

## Our Mission

It is the mission of *Alpine Physical Therapy & Spine Care* to be the preferred provider of physical therapy and spine care to residents of Central Oregon.

## Our Services

Since 2006, *Alpine Physical Therapy & Spine Care* has provided residents of Central Oregon with exceptional care in the areas of physical therapy, spine care, and fitness, offering our clients a wide range of therapeutic and wellness services.

Our services include:

- Spine care programs
- Post-injury rehabilitation
- Post-surgical rehabilitation
- Osteoporosis programs
- Overuse injury treatment
- Headache care
- Exercise and wellness prescription



## This Issue

InTouch with Alpine, So What Does it all Mean? **P.1**

Alpine SpineCare: Effective Treatment in 3 Stages **P.2**

Practice Profile: Interview with Shana Brooks, PT **P.3**

A Comprehensive Approach to Spine Care at Alpine **P.4**

## InTouch with Alpine, So What Does it all Mean?

By Rob Hollander PT, Owner



### Welcome to the

first issue of *InTouch with Alpine*. For those of you that have been around Central Oregon the past few years, you might have noticed that *Alpine Physical Therapy & Spine Care* has experienced a great deal of growth since its inception in 2006. Starting as the dream for better care by its founders, Scott

Weber PT, and Rob Hollander PT, *Alpine Physical Therapy & Spine Care* has made tremendous progress as a young healthcare practice, and has brought benefit to numerous residents throughout Central Oregon.

So, *InTouch with Alpine*, what's it all mean? Well, put simply, we want to be proactive about keeping in touch with those that rely on us for care, and those that share in our success. To our patients who look to us for guidance and advice and for the professionals that trust us with the care of their patients, we will produce *InTouch with Alpine* on a quarterly basis as a way to provide useful information, updates, and news about our practice, advances in the field of rehabilitation, and trends in the fitness and wellness industry.

Looking back on 2008, we have an abundance of good news to share. It really was a great year for us, as we added a second location at Pilot Butte Medical Center, welcomed the addition of a dynamic and talented physical therapist, Shana Brooks, underwent a significant refinement to the *Alpine* brand, and added a number of population-specific rehabilitation and prevention programs within the walls of our practice.

Opened in May 2008, expansion of *Alpine* to Pilot Butte Medical Center marked a significant step in the delivery of premier physical therapy and spine care to residents of Central Oregon. For more than two years our loyal patients living or working on the east side of Bend had to drive to our Northwest Crossing location in order to receive services. In an effort to make care more convenient, we opened up the Pilot Butte Medical Center office, which has quickly become a favorite of our east side patients.

Shana Brooks joined us in June 2008, and brought with her several years of expertise in the area of physical therapy, osteoporosis, and an advanced treatment method known as the McKenzie approach. We are thrilled

to have Shana's advanced training, warm personality, and commitment to patients as part of the *Alpine* offering.

*Alpine Physical Therapy & Spine Care* underwent a significant change to the *Alpine* brand in 2008, which included a name change, landmark enhancement, and development of a "core" brand message for the practice. The new name, *Alpine Physical Therapy & Spine Care* (addition of *Spine Care*), was performed in an effort to communicate our level of expertise and training specific to the spine. This new name was accompanied by subtle refinements to the *Alpine* brandmark, as well as through the company's new tagline, "Comfort. Trust. Focus." We are excited to share with Central Oregon our new brand, as we feel it communicates not only who we are, but what our patients and partners should expect upon every encounter with us. Thanks to *Vantage Clinical Solutions* for their assistance with refinements to the *Alpine* brand strategy.

Finally, 2008 marked the addition of a number of rehabilitation and prevention programs geared specifically for our patients, as well as common ailments found in the primary care physician's setting. *Alpine SpineCare* is our flagship rehabilitation program, which includes a phase-driven approach to getting patients back to a functional, pain-free existence - and keeping them there. *Alpine OsteoCare* is a program dedicated to the rehabilitation and management of those suffering from osteoporosis. *Alpine OsteoCare* was developed and is lead by Shana Brooks, who has received extensive training in the area of Osteoporosis. And *Alpine FastTrack* was launched in late 2008 as a program which emphasizes an accelerated rehabilitation track for those persons and diagnoses which respond best to a faster, more intense approach.

