

PRESS RELEASE

Kinetic Physical Therapy
getmoving@kineticptpa.com
T: 610-458-6464

**Private Practice Physical Therapists Urge Consumers to #ChoosePT Over Opioids
for Long-Term Pain Management**

Chester Springs, PA - November 2016 - Prescription opioid headlines are staggering: 40 Americans die each day from overdoses involving prescription opioids; they cost the United States economy \$78.5 billion a year; and 227 million opioid prescriptions were handed out in the U.S. in 2015.

In response to the millions of Americans living with chronic pain and seeking relief, the American Physical Therapy Association (APTA) rolled out its [#ChoosePT Campaign](#) with a clear message: opioids only mask pain, physical therapists *treat* pain through movement and exercise. In concert with the APTA, members of the organization's Private Practice Section are stepping up efforts to educate the public about physical therapy as a safe, nondrug alternative to opioids for pain management.

The U.S. has reached a tipping point in the opioid epidemic, with studies showing more than half of pain sufferers turning to pills and other unproven methods for relief. Opioids are often prescribed to treat back pain, neck pain, and degenerative joint disease, but are not the only option patients have. Use of prescription opioids to mask pain is a risky, short-term solution that leads to powerful addiction and will never provide sufferers with long-term relief. Recommended as a safe alternative to opioids for pain management by both the CDC and the Surgeon General, physical therapy can help patients work through their condition and get better.

Kinetic Physical Therapy has always advocated for and embraced the idea of Direct Access. We have worked hard as an organization to educate the public on their right to #ChoosePT. One way we have done this is through the creation of our Acute Spine Program. Fellowship trained, manual physical therapist, Dr. Jason Elvin PT, DPT, pioneered this outreach program and his primary target is the Primary Care Physician. Often times, with regards to LBP, patients are directed to "lay low" for a while and more often than not, prescribed opioids. Dr. Elvin is trying to change that course of treatment. His message to the PCP is, "high quality research supports early motion and manual physical therapy in the treatment of LBP particularly. Long term follow up

shows us that those who initiate physical therapy within 30 days of injury are enjoying a higher level of pain resolution with less prescription medication use.”

Owner, and Physical Therapist Dr. Chris Shearer explains, “Your movement exam is much more important than your diagnosis. A doctor of physical therapy can help you identify your positional and directional biases and educate you on how you can decrease your pain with the appropriate movements, and ultimately, teach you how to move better, so that you can minimize or eliminate re-occurrences in the future.”

Private practitioners have unique access to the right resources to help patients choose physical therapy to manage pain without the risks and side effects of opioids. These physical therapists rely on outcomes-based evidence to treat pain and help patients increase strength, flexibility, and improve mobility. Their main focus is to fix the dysfunction permanently and give patients the tools to independently address dysfunction throughout their lifetime.

Physical therapists use a multidisciplinary approach to develop an individualized plan of care that helps those in pain break out of an ineffective pain medication cycle. Private practice PTs are prepared to provide high-quality care in a cost-effective manner, and urge the public to consider their services to manage pain without the risks of opioids.

About The Private Practice Section of the American Physical Therapy Association

Founded in 1956, the Private Practice Section of the American Physical Therapy Association champions the success of physical therapist-owned businesses. Our members are leaders and innovators in the health care system. The American Physical Therapy Association (APTA) represents more than 85,000 physical therapists, physical therapist assistants and students of physical therapy nationwide. For more information, please visit www.ppsapta.org.

About Kinetic Physical Therapy

Kinetic Physical Therapy is changing the way movement rehabilitation is managed in our community. We take an industry leading, innovative and evidence-based approach to the care of our patients. We strive to be the first call you make for all of your health and wellness needs. From your first encounter, our team will create an environment that is conducive to healing, energetic, and fun. With our highly skilled professionals and vast product line, we will get you moving toward accomplishing your goals.