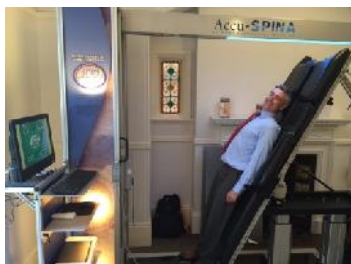


IDD Therapy Disc Clinics is the Fastest Growing Spine Network

The number of clinics in the UK providing IDD Therapy® shot up by 60% in 2015 and 2016 looks set to be a record year for the expansion of the Disc Clinic network.

Arriving from the USA just over five years ago, the availability of IDD Therapy in clinics grew at a modest pace at first.



Neil Velleman - Atkins Physiotherapy

The perception that IDD Therapy might be no different to traditional traction initially held back its acceptance amongst clinicians but that is rapidly changing.

By helping to bridge the gap between manual therapies and invasive treatments, IDD Therapy gives real opportunities for back pain sufferers - and those with disc problems in particular - to return to normal every day activities free of pain.

With three more clinics joining the network in January, expect to see a lot more of IDD Therapy in 2016.

AVIVA Insurance Covers IDD Therapy

IDD Therapy is a treatment tool used by medical practitioners as part of a programme of care.

Insurance reimbursement to date has been part of what is covered within physiotherapy insurance allowances.

Now Aviva is one of the first insurance companies to reimburse courses of IDD Therapy (up to 20 sessions) in its own right as a therapy for back pain.



AVIVA

Keeping it in the family: son helps mum when all else fails

Ian Stuart of The Totalcare Clinic in Hampshire has helped his mother in a way few sons can.

71 year old back pain sufferer, Julia Stuart explains:

“Ten years ago, I’d enjoyed an active life outside of work, socialising with family and friends, looking after my grandchildren and playing golf and tennis. But at the height of my pain, I was woken several times a night by the backache and shooting pains in my leg.”



Osteopath Ian Stuart helps mum Julia back to health

After being on a merry go round of manual therapy and painkillers, Julia was finally referred on for invasive treatments - but this proved to be fruitless.

“My spinal surgeon wouldn't operate - he said my condition was too risky and I could end up in a wheelchair. Spinal injections didn't help either.”

At this point Julia's son Ian had just introduced IDD Therapy at his osteopathy clinic in Hampshire and he was confident that IDD Therapy could help her:

Julia says “The improvement has been remarkable. It's wonderful to enjoy family life again, free of pain.”

www.thetotalcareclinic.co.uk

Physio Brings IDD Therapy to Sub-Saharan Africa



Astella Physiotherapy Clinic
astellaphysiotherapyclinics.com

Chike Chuka is a man who has realised a vision. Nigerian born Chike (Cheekay) spent over 20 years working as a physio in the UK and Germany. But Chike had an ambition: he wanted to build a world class rehabilitation centre in the town of his birth, Enugu in Eastern Nigeria. Now he has realised that vision and what a clinic he, his wife and his family have built!

At the heart of the clinic lies IDD Therapy. Chike says “I tried IDD Therapy in London. I immediately felt how IDD could help back pain sufferers in my home community who have limited access to the sort of non-invasive spine care which would allow them to get on with their lives.”

The clinic is enjoying great success with patients already travelling from Lagos and the capital, Abuja to access IDD Therapy. **This Nigerian Eagle soars!**

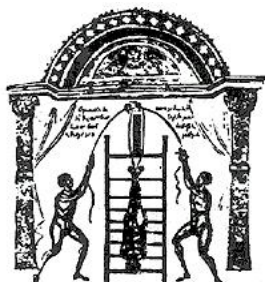


Stephen Small (IDD)
with Chike Chuka

Addressing the Failings of Traction

People have suffered with back pain since they first started walking upright.

Greek Physician Hippocrates first attempted to "decompress" the spine in 400BC by hanging people upside down on a ladder! Since then clinicians have sought different ways to alleviate pressure on the lower back.



Pain 'relief' 400 BC style

As a modality, traction was widely used in the 20th Century for patients with back pain.

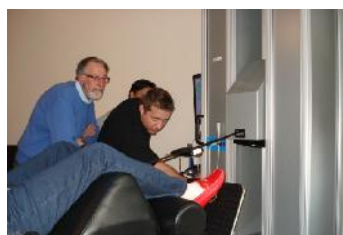


Old traction machine

However, a key shortcoming of traction was the inability to treat "targeted" segments of the spine in such a way as to achieve long term pain relief.

With such inconsistent outcomes, traction went out of vogue amongst physiotherapists.

In the late 1990s, clinicians and engineers in the USA examined how to address the failings of traction and from here, IDD Therapy was born.



Targeting Treatment - IDD Therapy

IDD Therapy uses advanced computer-controlled forces to treat specific spinal segments.

As well as decompressing the affected disc, IDD Therapy gently mobilises the spinal segment in a way traction machines never could and this is vitally important for disc health and general spinal function.

IDD Therapy is the fastest growing disc treatment and is rapidly changing the face of non-invasive back care.



Find Your Nearest IDD Therapy Disc Clinic

www.iddtherapy.co.uk/clinic-finder

IDD Therapy Arrives in The Balkans



The Hipokrat Clinic in Podgorica, Montenegro is proud to be the first clinic in the Balkans to provide IDD Therapy for their patients.

This state of the art clinic in the Montenegrin capital provides MRI and diagnostic services as well as a complete range of spinal treatments, now including IDD Therapy.

Spine Plus Makes it Three IDD Clinics!

Back pain specialists, Spine Plus have expanded their clinic network into the West Midlands with new premises opening in Birmingham in January.

A long established group of practitioners with five locations in London and Essex, Spine Plus are one of the original IDD Therapy treatment providers.

Spine Plus co-founders, Robert Shanks and Darren Chandler first introduced IDD Therapy at their clinic in Chigwell, Essex in 2011, followed soon after by a central London location in Harley Street.



Following the success of these two dedicated chronic disc clinics and the tremendous outcomes they achieved for patients, the group has now brought IDD Therapy to the Upright MRI Centre in Edgbaston, Birmingham: their third IDD Therapy location.

Darren Chandler says: "IDD Therapy is an integral part of our spine services. Over the years we have seen excellent outcomes with IDD for what are the most challenging disc problems."

Opening a third location to provide non-invasive disc treatment in Birmingham is testament to the success of IDD Therapy."

spine+
BIRMINGHAM

www.spineplus.co.uk

Who is suitable for IDD Therapy?

The majority of patients who benefit from IDD Therapy have a disc-related problem in the lower back or neck. Their condition has not responded to manual therapy and there isn't an immediate need for surgical intervention.

The most common condition seen is a bulging or herniated disc with or without nerve pain (sciatica or nerve pain in the arm). Additionally patients with degenerative conditions, facet problems are suitable for treatment. See website for more details or talk to your nearest IDD Therapy provider.



IDD Therapy UK

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www.iddtherapy.co.uk



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