So, we sincerely hope you'll enjoy the updates and we look forward to keeping you *InTouch with Alpine* in 2009. We'd love to hear your comments, suggestions, or story ideas - if you have some, please send them to [rob@alpinephysicaltherapy.com](mailto:rob@alpinephysicaltherapy.com).

Thanks, and happy reading!

Rob Hollander and the  
*Alpine Physical Therapy & Spine Care* staff



**ALPINE**  
Physical Therapy & Spine Care

## Our Staff

**Scott Weber PT, Owner**  
Graduate of *University of Wisconsin-Madison*, 1998

**Rob Hollander PT, Owner**  
Graduate of *University of Wisconsin-Madison*, 1998

**Shana Brooks PT, Cert. MDT**  
Graduate of *St. Ambrose University-Iowa*, 1998

**Caitlin Hansen**  
Office Manager  
*Alpine PT & Spine Care* at  
Pilot Butte Medical Center

**Jill Freund**  
Billing Coordinator  
*Alpine PT & Spine Care* at  
Northwest Crossing

## Alpine Facts

According to a national benchmark study, the average number of PT treatments required per episode of care (injury) is 12.0.

At Alpine it's 7.2.

You can bet that at *Alpine* we're doing something right.

From PT Benchmark 2007 Report, June 2007.

## Our Locations

*Alpine PT & Spine Care* at  
Northwest Crossing  
745 NW Mt. Washington Dr.  
Suite 104  
Bend, OR 97701

*Alpine PT & Spine Care* at  
Pilot Butte Medical Center  
2275 NE Doctors Dr.  
Suite 3  
Bend, OR 97701



## Alpine SpineCare: Effective Treatment in our 3-Stage Program

Unique approach means better outcomes, faster results, and less recurrence of spine-related injury.

By Rob Hollander PT



Recent studies have shown that 80% of the adult population will experience a major episode of back pain at some point in their lives with 10% of these becoming recurrent episodes that plague those affected throughout the remainder of their lifetime.

While a wide variety of treatment options are available to the public, effective results often times remain a mystery. Back pain has become the largest single yearly expense in the musculoskeletal domain of health care with over \$90 billion spent annually. And despite the magnitude of this investment, the prevalence of back pain has actually increased by 12 to 15% since 1995 according to a 2005 study in JAMA.

For these reasons, we at *Alpine Physical Therapy & Spine Care* have spent years refining our treatment approach to manage spine related conditions culminating in the development of the *Alpine SpineCare* program.

The *Alpine SpineCare* program, our flagship rehabilitation and prevention program is systematic, and it's effective. In 2008, our average visit duration within the program was 7 visits over a period of 6 weeks. This is compared with national benchmarks of upwards of 12 visits per episode of physical therapy care, providing us with confidence that our program is one

of the most efficient and cost effective methods of returning our patients to pain-free function following spine pain or injury.

The *Alpine SpineCare* program is a comprehensive 3 stage program that identifies the cause of a patient's spine dysfunction, restores normal spine mechanics and teaches patients self corrective strategies to prevent recurrence.

In Stage One of the program, individuals are taken through a thorough evaluation process to determine the cause of their condition. Patient education is emphasized during this phase. Many neck and low back pain sufferers have no idea of what is causing his/her pain even after years of pain and treatment. Our therapists will outline a clear plan of care during stage one.

Stage Two is the recovery phase. During this phase we focus on the recovery of proper spine mechanics. This involves restoring proper motion, stability, and strength for return to function and recreation. The unique aspect of our program is the combination of three treatment strategies versus the reliance on only one approach. *Alpine SpineCare* integrates what is commonly referred to as the McKenzie Approach (also known as Mechanical Diagnosis and Therapy, or MDT), manual therapy, and intrinsic/core stabilization. Not

all spines are alike, and depending on patient history or acuity, spine pain may come down to lack of flexibility, a restriction of motion, or the spine may move too much and be under postural stress.

