



HEALTH & WELLNESS
NEWSLETTER

August 2024

**IF YOU ARE
LIVING WITH
NECK PAIN,
YOU'RE NOT
LIVING
FULLY!**

**FIND RELIEF
WITH IMG
PHYSICAL
THERAPY!**

IMG Physical Therapy can help you develop a safe plan to help you reach your health goals and prevent injuries. Call today and get started on a healthier you!

610.947.4354 | imgpt.com

IF YOU ARE LIVING WITH NECK PAIN, YOU'RE NOT LIVING FULLY! IMG PHYSICAL THERAPY CAN HELP YOU FIND RELIEF!

Do you have trouble holding your head up while sitting at your desk? Do you notice pain when tilting your head down to look at your phone or tie your shoes? Do you find it difficult to get comfortable when lying down to go to sleep at night? At IMG Physical Therapy, our physical therapists can help you find relief for your neck pain once and for all!

Neck pain is common among adults, affecting up to 70% at some point in their lives. Unfortunately, a third of these people will develop chronic neck pain (i.e., pain that lasts longer than three months).

Even small amounts of pain can lead to a downward spiral in the quality of life, energy, and overall well-being. Fortunately, physical therapy can help resolve the pains in your neck!

If you're struggling with pain and discomfort in your neck, contact IMG Physical Therapy today to schedule your consultation.

What are the Most Common Causes of Neck Pain?

The neck is an integral area of everyday movement. Pain can prevent you from functioning correctly in your day-to-day life. Your neck relies on proper posture, flexibility, strength, and coordination to tolerate your normal activities and more advanced sports and recreational pursuits. In our daily lives, we place tremendous strain and demand on our necks. Stress and poor posture can lead to long-term pain and dysfunction.

The most common causes of neck pain include sprains and strains to the muscles, tendons and ligaments. Often the exact reason you are experiencing neck pain remains a mystery.

Our physical therapists are skilled at identifying the contributing factors and, more importantly, how to find relief.

Some of the more common causes of neck pain include:

- **Poor posture.** Prolonged periods spent slouching while working on a computer lead to a forward head posture, which puts extra stress on the neck. Looking down at a phone may also cause pain.
- **Sleeping in an awkward position.** Holding the head at a wrong angle during the night can lead to a stiff neck in the morning.
- **Repetitive motions.** Turning the head repetitively, such as side to side while swimming, may lead to irritation of the neck's muscles and joints.
- **Trauma.** Any fall or impact, such as a sports collision or whiplash from an auto accident.

Continued inside.



A NOTE FROM ERIC

PATIENT SPOTLIGHT



"You deserve 7 stars, not 5."



"I made a great choice with IMG to treat a shoulder injury that restricted my motion and strength for nearly a year. It hurt and wasn't healing on its own. I received expert treatment and guidance to make significant progress quickly. Thank you, Morgan, Eric, Justin, and everyone assisting you to help me get better. You deserve 7 stars, not 5." —Andre F.

GIVE US A
Shout Out!

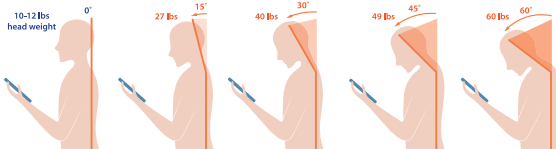
We want to hear your success story! Scan the QR code to tell your PT success story and leave your review. We look forward to hearing from you!



Hello all,

I hope this newsletter finds you well and surviving the hot summer months. As I sit here typing up this newsletter I am thinking about the topic for this month. I find it very relevant, as I am having some neck tightness and soreness while I try to remember proper posture typing this article. As the old Disney movie Aladdin goes, "10,000 years at the computer desk will give you such a crick in the neck!" I am sure some of you can relate.

I was thinking about some statistics that were brought to my attention by a presentation one of our students did many months ago. Some fascinating facts I learned were that 70% of the American population experiences some kind of neck pain in their life. Not surprisingly the more experienced you are (fancy way to say older), the more this possibility increases. Nearly 37% of people have neck pain that lasts longer than 12 months. Perhaps one of the most startling facts I came across, was the increased stress on the neck muscles while using phones, tablets, and computers. The head tends to drift forward as a result of poor posture and with every degree of forward head position, it increases the stress on your postural muscles, including your neck and upper back muscles. For example, if your head is straight above you at 0 degrees the weight is only 10 to 12 pounds on your neck muscles, as the head moves forward to 15 degrees the stress increases to 27 pounds, as it increases to 30 degrees, the stress goes up to 40 pounds, at 45 degrees the stress goes up to 49 pounds, and at 50 degrees of forward head position the stresses can be up to 60 pounds of stress through the neck and upper back musculature. With these kinds of stresses, it is only a matter of time till neck pain and tightness, along with probable headaches and difficulty with moving the head or neck occur.



