to turn them around, and more importantly—how to prevent it from happening again.
- ✓ **Develop the mindset** of a primary musculoskeletal manager—not just a clinician who repeats the same old protocols and exercises that you've been doing for years.
- ✓ Understand why **you must look at the spine** even when patients don't complain about back or neck pain! Failure to do this properly will reduce your success 40% or more.
- ✓ Have treatment processes that you can go back to work and implement to progress your patients the next day.
- ✓ Understand which indicators are most useful for patient progression and management and how to use them successfully.
- ✓ Know which functional measurement index is most useful (you'll get a copy of it) for revealing your patient's functional status---plus, an interesting way to use it to discover what type of patient they are: embellisher, non-confronter, or realist. This is also built into the documentation system you'll get as well.

Here's what I mean about the first point above:

I referred a patient (“Joe”) to a sports medicine orthoped after improving his constant shoulder pain of over one year duration, to having positional pain only. The orthoped sent me his report; we concurred on the disorder and treatment, though he used a certain test in his exam that's absolutely misleading—I'll tell you what it was and why, plus the optimal way to assess this category.

I want to be clear that I'm **not** proclaiming to be the new shoulder guru in town, or that I've got all the answers. But I don't embellish to get my point across, can't stand hype that doesn't deliver, nor CEU courses that don't give you something useful for your money.

But don't take my word for it, take your colleagues:

"One of the best courses I've attended in a long time with lots of treatment techniques I can take away and use." ---Amy W., PT

To illustrate a point about results, a veteran (37 years) therapist who took the seminar sent me the following feedback:

In a check-up 8 weeks after the course, she reported back to me stating she had resolved symptoms in 5 shoulder cases and had them D/C'd within 2 weeks of returning to the clinic after taking the course and applying the material.

At 3-months after the course she also reported that she felt she had progressed from being "intermediate" or "advanced" to "advanced +" and "expert" level in dealing with the shoulder and that she is "consistently getting successes and much better outcomes and having very few failures."

That's only one of several successes reported to me from attendees.

But here's why YOU should take this course:

This course gives you a system--a "How To" approach--from start to finish on:

- ✓ Sensitive & specific tests to use in a fast-flow sequence
- ✓ Identifying cluster signs that characterize the nature of the disorder
- ✓ Spotting and resolving patient issues of compliance, lack of progress, and how to progress
 - ✓ Handling the spine & rib cage to accelerate recovery (an absolute must!)
- ✓ Home exercise program prescriptions for pain relief and motion recovery (finger-walking up the wall isn't one of them!)
 - ✓ Loading strategies for tissue repair and strengthening
 - ✓ Documentation strategies to aid in progressing the plan of care
 - ✓ Learnable mobilization and manipulation techniques that work

More of your colleagues words:

"Any course that I take that stimulates me to want to pick up a book when I leave *is rare---this course* did that for me and helped me to identify where I need to improve. Thank you for putting you neck out there to teach style, philosophy, and more importantly, direction to practice. I think this shepherding at the end of the day will end up moving and impacting our profession forward ---to the work, the practice, and how we are valued by the public and medical community. Thank you for your advocacy." – Ed B., PT, ATC

"Michael is one the most skilled clinicians that I have ever had the pleasure to work with and learn from. He is a talented instructor and clinician with skilled hands. His mentorship has been instrumental in helping me to achieve many of my professional goals." —Ed Schiavone, PT, COMT, Graduate, Kaiser-Hayward Fellowship in Advanced Orthopedic Manual Therapy (colleague)

“Since working under Michael, not only have I learned more advanced treatments and techniques, but I have been getting quicker and more dramatic results with my patients—sometimes on the first visit! I have more respect for him as a therapist than anyone else I’ve ever worked with. I know I have more confidence in my skills and decision making patterns also.--Erin W., PT



Look, there are even more reasons to attend this course. But your mind will try to come up with any old reason not to take action, which is pretty normal...that’s the way the reactive part of the mind usually works. But if you think:

“I don’t have the time... Too busy...”

Puh-lease! You aren’t going to be gone a month--just two days that will be worth your while.

Fact: We make time for things that are important to us. If your patient outcomes are important, you’ll make the time to advance your skills.

Fact: Humans feel better when they learn something of value or discover something new. This course has more than just a few tidbits of valuable, applicable data that you can use immediately upon returning to the clinic.

“Too expensive..?”

Come on.... If you turn around five patients in two weeks like the PT in the above example did—and one of those five refers two other people to you....you do the math. **One referral more than pays for it.**

Fact: Ignorance is expensive to your career. Poor ability is expensive to your employer. Lack of results is expensive to your patients.

“Is there anything new being taught?”

Let’s see. Do you know...

