

THE



**FYZICAL**<sup>®</sup>

Therapy & Balance Centers

**NEWSLETTER**



ORIGINALLY KNOWN AS



**Southwest Sport & Spine Center, Inc.**  
*"Powerful results to get you BACK into action."*

# SEEK RELIEF FOR THE HOLIDAYS WITH THE MCKENZIE METHOD



**INSIDE:**

- What Are The Benefits Of Using The Mckenzie Method?
- A Message From The Owner
- Have You Met Your Annual Insurance Deductible?
- Free Virtual Workshop

THE



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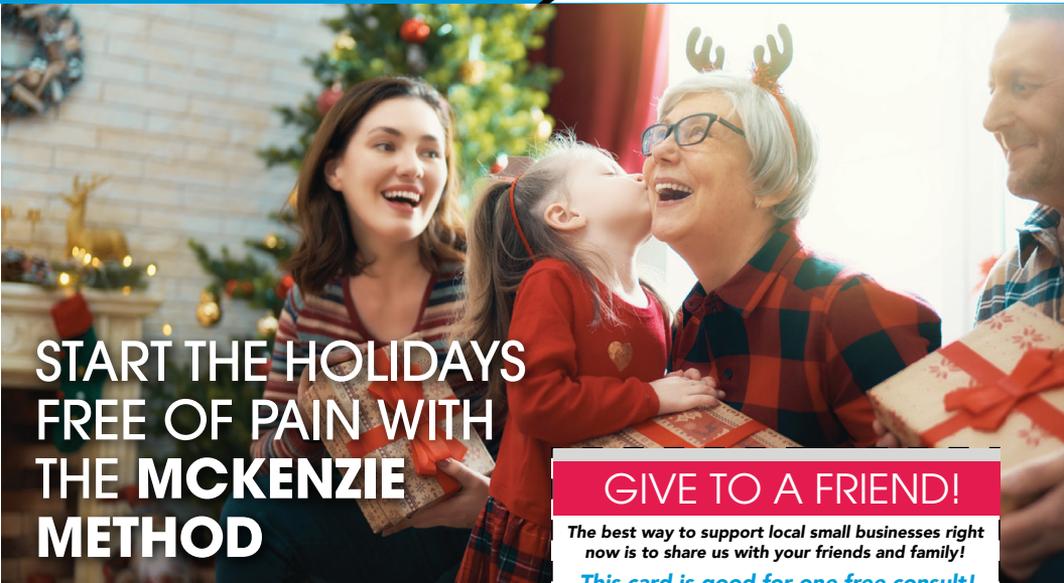
# NEWSLETTER



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## START THE HOLIDAYS FREE OF PAIN WITH THE MCKENZIE METHOD

### GIVE TO A FRIEND!

*The best way to support local small businesses right now is to share us with your friends and family!*

*This card is good for one free consult!*



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Therapy & Balance Centers

For more information, call or go online.

915-875-1559  
575-522-0766

[fyzical.com/northwest-el-paso](http://fyzical.com/northwest-el-paso)  
[fyzical.com/Las-Cruces](http://fyzical.com/Las-Cruces)

At FYZICAL, we are happy to provide the McKenzie Method for assessing and treating pain of the spine and extremities. This method, developed by world-renowned New Zealand physiotherapist Robin McKenzie, focuses on a movement-based analysis on how those movements affect the symptoms. Based on the response, a home program is assigned where the patient is put in charge of recovery. It is a highly reputable and successful method used by many physical therapists and doctors worldwide. Our Owner and CEO, Denise Campbell, travelled to New Zealand to study under the late Robin McKenzie, earned the highest level of recognition and was an instructor for the United States branch. Since then, our staff have followed the formal education process and have earned Board certification.

Due to the vast success of the McKenzie Method, it is not surprising that it is accepted as the most research-tested approach across the globe. Our physical therapists and athletic trainers are trained to examine and

diagnose musculoskeletal issues, and the McKenzie Method is a strong tool for helping determine a diagnosis. The method works by using a progression of mechanical forces to examine both the mechanical changes in the patient's body, as well as any symptoms. This then classifies the patient into a spinal or extremity category, and the correct treatment plan can then be created with proper exercises, manual techniques, and patient education.

# WHAT ARE THE BENEFITS OF USING THE MCKENZIE METHOD?

One of the most beneficial aspects of physical therapy is patient involvement and education. The McKenzie Method highly encourages both aspects, in order for you to better understand how our specialized treatment services are helping to achieve your goals. An important feature of the McKenzie Method is the initial assessment that allows physical therapists to reach a safe, reliable, and accurate diagnosis before creating a treatment plan. This also helps in making sure that both the therapist and you are on the same page from the very beginning.

If you are suffering from pain in your back, neck, arms, or legs, and you'd like to learn more about our implementation of the McKenzie Method, contact FYZICAL today. **Our physical therapy practice would be happy to help you get BACK in Action!**



Call us today to schedule an appointment!