Stage Three is the final stage of our program, and emphasizes independence. This stage builds on the first two stages and culminates in return to activity and discharge to self management. Patients learn to effectively treat themselves via a combination of self assessment and preventative exercise. Throughout the *Alpine SpineCare* program we build towards this final stage. Our therapists prescribe exercises that are effective and give immediate feedback. The benefits of this process are that it empowers the patient to take control of his or her treatment and the exercises can be performed in an efficient manner.

If you or anyone you know has had trouble with neck and low back pain or you have specific questions regarding the *Alpine SpineCare* program please contact our office at (541) 382-5500 or by email at [rob@alpinephysicaltherapy.com](mailto:rob@alpinephysicaltherapy.com).



**ALPINE**  
Physical Therapy & Spine Care



## Shana Brooks, PT

- Joined Alpine Physical Therapy & Spine Care in June 2008
- Graduate of St. Ambrose University-Iowa, 1998
- Certified in Mechanical Diagnosis and Therapy (McKenzie)
- Specialty Training in Osteoporosis and Spine Rehabilitation

## Practice Profile: An Interview with Shana Brooks, PT

Spine specialist. Wellness enthusiast.

By Scott Weber PT



Shana Brooks joined Alpine in June of 2008 in conjunction with the opening of our eastside location. Shana brings ten years of outpatient orthopedics experience with her and is specialized in the McKenzie Method. We cornered Shana at work and made her answer a few burning questions we had about how she got to where she is today!

**Scott: You've been a PT for a long time now. Why did you enter the profession in the first place?**

Shana: I wanted to work in a profession that emphasized health and wellness. PT is a great job! I get to be a part of helping people recover, get better and get back to what they were doing before and maybe even do it a little better!

**Scott: Why Bend?**

Shana: Bend is an optimal environment for the Physical Therapist. People here are active and committed to a healthy lifestyle. When they are injured there is a lot of motivation to get back to the central

Oregon outdoors. I also heard the fly fishing wasn't bad! :)

**Scott: Why Specialize in the Spine?**

Shana: Why not! Back pain is one of the most frequent causes for doctor's visits. Spine pain is very common, often incapacitates its victims and fortunately is very treatable. I like the puzzle the spine presents. There are often combining factors causing patient's discomfort and getting to the bottom of the mechanics is fun.

**Scott: You specialize in the McKenzie Method. Can you explain that a bit?**

Shana: The McKenzie Method was developed in New Zealand as an assessment tool for evaluation of the spine. It is becoming the gold standard for PT evaluation. The treatment approach is based on patient's response to movement or positions. When movements are applied correctly and often repetitively patients can have a large effect on how rapidly their condition improves and can prevent its reoccur-

rence. Power to the people!

**Scott: Are there any other areas you are interested in?**

Shana: I love to work with Osteoporosis. There is a lot of information in the media about exercise and osteoporosis. When properly educated, patients can do a lot to prevent progression of the disease process and keep their spine safe and fracture free.

**Scott: So, what's up for the future?**

Shana: I want to continue working with the spine, as it will always be a challenge! I am interested in incorporating yoga or Pilates into the osteoporosis care. I would like to see more cancer patients accessing our services. Cancer is now thought of as a chronic illness in our health care system. Patients often have musculoskeletal needs that are most properly addressed by Physical Therapists.

**Scott: Well, thanks Shana! We look forward to exciting things from you in the future!**

## Moving Forward: A New Brand of Physical Therapy

New physical therapy brand initiative underway

In an effort led by the *American Physical Therapy Association*, physical therapists throughout the United States will be rolling out, and celebrating a new "physical therapy brand" dedicated to communicating the core benefit of physical therapy to all health-care consumers. The brand will be communicated through a campaign titled, "*Move Forward – Physical Therapy Brings Motion to Life*," and will emphasize the physical therapist's role in improving the lives of others through their specific expertise in the area of motion.

