

## JOI Rehab features Laser Therapy

### Why Choose Medical Laser Treatment?

Medical Laser Therapy works by flooding the tissue with photons, which energize cells within the injured tissue, to begin the healing process. This therapy allows your body to utilize its own restorative powers by inducing a series of healing responses in your body. As you feel the soothing warmth of our medical laser, you will begin an 18-24 hour process of modulated cellular activity leading to decreased pain and inflammation.

### What to Expect during Treatment?

Each treatment lasts between 3-15 minutes, depending on the condition being treated, and it is administered directly to the skin as laser light cannot penetrate through layers of clothing. You will feel a soothing warmth, as the therapy is administered. Your therapy may be administered using either a "contact" or "non-contact" hand piece. The contact hand-piece is designed to allow your therapist to physically manipulate the tissue, while administering the treatment, resulting in a laser-massage treatment. This allows for light to penetrate deeper into the tissues due to its ability to displace the tissue through the laser-massage technique. You should experience positive results after 5-8 treatments, or perhaps, even an immediate change during the initial treatment.

### Why Choose JOI and LiteCure Therapy Lasers?

LiteCure Medical is a clinically proven modality that is the preferred brand of healthcare providers. Critical variables, including the area being treated, specific clinical condition, individual body type, and skin pigmentation, will be used to select the most appropriate delivery method for your individual condition. While Laser is not typically covered by insurance, the first Laser treatment is always free! Subsequent visits are \$20 per visit, per body part.



### Where can you get Laser Treatment?

Laser is available at our San Marco, South & Beach Rehab locations.

[joi.net](http://joi.net)

Friend us today at  
[facebook.com/myjoi](https://www.facebook.com/myjoi)



Sports Medicine Provider for

# Swimmer's Shoulder

By Heidi Austin, DPT



This year I've been dealing with nagging shoulder pain with swimming long distances. Despite some early season frustration, I think I've been cured. To help out my fellow triathletes/patients who may be experiencing the same thing, I thought I would share what I've learned from research as well as from my own personal rehab. To keep it simple, I'm breaking it down into a "to do" list. In my particular case, I've been dealing with shoulder impingement. What is impingement you ask? Impingement occurs when the rotator cuff tendons are compressed by part of the shoulder blade(acromion) with overhead activity. As the arm is lifted, the acromion rubs, or "impinges" on, the surface of the rotator cuff. This causes pain and limits movement. Please note these guidelines are only specific to that diagnosis.

## Heidi's "To Do's" for Swimmer's Shoulder

### **1. Take a good look at your posture.**

Do you have a forward head or rounded shoulders? Do you sit all day in a slumped position at your job/school? How many hours a day are you sitting? For a quick reference, look at your profile in the mirror. The head should be centered over the shoulders and hips should sit underneath the shoulders. As a side note, this position does require some extra energy. Your neck and shoulders will thank you later!

### **2. Try out a posture shirt.**

Although there is no published research yet to support their usage, they can help increase your postural awareness and proprioception. Note: it has to fit very tight to get the job done. I have worn mine throughout the work day and during bike trainer sessions. Because of it's tight fit, I've only worn in it for 1-3 hours at a time. Kinesio-taping could provide a similar fix if you really can't afford to miss your training. Make sure you purchase the water proof type.

### **3. Strengthen your rotator cuff and scapular stabilizers! You can stop by and see your friendly JOI PT for recommendations. Some of my favorites include:**

- I's, T's, Y's
- Banded Rows
- Banded External and Internal Rotation

### **4. Avoid kick boards as they put your shoulder in a position of impingement.**

### **5. Stay away from the paddles. Paddles add resistance to your stroke and will only make the pain worse.**

### **6. REST if you can until you fix the root of the problem.**

### **7. If you can't rest, keep your workouts below 4000 m until the pain subsides.**

### **8. Have a professional take a look at your stroke.**

### **9. See a good sports physical therapist at JOI :)**

### **10. And since I know most of you crazy endurance athletes will ignore #6, I will say it one more time: REST!**

\*Pictures retrieved from <http://>



JOI Rehabilitation  
has nine  
convenient locations to  
serve you.

