

JOI Opens Spine Center at South Location

The Following Services are available by our specially-trained Spine Therapists:

Spine Center Services

Treatment will be given and directed by experienced Spine Therapists, who work directly with JOI's Spine Surgeons and Physiatrists (PMR – Pain Management and Rehabilitation), to coordinate your care while you undergo treatment at JOI Rehab's Spine Center. You are our priority!

Medical Laser – \$60, per visit

Our specially-trained clinicians offer state-of-the-art deep-penetrating laser therapy. Treatment is typically given in a series, as it creates a change at the cellular level as damaged cells absorb the light's energy. These cellular changes in mitochondrial activity and cell permeability can result in quicker healing times and decreased pain. These safe, pain-free, and quick treatments are effective for a wide array of orthopaedic conditions, including arthritis, degenerative disc disease, muscle strains, muscle spasm, sciatic pain, tendonitis and other overuse injuries. (Not typically covered by insurance).

Medical Massage– \$60, per hour

Our licensed Massage Therapists offer medically directed massage services, including those specifically designed to focus on soft tissue, spine-specific, and sports-related injuries. We work directly with JOI's Physical Therapists in coordinating your care at our Spine Center.

Acupuncture – \$80, per visit

Our certified Acupuncturists offer appropriate treatment to support traditional physical therapy protocols. This treatment can be adjunct to traditional treatment of orthopaedic conditions, such as chronic neck and lower back pain, arthritis, sciatica, and fibromyalgia. We can assist in the treatment of medical conditions, including depression, weight loss, high blood pressure, sinusitis, allergies, and anxiety. (Not typically covered by insurance)

Back School Education

We offer regularly scheduled Spine Education Classes, which review anatomy, biomechanics, common spine pathologies, and body mechanics training, for all spine patients. Our class is recommended by JOI spine physicians for all back and neck patients. An off-site session is also available for your group or corporate organization.

APPOINTMENT LINE: 904-288-9491

Exclusive Sports Medicine Provider



joionline.net

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



You're Invited...

Want to learn more? Join us for a free Continental Breakfast on the first Saturday of each month from 7:30 - 8:30 am at our Spine Center, as we showcase our new services. Register with the form on our website joionline.net or call 904-288-9491 to reserve a seat today!
(see map on back)



Meet our Staff

JOI Rehab is proud to announce our newest venture, the Spine Center. We are dedicated to a team-treatment approach to reach the best results for our spine patients. Our center utilizes skilled physical therapists, medically supervised massage therapists, and a licensed acupuncturist to work together to give our patients pain-relief, increased mobility and return to full function. We also have cutting-edge Class IV medical laser therapy available to improve healing and decrease pain. Our new Spine Center specializes in patients with spine dysfunction, such as headaches, neck pain, TMJ pain, low back pain, herniated disc, spine arthritis, post-operative spine pain, as well as many other diagnoses.



The JOI Spine Center staff includes experienced spine physical therapists that specialize in all types of spine dysfunction treatment. These therapists are manually trained to use hands-on techniques to improve your spine mobility. They are also exercise specialists with the knowledge to choose the appropriate exercise program to return you to good health without increasing your symptoms. They will incorporate education on spine care and body mechanics to help avoid future reinjury.

Our Spine Center coordinator, **Sarah Katsaras**, PT, is a long-time JOI Rehab physical therapist who specializes in spine treatment. She attended the University of St. Augustine and earned her Master's degree in physical therapy. She has been with JOI Rehab for eight years at the San Marco clinic. For the past three years, she has organized a quarterly spine meeting with the spine therapists and JOI doctors, so she has a good working relationship with JOI spine physicians. You can email her at skatsaras@joionline.net or visit the website, www.joionline.net.



Acupuncture is the use of small, sterile (single-use) needles inserted into specific points just below the skin to help improve circulation. These points are found along meridians, which are channels through with the life-energy or "qi" flows. In traditional Chinese medicine, stimulating acupuncture points in the skin can correct imbalances in the flow of life-energy, which can help with dysfunctions ranging from chronic pain and arthritis to depression. Although acupuncture is not based on western physiological medicine, it has existed and been in practice for centuries.

We are happy to welcome, **Cristina Gillis**, licensed acupuncturist to the Spine Center. She is an experienced practitioner from Fernandina Beach, who received her degree in acupuncture in Gainesville, FL. She also trained for 2 years in traditional Chinese medicine at Pacific College (New York). She uses the four diagnostic methods of tongue/complexion inspection, palpation/pulse inspection, auscultation (listening) and inquiry/interview. She focuses on the internal cause of the disease/dysfunction which simultaneously treats the physical and psychological issues.

Please go to our website, www.joionline.net, for frequently asked questions regarding acupuncture, or if you would like to submit a question.



We are happy to welcome **Erica Welsh**, licensed massage therapist to the JOI Rehab Spine Center. She received her massage training in 2008 and, since then, has been treating acute and chronic musculoskeletal dysfunctions with excellent results. She brings a therapeutic, healing touch and a friendly, caring attitude.