Active in the areas of rehabilitation, health promotion, wellness, fitness, and ergonomics (to name a few), physical therapists are – at their essence – all about motion. The caption, "*Bringing motion to life*" sums it up well, as regardless of your physical therapist's clinical setting, specialty area, or geographic location, you'll truly be *moving forward* under the guidance and direction of a movement specialist.

We invite you to visit the consumer website, [www.moveforwardpt.com](http://www.moveforwardpt.com), where you can learn more about the profession, and the ones you've come to call *physical therapist*.



ALPINE  
Physical Therapy & Spine Care

## This Month's Q&A

By Scott Weber PT

### Q: Should I stretch before warming up, or the other way around?

A: Whether to stretch or warm up first has received much controversy over the years, the confusion going something like this: You don't want to pull a muscle so you should stretch before activity, but you need to warm your muscles first in order to achieve the best stretch. Sound a bit confusing? Well, it is.

The problem here is that both arguments have some validity: You don't want to stretch cold muscles, but you also don't want to use your muscles too aggressively prior to stretching.

The important piece of information required to rectify this argument involves the intensity of the warm up activity used prior to stretching. If done at a low intensity, warming up prior to stretching heats the muscles from the inside out, making them more extensible and less prone to injury from the stretching activity itself.

So, when you're starting your routine, don't be afraid to move around a bit and warm up those cold muscles prior to stretching. If done right, your body will thank you for it.

Got a question you'd like to have answered? We're just an email away. Send your question to [scott@alpinephysicaltherapy.com](mailto:scott@alpinephysicaltherapy.com) and we'll consider it for a future issue.



# A Comprehensive Approach to Spine Care at Alpine

By Rob Hollander PT



Our unique approach to spine care at *Alpine Physical Therapy & Spine Care* is what makes us effective, and the best option for conservative care of the spine in Central Oregon.

Our approach to spine care is the result of years of experience and study in the area of the spine, and consists of a comprehensive, multi-faceted approach which addresses spine pain and dysfunction through three distinct and proven methods: McKenzie Therapy, Manual Therapy, and Intrinsic/Core Stabilization.

Here, we will briefly touch on these approaches which have become the hallmark of spine care at Alpine.

### McKenzie Therapy (MDT)

The McKenzie Method is a standardized assessment and treatment approach that is grounded in finding a cause and effect relationship between movement and pain response. MDT trained therapists take patients through provocative loading strategies (movements) to determine the type of problem and determine the best treatment

approach. The hallmarks of this approach are low number of visits, emphasis on patient independence and exercises are used for pain relief.

### Manual Therapy

Manual therapy is the clinical approach utilizing skilled/specific hands-on techniques to assess and treat the spine. These techniques include joint manipulation, joint mobilization, soft tissue mobilization and massage. A skilled manual therapist can assess and treat both the soft tissue/muscular component as well as the underlying joint dysfunction.

### Intrinsic/Core Stabilization

Stabilization/Core Strengthening are exercises that restore the active component to spine function. Intrinsic strengthening focuses on a specific group of muscles that stabilize the joints of the spine while 'global' muscles focus on the movements of trunk. A patient may require these strategies alone or an integration of both.

## Did You Know?

Physical therapists can reduce athletes' risk of injury by 41%

*From the American Journal of Sports Medicine, August 2008.*

## Contact

(541) 382-5500 Phone  
(541) 389-5669 Fax  
rob@alpinephysicaltherapy.com  
www.alpinephysicaltherapy.com



Issue 01 • April 2009

© 2009 Vantage Clinical Solutions, Inc. www.vantageclinicalsolutions.com

Westside Clinic:  
Northwest Crossing  
745 NW Mt. Washington Dr., Ste. 104  
Eastside Clinic:  
Pilot Butte Medical Center  
2275 NE Doctors Dr., Ste. 3  
541.382.5500 phone  
541.389.5669 fax  
www.alpinephysicaltherapy.com

Physical Therapy & Spine Care

ALPINE

