

Fastest Growing Disc Treatment

IDD Therapy certainly has a spring in its step. As the fastest growing disc treatment in the UK, practitioners from all major professions are enjoying exceptional results when treating back and neck pain sufferers.

We are often asked, when will IDD Therapy be available on the NHS? It is difficult to predict. Budget constraints, long term review of evidence, different healthcare priorities in physiotherapy mean that the decision to invest in new technologies can take time.

What is clear however is that IDD Therapy is already saving the NHS hundreds of thousands, if not millions of pounds every year.



Rather than clog up pain clinics, have injections or undergo spinal surgery, growing numbers of patients are seeking non-invasive IDD Therapy in the private sector. This serves to take pressure off already over-stretched NHS resources.

Outside of IDD Therapy, there is very little in the way of 'new' non-invasive treatments for chronic back and neck pain sufferers. On the invasive side, treatments ranging from radiofrequency denervation to injections of platelet rich plasma (PRP) are being explored, along with a plethora of new surgical implants, but do they address root causes?

Back pain is complex and herein lies the challenge for medicine. However, whether treating disc herniation, disc degeneration or facet syndrome, in many instances compression and a lack of segmental spinal mobility are at the heart of the body's inability to self-regulate and heal.

IDD Therapy disc treatment, whilst not a cure-all for back pain, is the only expanding treatment whose core objective is to address these two key issues simultaneously; namely to decompress and improve mobility in targeted spinal segments. Expect to hear a lot more over the coming year as more clinics join the network and report their outcomes.

Crippling back pain saw me carried into the clinic. After IDD Therapy I walked out by myself

44 year old flooring expert Alex Robinson thought he might never work again when he was struck with excruciating back pain.

Suffering on and off for several years, Alex eventually got an MRI scan which showed disc degeneration in his lower back. Things came to a head when Alex was struck down and unable to move. Alex says:



John Yeboah, Clinic Director Enfield Osteopathic Clinic supervising Alex's IDD Therapy treatment

"My co-worker literally had to pick me up and lay me in the back of my van to get to the clinic.

"The overall experience was great. From the first treatment I was feeling better and could walk out by myself! At the end of my treatments I was pain free and now I am back at the gym and playing golf, things my surgeon said I wouldn't be able to do again."

Clinic Director John Yeboah says: *"Alex's story sounds like a modern day miracle but IDD Therapy is genuinely capable of producing exceptional results like this."*

www.enfieldosteoclinic.com

IDD Therapy goes from strength to strength in India



The Spine and Joint Clinic in Juhu, Mumbai, is the latest clinic in India to provide IDD Therapy for their patients.

Clinic Director Dr Kalpesh Ghelani says - *"In India back pain is a huge burden on society, both for families and healthcare providers. For disc patients in particular, IDD Therapy enables us to move patients away from pain management schemes towards more comprehensive rehabilitation programmes, and in many cases, allows patients to avoid surgery"*.



Larry Rubin is the President of the International Division of US manufacturer North American Medical – *"During my time with the clinic, it was great to feel the energy and passion of the staff and we are very excited about the programs being developed at the clinic. We couldn't be happier with Dr Ghelani and his ability to preform IDD therapy, bringing this state of the art technology to Mumbai"* - Good luck to everyone!

Transforming Neck Pain Treatment

When it comes to pain, back pain would seem to get all the attention. Neck pain doesn't really get a look in, not because it isn't debilitating, but perhaps it is because usually, neck pain sufferers can at least still walk around, albeit in a zombie-like haze of pain.

Approximately 20% of IDD Therapy treatments are for neck pain and nerve pain (neuropathy). The principles of the treatment are the same as for low back pain, namely to gently distract and mobilise targeted segments of the cervical spine (neck).



Find Your Nearest IDD Therapy Disc Clinic
www.iddtherapy.co.uk/clinic-finder

The vertebrae of the neck are smaller than those in the lower back and IDD Therapy gently focuses treatment to a group of vertebrae, most commonly the lowest levels named C5/C6 and C6/C7.

Traditional cervical traction (right) attempted to relieve pressure on the neck but by pulling the jaw, very little of the traction force was directed to the actual vertebrae surrounding an injured disc.



IDD Therapy has a unique ability to comfortably hold the base of the skull and by angling controlled pulling (distraction) forces is able to decompress the discs.

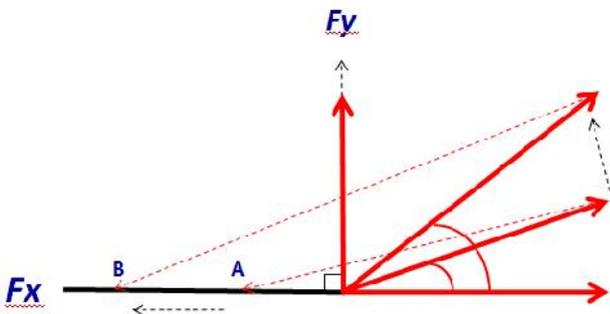


Fig 1 As angles of distraction forces increase, the point of application of the force can be targeted (Point A to B) to different spinal segments



Fig 2 – By gently gripping the base of the skull, the distraction force is focused to different cervical (neck) levels to relieve pressure on discs

Physiotherapist Mark Webb is clinical director of Broad Oaks Health Clinic in Solihull. Mark says “As IDD Therapy expands, I am seeing growing numbers of patients with unresolved disc problems in the cervical spine. IDD Therapy enhances what we as physiotherapists can do for neck pain patients in a precise, controlled and safe manner.”

www.broadoakshealthclinic.com

IDD Therapy Disc Clinic expansion overdrive

Some of the latest clinics to provide IDD Therapy



Orthopaedic surgeon Mr Bahman Shooshtarizadeh (left) and physiotherapy team at Spine Care Clinics Manchester



Left – James Pickering - Wealden Osteopaths & Spine Centre, Kent
 Right – David Ede and Steven Haynes - Active Therapy, Cirencester



Berkhamsted Osteopaths, Hertfordshire – Sally Lansdale (IDD trainer) Tim Hanwell (Clinic Director), Clare Adams & Susie Alderson



Left: Buxton Osteopathy Clinic – Stephen Small (IDD UK) with Phil Heler (Clinic Director) Right: Nicola McLennan Osteopath & Assoc, Hendon - James Sabala & Nicola McLennan (Clinic Director)



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