Most people have either heard of or personally experienced a therapeutic massage. Massage has many medical benefits. It can help release restrictions or trigger points in muscles that are painful and this will reduce unwanted stress on the nearby joints. Massage can also improve blood flow and circulation to accelerate healing. It also helps posture by releasing muscle restrictions that form from holding your body in poor positions.

The difference in seeing a massage therapist at a spa and seeing our therapist is that she is under the direct supervision of the spine physical therapist. Our spine PT will evaluate your spine dysfunction and direct the massage therapist on what areas to address with soft tissue mobilization.

If you have any questions about medical massage at the JOI Rehab Spine Center, please visit our website, www.joionline.net.

Body Mechanics

Most people who have experienced back pain know some of the causes, such as limited core strength, poor flexibility and trauma. The key contributing factor regarding back pain that is frequently overlooked, and not addressed in treatment is poor body mechanics, or the use of your back to lift, bend and move.

The spine is designed to support your trunk and protect your spinal cord. Once you start using your spine to lift, pull objects (like a vacuum) and for transitions (like getting in and out of a chair), the joints and discs become overloaded and damage ensues. Even the muscles along your spine aren't designed to be used for lifting. They are small, postural muscles and are meant only to support the vertebrae or bones of the spine.

So, the question is: how do you lift, pull and transition without putting unwanted stress on the spine? There are several things to know about proper body mechanics. First, and most importantly, you need to hinge, or bend, at the hip joint while keeping the spine straight. Second, bend your knees slightly but keep your weight on your heels with your feet shoulder width apart. Third, always keep objects close to you when lifting, pushing and pulling.



Changing your body mechanics or movement patterns is not easy. The way you move is ingrained in your mind, and the same patterns have been followed and developed your entire life. Changing those movements will require focus and thought every time you move but, eventually, new movement patterns will be set. Once you start using good body mechanics, the stress that you place on your spine from everyday activities will be removed. These negative stresses are the most common cause of back pain and the easiest to eliminate. If you have questions about body mechanics, you can ask your therapist or attend one of our free Back Education sessions.

FREE

Spine Education Class

- Presented by a JOI Rehabilitation Physical Therapist
- Recommended by JOI Spine Physicians
- Question and Answer Session Available

Available now at San Marco Rehab and the Spine Center

An informational session on spine care and dysfunction for those with spine pain, injuries, or upcoming surgeries.

Held the **1st & 3rd Thursday**
of Each Month
11am– Noon

No appointment is necessary, but please arrive 15 minutes early.





Your outcome matters!

Choose JOI, the region's leaders in effective, healthy rehabilitation.

JOI Rehabilitation has nine convenient locations to serve you.

1 San Marco

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 32218
P: 904.564.9594
F: 904.564.9687

4 Riverside

4339 Roosevelt Boulevard
Suite 300
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 Orange Park

1845 Town Center Blvd
Suite 410
Fleming Island, FL 32003

Low Level Laser Therapy



JOI Rehabilitation is pleased to announce the recent purchase of Litecure LightForce EX Class-IV laser for our new South Spine Center and San Marco locations. We are excited to add this tool into our clinical practice and feel that the benefits to our patients will be quickly identified. Laser therapy is a cutting-edge modality that is being utilized by several professional sports organizations colleges to speed healing of their athletes. Because it is so new, this service is not typically covered by commercial payers, and it is offered at a fee of \$60 per treatment to our patients.

Class IV Lasers work by stimulating cellular activity, not by producing heat like more traditional modalities of ultrasound, hotpacks, or diathermy. Low Level Laser Therapy works by stimulating ATP production and disrupting fast axonal pain fiber transmission. The light energy that is emitted by the laser is most readily absorbed by damaged cells, not healthy ones, again stimulating true healing at the cellular level. These cellular responses enable the patient to heal faster, experience less pain, and get back doing what they love doing in the least amount of time possible.

Low Level Laser therapy is indicated for a wide array of conditions from acute to chronic conditions of all body areas, including strains, spasm, tendon pathology, arthropathy, and chronic pain. There are very few contraindications for treatment with this modality (cancer, pregnancy, light sensitive patients antibiotics, and those with active infections). Treatments with this device are very quick, and most patients will experience some immediate benefit during the first treatment session.



If any of you are interested in learning more, please feel free to ask your JOI Rehabilitation Clinician for more information about how you can experience the benefits of this exciting new treatment for yourself.

South - Spine Center

14985 Old St. Augustine Road,
Suite 106
Jacksonville, FL 32258
Appointment Line 904.288.9491
Fax 288.9698

Hours of Operation
8:00 am to 6:00 pm – Monday, Friday
7:00 am to 5:30 pm – Thursday
8:00 am to 7:00 pm – Wednesday
7:30 am to 11:30 am – Saturday