If this sounds like you, do not continue to put up with pain, stress and a lower quality of life from neck pain. Give us a call today at IMG Physical Therapy and we can work with you on a proper set up for your office and workstation to minimize stress on your neck and upper back. We can utilize manual hands-on therapy techniques to lessen the curvature in your upper back. We can give you great exercises to help stretch out the front of your body to lessen your pull forward and strengthen your back to help improve your posture and minimize the stresses on your neck thus relieving your neck pain, and giving you back your motion and a full quality of life. If you have any questions do not hesitate to give us a call and stop living with that neck pain you have been dealing with.

610.947.4354

EXERCISE ESSENTIALS

CERVICAL SIDEBENDING WITH OVERPRESSURE

Start by sitting upright in a chair with your low back supported. Tuck in the chin to straighten the neck. Place your right hand over the top of your head, with fingers pointed towards the ear. Keep your left hand on the back of the neck as support. Bend your neck to the right, allowing your right hand to assist you going deeper into the motion. Hold for 2 seconds and repeat on the other side.



IF YOU ARE LIVING WITH NECK PAIN, YOU'RE NOT LIVING FULLY!

August Is...

Continued from first page.

How Physical Therapy Can Help You Relieve Your Neck Pain

Our physical therapists are movement experts equipped to identify and treat the primary source of your neck pain. They will analyze your posture, movement, and problem areas to determine the best course of treatment for your needs.

Our treatment plans focus on relieving your pain, in addition to improving your posture, mobility, strength, and coordination. Your diagnosis will determine the make-up of your program and may include any combination of manual therapy, targeted stretches, exercises, activity modification, or posture recommendations.

Physical therapy can help significantly reduce your neck pain by implementing the following:

- Maintaining proper posture when sitting and standing.
- Restoring flexibility to your neck muscles and joints.
- Strengthening your mid-back muscles and shoulders to provide support to your neck.
- Improving the coordination of your neck muscles.

Your therapy may also include additional methods deemed fit by your physical therapists, such as ice and heat therapies, ultrasound, or electrical stimulation. Our team of therapists is dedicated to finding solutions that work!

What to Expect at Physical Therapy

The main emphasis of physical therapy is education and instruction on effective exercises and proper posture. Our goals include:

- Reduce pain quickly through postural education and targeted movements/exercises
- Return to normal functioning in daily activities
- Minimize the risk of recurring pain (avoid painful postures and movements)
- Minimize the use of medication or surgery to eliminate pain

Your therapist will perform a thorough assessment to identify the category for treatment. They will then use the information obtained from this assessment to recommend specific neck exercises and advise on which postures are beneficial and which ones to avoid. These exercises allow you to identify how to resolve your current symptoms and possible future symptoms.

Contact Us Today

If your neck pain has limited your daily life, don't wait any longer to seek help. At IMG Physical Therapy, our physical therapists will work with you to understand your goals and expectations to develop your personalized treatment plan. We are dedicated to providing you with the tools you need for recovery and relief!

Contact us today to schedule an appointment.



NATIONAL
**ICE CREAM
SANDWICH
DAY**

AUGUST 2ND



National Friendship Day

AUGUST 4TH



National
**Senior
Citizens
Day**

AUGUST 21ST



women's
EQUALITY DAY

AUGUST 26TH

IMG
PHYSICAL THERAPY

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Request an appointment with IMG Physical Therapy today to learn more about how we can help with injury prevention and recovery this summer!

DO YOU HAVE A SPORTS INJURY?

If you have recently sustained a painful sports injury, stop trying to deal with it alone at home. Contact IMG Physical Therapy today to schedule an appointment and get back in the game!





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imgpt.com

FREE

IN-PERSON WORKSHOPS

Knee Pain Workshop

Tuesday, August 27th at 6pm

Contact us for more details. The workshops and consultations are **FREE** but space is limited so sign up soon.

610.947.4354



NATIONAL
**ICE CREAM
SANDWICH**
DAY

AUGUST 2ND



HOURS

Monday, Tuesday, & Thursday: 7AM – 6PM

Wednesday: 7AM – 7PM

Friday: 7AM – 2PM