- ✓ What the cervico-thoracic ratio is and what implications it has on the shoulder?
- ✓ What inverse C7-T1 function is and what to do about it?
- ✓ If weakness in the hands is something you should be concerned about when assessing the shoulder?
- ✓ How the thoracic spine can hold the key to quickly turning around capsulosis?
- ✓ What tests differentiate any impingement vs. a cuff tear?
- ✓ How to improve shoulder flexion or reduce pain with impingement signs without even touching the shoulder?
- ✓ Which rib has been shown to be an intrinsic cause of shoulder dysfunction and what you need to do about it?
- ✓ When to refer a patient so you look like a true clinician, not a technician?

If you don’t know the answers to these and you treat shoulder problems...yes, I’m teaching something new & you need to come to this.

"My goal was to find out something new about shoulder treatment. A lot of courses are just repeats of the same old stuff. This course opened more doors for me." --Joy R., PT, CHT (30+ years in profession!)

"The kids..."

They'll like it when you're gone...and appreciate you more when you come home! Isn't it great when you come home to kids (& significant others) and they've missed you? If you want, you can bring them. There are *plenty of fun activities* in the cities we'll be in.

"My employer won't pay for it."

Hey, it's your responsibility to educate and invest in yourself. The more skilled you are, the more valuable you are. Period. If you're in private practice, you better be proving your value to patients and referral sources!

"What if it doesn't live up to its 'hype'?"

There's no hype here. The information is evidence-based and clinically verifiable. If at the end of the first day, you're not happy with the course, then let me know specifically what issue you need addressed. If I can't address it, then you return all course materials to me and I'll refund your tuition upon returning to the office. Fair enough?

"I feel I can return to the clinic and put these techniques to work and help my patients, and also have a systematic approach to evaluate the shoulder." ---K. Martin, PT

"Is this one of those 'esoteric' courses where they teach something weird?"

If PT Journal, JOSPT, Journal of Bone & Joint Surgery, Archives of Physical Medicine & Rehab, American Journal of Sports Medicine, Spine Journal, Journal of Clinical Epidemiology, or Medicine & Science in Sports & Exercise allow weird stuff in their published studies...then I guess this course will be very weird.

Got it?

If this course is about anything, it is about you learning to spot and resolve the issues that are causing your patient's impairments!

You can read all the books and newsletters, but unless you've put it into a systematic approach, you are likely:

1. confused about what you're doing but too afraid to say it,
2. using a "shotgun" approach to managing your patients,
3. using the same protocols you've been using for most of your career,
4. doing what the physician tells you to do,
5. copying what the other therapists in your clinic are doing, or (God forbid),
6. designing your treatments based on those exercise cards.

Okay, so the rubber has to meet the road. Now is NOT the time to be lazy, to put it off, or think you've got time to register. **NOW is the time** to register.

You can have the answers, or continue on in the same old...

- "The patient still can not put on her bra completely..."
- "The patient still experiences pain when sleeping on his side..."
- "The patient continues to have pain when reaching up for..."
- "The patient said she wasn't getting any better and cancelled the rest of her appointments..."

To Register...

You can print out the registration on this page, fill it out & send it in or fax it in with payment.

1. Call in 330-629-8834 and ask to register for the course. Jen is the person on staff who usually does this.
2. Go to our website page to get a registration form and a printable course brochure and follow the directions for registration.

Register today. Each venue size is different. If they fill up, that's it. No exceptions.

Come. Have fun.

Learn with the best of the best.

Sincerely,

Michael Rinaldi, PT, OCS

P.S. Because of the content-rich nature of the course you will get a **FREE DVD** of the techniques and evaluation processes that you will learn during the course (there's quite a few) that will complement the manual.

Registration		
"Conquering Shoulder & Arm Pain"		
Location: _____		
Name _____		
Credentials: (circle) PT PTA OT ATC		
Address: _____		

City	State	Zip
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Cell Phone () _____ - _____		
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*Note: Avail does NOT solicit or share ANY contact information--- <u>your privacy is protected.</u>		
Registration Fee: \$465 if registered two (2) weeks prior to event. Late registration within two (2) weeks of event requires a fee is \$495.		
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****PLEASE NOTE THE FOLLOWING: Seating may be limited at some locations; therefore we encourage early registration to ensure seat and avoid late registration fee.		
Avail Consulting, Inc. or its speakers may refuse attendees for any reason at any time or cancel a course within 14 days before the scheduled course.		
Upon registration, attendees will receive confirmation and hotel information via standard mail and e-mail.		
Refunds will be given less a \$75 processing fee for cancellations less than 7 days prior to the course		
Inquiries:	Call	330-629-8834
Fax registration to:		330-629-9362