**1 San Marco / Spine  
Center**

1325 San Marco Boulevard  
Suite 102  
Jacksonville, FL 32207  
P: 904.858.7045  
F: 904.858.7047

**2 North**

12961 North Main Street  
Suite 201 & 202  
Jacksonville, FL 32218  
P: 904.757.2474  
F: 904.757.5541

**3 Point Meadows**

(Gate Parkway & 9A)  
7740 Point Meadows Drive  
Suite 1 & 2  
Jacksonville, FL 32256  
P: 904.564.9594  
F: 904.564.9687

**4 Westside**

5393 Roosevelt Boulevard  
Suite 17  
Jacksonville, FL 32210  
P: 904.389.8570  
F: 904.389.8599

**5 Beaches**

1577 Roberts Drive  
Suite 320  
Jacksonville Beach, FL 32250  
P: 904.247.3324  
F: 904.247.3926

**6 South/Spine Center**

14985 Old St. Augustine  
Road, Suite 106  
Jacksonville, FL 32258  
P: 904.288.9491  
F: 904.288.9698

**7 University**

5737 Barnhill Drive  
Building B, Suite 204  
Jacksonville, FL 32207  
P: 904.733.9948  
F: 904.733.9984

**8 Mandarin**

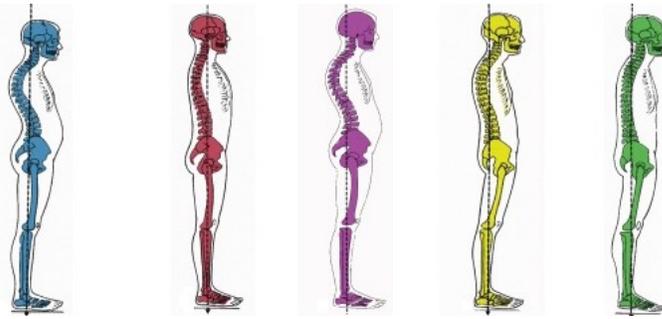
12276 San Jose Blvd  
Suite 716 & 717  
Jacksonville, FL 32223  
P: 904.288.9604  
F: 904.288.9643

**9 Fleming Island**

1845 Town Center Blvd  
Suite 410  
Fleming Island, FL 32003  
P: 904.621.0396  
F: 904.621.0397

## Oh My Posture!

By Chad Evans, MPT



OMG! Or should I say OMP! For many of us sitting with a good posture has become more difficult over the years. What happened to the days when we could sit up tall and not feel the need to have something to lean back against? Why do our backs start to hurt if we try to sit upright longer than a minute or two? Did we injure something?

No, that would be too easy. That would give us an excuse to continue sitting with a rounded, comfortable posture. Chances are that slouched posture has evolved slowly over time. What had once started as a nice erect posture with active use of our core muscles has now become a lazy, slumped posture. Truth be told, most of us are guilty of letting the ligaments, tendons and discs that run down the back of our spine hold us upright (somewhat upright). This is what happens when we do not use our posture muscles to hold us upright. It takes a lot less energy for us to slouch. To sit upright we have to activate the muscles that run down the back of our spine as well as the deep stomach muscles. If you hold an upright position long enough, you will notice a dull ache or pain starting to creep into your back. This would be muscle fatigue. Our back muscles are getting tired because they are too weak and deconditioned to maintain this posture. This is not how it should be. Our spines are designed to sit upright. We should be able to sit comfortably longer than a minute or two before the muscles get tired and sore. Unfortunately for many, this is difficult and thus results in a slumped posture. Habitually sitting with poor posture ultimately puts a strain on the discs and ligaments in our back. Because of this they get stretched out and weakened, leading to degenerative changes and eventually back pain.

Now is the time to make a change. By making an effort each day to sit a little longer with an upright position, our posture muscles can be re-trained to work again. For your back's sake, get started today.