



Rehab. Recover. Get Your Life Back.

# NEWSLETTER

Your Resource for Health, Wellness, and Caring for Your Body

[FirstChoicePTNV.com](http://FirstChoicePTNV.com)



# POSTURE— IT'S PART OF THE NECK & BACK PAIN EQUATION

*LEARN MORE AND DISCOVER HOW PT CAN HELP! >>*

**FREE DOCTOR OF PHYSICAL  
THERAPY CONSULT**

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*Details Inside >*

**1-1 EXAMINATION  
& PERSONALIZED  
TREATMENT PLAN**



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## INSIDE:

Maintaining Good Posture Can Really Pay Off! • Meet Our New PT  
• Celebrating 1 Year At Spring Creek



### MISPELLED MANIA: CALL IN & YOU COULD WIN!

Find the misspelled word in this newsletter and call 775-777-1276 to be entered into our monthly drawing for your chance to win a \$25 gift card to support a local business and a FREE Back on Trac Session.

## How Posture Affects Neck and Back Pain



Remember back when your mother used to tell you that if you wouldn't stop hunching your shoulders, they'd be stuck that way forever? An idle threat, one that barely anyone took seriously. Yet, fast forward a few decades and it turns out that mom might have been on to something, after all.

A poor habit of bad posture can have a lasting impact on your neck and back. The worse your posture is, the more intense your back and neck pain can become. Unfortunately, once you start experiencing neck and back pain, simply squaring your shoulders isn't likely to be much help. Working with a physical therapist can help you to train the muscles in your back, neck and shoulders so that you can improve your posture permanently, and in doing so bring relief to your chronic neck and back pain.

### The Posture and Pain Connection

Not all back pain is caused by poor posture, and it is true that you can have poor posture for years without feeling the consequences of

that slouch right away, but in time the habit is likely to catch up with you. There are certain ways that you can tell if neck or back pain may be a result of poor posture, including:

- The pain in your back is worsened at certain times of day. For example, after you've spent a day at the office, or after a few hours on the couch.
- The pain frequently starts in your neck and moves into your upper and lower back. Pain that seems to travel from one area of the back to another is frequently an indication of posture concerns.
- The pain will subside after switching positions, such as switching from sitting to standing or vice versa.
- Back or neck pain that develops soon after a change in circumstances, such as starting a new job with a new desk chair, or getting a new car.

After years of practicing poor posture, your back, shoulder and neck muscles will likely find standing or sitting with straight posture to be

uncomfortable. This is because your muscles have grown accustomed to the slouching, and standing up straight will require some thorough stretching. That doesn't mean that once you have bad posture you can never correct it.

Article Continues Inside...



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Next Visit!**

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# Maintaining good posture can really pay off!

Working with a physical therapist to improve your posture is a great way to overcome chronic neck and back pain. In physical therapy, you will be guided through a series of stretches and strength building exercises that can help you begin training your body to practice better posture, thereby reducing your back and neck pain.

Of course, there are ways that you can improve your posture at home, as well. Here are several strategies that are typically helpful:

- Try to stand tall whenever you are standing or walking. Hold your head high and square your shoulders, but more importantly work on being the tallest version of yourself. Hunching over is the leading cause of poor posture.
- Use support when you sit to keep your posture correct. Lumbar support in office chairs and car seats will help a bit, but for improved posture you may need to add additional cushioning that will help you keep your back straight.
- Be mindful of how you lift heavy objects. Keep your shoulders square and your chest forward. When lifting something that is over 50 lbs it is important to take extra care. Lead with your hips and try to keep the weight close to your body. Lifting something improperly can lead to injury to your neck or back, which may make proper posture uncomfortable.

## What can Good Posture do for You?

There are a lot of benefits of having good posture. Aside from saying goodbye to neck or back pain, improving your posture can provide several unexpected benefits to your lifestyle and personal well-being. Here are a few of the additional benefits of having good posture:

- Proper posture creates quality exercise for your core and back
- Improved respiratory health
- Added protection for your organs, bones, joints and muscles
- Reduced risk of arthritis

*If you are experiencing chronic neck and back pain, there is a good chance that it could be related to your posture. Contact your physical therapist to learn more about how you can take steps to start improving your posture today.*



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# REDUCE PAIN & RECOVER FASTER WITH BIOFREEZE!



## BIOFREEZE IS THE #1 RECOMMENDED BRAND FOR:

- MUSCLE STIFFNESS
- BACK PAIN
- SHOULDER PAIN
- NECK PAIN
- ARTHRITIS
- STIFF JOINTS

**Biofreeze SALE!**

*For a limited time, purchase 2 - 4 oz bottles of Biofreeze for \$20 at First Choice Physical Therapy! This is normally a \$30 value, so don't miss your chance to save!*

IMPROVE YOUR POSTURE TO IMPROVE YOUR HEALTH! CALL 775-777-1276 OR VISIT [FIRSTCHOICEPTNV.COM](http://FIRSTCHOICEPTNV.COM)

# MEET OUR NEW PT!



## Dr. Thomas Land, PT

Physical Therapist - Spring Creek & Carlin Locations

Doctor of Physical Therapy, Franklin Pierce University- Arizona Campus 2018 | Bachelor's Degree- Exercise Science, Brigham Young University, Provo, UT

Dr. Land has received most of his work experience working with orthopedic conditions or decreased function resulting from injuries, deconditioning, surgery, chronic pain, or slow degeneration. He is well versed in helping athletes return to sport, reducing fall risk in geriatric populations, post-surgical rehab, reducing arthritic pain, and many other conditions.

Dr. Land was born and raised in southern California in the Riverside/San Bernardino area and has recently relocated to Spring Creek. Prior to moving to Spring Creek, he worked for three years in an outpatient orthopedic setting in Anaheim Hills, CA. His interests include weightlifting, trail running/hiking, online shopping, making up cheesy jingles to amuse his children, and going out to dinner. During his treatment sessions, Dr. Land likes to take extra time to provide quality patient education for his patients, provide manual treatment to help movement feel better prior to exercises, and prescribe rehab activities focusing on returning to normal daily function before the onset of pain.

# WHAT OUR PATIENTS SAY



## “Everyone at First Choice Physical Therapy is wonderful.”

“My teenage son has been receiving physical therapy services from Sam Moore from First Choice Physical Therapy. Sam is very encouraging, positive, friendly, willing to answer questions and explains why my son needs to do certain exercises. The exercises are challenging but because of the reasons listed above my son is willing to go to physical therapy. Everyone at First Choice Physical Therapy is wonderful. I would highly recommend their physical therapy services.”

— V.D.

## Celebrating 1 Year at Our New Spring Creek Location!

Time sure does fly when you're having fun!  
Thank YOU for being a part of the First Choice  
PT community. We look forward to serving you  
for years to come from Spring Creek and each  
of our other wonderful locations.



REDEEM THIS COUPON FOR A

**FREE DOCTOR  
OF PHYSICAL  
THERAPY CONSULT**

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**LEARN HOW WE CAN HELP YOU  
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