## HAVE YOU MET YOUR ANNUAL INSURANCE DEDUCTIBLE?

An insurance deductible is the amount of money that you must pay before your insurance company pays for your medical services. If your deductible is met, your Physical Therapy may not cost you anything. Patients with family plans or those who have had major surgeries or have a chronic illness are especially likely to have a \$0 balance remaining on their out-of-pocket expenses. This means that the cost of physical therapy could be minimal or completely covered by the patient's insurance plan.



If you are close to or have met your insurance deductible for the year, then now is the time to come in for Physical Therapy! Are you feeling aches and pains? Need to work on your core? Let us help you get a head start for 2021.

Have you undergone surgery recently? **Call us today to schedule an appointment with one of our physical therapists.** We'll guide you to affordable treatments that will place you one step closer to pain relief.

## CHRISTMAS TOFFEE



### INGREDIENTS

- 1 sleeve of Ritz Crackers (about 16 crackers)

- 1/2 cup butter (1 stick)
- 1/2 cup brown sugar
- 1 cup chocolate chips
- peppermint candy

### DIRECTIONS

Preheat your oven to 425° and line 8 x 8 baking dish with parchment paper. Cover bottom of pan with crackers. Combine brown sugar and butter in a pan and bring to a boil. Boil for 3 min **WITHOUT** stirring. Immediately pour mixture over crackers in the pan and spread evenly. Bake for 5 min to thicken and set the caramel. Remove from oven and sprinkle chocolate chips evenly over the top. Place the pan back in oven for about 2 min or until chocolate is soft enough to spread. Immediately spread melted chocolate chips so that you have a nice even layer. Sprinkle with crushed peppermint candy and cool for several hours before serving.

# FREE VIRTUAL WORKSHOP



## HELD ON ZOOM!

### Shoulder Pain

DECEMBER 19TH | 10:00AM

#### MALL DRIVE CLINIC

1181 Mall Drive, Suites C, D, & E  
Las Cruces, NM 88011  
P: 575-522-0766

#### LOCUST STREET CLINIC

2404 S Locust St., Ste 5  
Las Cruces, NM 88001  
P: 575-521-4188

#### NORTHWESTERN CLINIC

1845 Northwestern, Suite B  
El Paso, Texas 79912  
P: 915-875-1559

**CALL TODAY TO REGISTER!**

## A MESSAGE FROM THE OWNER



Happy Holidays to Everyone!!

As I write this, Thanksgiving is just around the corner bringing my heart and mind to be filled with gratitude as well as a challenge to practice **Thanksgiving** all year long! All of us here send you our appreciation to our patients, referring providers, employees, and trusted partners for all the good you bring to our lives every day! We are so privileged and grateful to be of service for your health and wellbeing needs. We love our community and seek to really be **ESSENTIAL** to all we serve, whether it is a smile behind a mask or a safe place to get back to living your life without pain or physical limitations.

This year has literally taken our breath away as the entire world has had to deal with this pandemic, election stress, and disruption all our daily routines. But along with the difficulties have come many silver linings as we walk through a change in life focus. The challenge is what are we focusing on and what is it doing to our hearts, minds, and health? We understand many of you are struggling with loss of family, finances, health as well as new schedules of working from home or teaching your children from home. We want to encourage you to find those silver linings and take a real moment to breathe in gratitude and breathe out the stresses that are invading all our lives. Your body and mind and relationships will all the better for it. So, we hope you will take a moment to...

#### TAKE A DEEP BREATH! THROUGH YOUR NOSE!

Literally, calmness, clarity and improved focus is under your nose! Free to all and easy to access. Taking a deep breath through our diaphragm taps into a full body, all systems reboot to set it on a course of rest, recovery, and calmness that boosts our immune system, quiets your fears and anxiety, and optimizes the person your sere designed to be! Wow, what a gift! Visit our Facebook page for more details and instructions for a quick 5-minute way to reset your breathing and enjoy all the health and wellbeing effects that it brings. Do it for yourself, your loved ones, and do it NOW! May you all have renewed focus on the Love, Joy and Peace the Holidays bring and then share it all those you meet.

All my Best to you and yours,  
Denise Campbell, CEO

## YOUR HEALTH MATTERS TO US!

When you visit us, our team is committed to helping you feel confident that you are in good hands. As your health and wellbeing is our priority, we are:

- Screening all staff before starting their shift.
- Screening all patients upon arriving at the clinic.
- Requiring that all patients wear a face covering and all of our staff are wearing a face mask.
- Asking that clients remain in their car until their appointment time.
- Requesting all visitors to use the hand sanitization station at entry.

- Our clinic's cleaning standards align with or far exceed prescribed CDC Universal precautions for healthcare facilities and include: disinfection of pens, phones, computers, surfaces, and door handles regularly. Hand washing, as well as equipment and treatment table cleaning, is a typical routine before and/or after EACH client interaction.
- We have adjusted how we schedule TEAM members and clients to control volume safely.
- We are also offering Telehealth for those who wish to continue physical therapy treatments at home and not lose progress.

**Remember that Physical Therapy is considered essential!**