

## THE IDEAL TREATMENT FOR LOW BACK PAIN



**WE'RE OPEN AND BACK  
TO OUR NORMAL HOURS!**

**WISHING YOU AND YOUR FAMILIES A  
HAPPY AND HEALTHY HOLIDAY SEASON!**

Low back pain is by far one of the most common ailments ever experienced. Just about everyone deals with low back pain at one point in their life. For some, the lucky ones, perhaps, the pain is just for a day or two as a result of a particularly grueling day of yard work or a slip-and-fall accident that landed you flat on your bum with a bruise to prove it. For others, the low back pain does not resolve or each recurring episode can produce more back pain or even nerve pain into the leg. In some cases the pain becomes chronic and gets worse over the years if left untreated. *(continued inside)*

**INSIDE:**

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- Patient Success Spotlight
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[www.shorelineptnc.com](http://www.shorelineptnc.com)

## THE IDEAL TREATMENT FOR LOW BACK PAIN



### INSIDE:

- Lower Back Pain & Physical Therapy
- Exercise Of The Month
- Patient Success Spotlight
- Coupon Corner



#### *(continued from outside)*

It is estimated that one-half of all Americans experience lower back pain annually, and it is considered to be the leading cause of workplace disability worldwide—not just in the United States. It is also one of the most common reasons that people miss work, and is the second most common reason that people visit the doctor's office. When you put those two facts together, the cost of dealing with lower back pain really starts to add up. The average annual cost of dealing with back pain in the United States is \$50 billion dollars. Unfortunately, a lot of those financial resources go into dealing with back pain through pain management and medication, but that is not an effective long-term solution for dealing with back pain. A far healthier and cost-effective solution is through physical therapy.

#### **Lower Back Pain in the United States**

According to the National Institute for Health, the rates of low back pain have been steadily rising in the United States over the past 20 years. The study was conducted by medical researchers at the University of North

Carolina at Chapel Hill. Researchers consulted with members of the North Carolina community who experienced back pain to understand what caused their pain, how frequently they experience the pain, and what the severity of the pain is like. They found by talking with household members across the state that the incidence of lower back pain has increased significantly since the last time this survey was conducted, which was in 1992.

**Since 1992, the percentage of people coping with lower back pain increased from just over three percent to well over 10 percent.**

This is a significant finding, as low back pain contributes to rising health care costs as well as time off work and poor quality of life for the individual in pain. People with low back pain spend more money on treatment, lose money from time off work, and miss out on the activities that they enjoy. **Fortunately help is available at Shoreline Physical Therapy.**

**Discover how we can help eliminate your low back pain once and for all! Call today OR visit our all new website at [www.shorelineptnc.com](http://www.shorelineptnc.com) for more details!**



# Lower Back Pain & Physical Therapy

Physical therapy at Shoreline Physical Therapy is a great resource for lower back pain because it addresses the cause of the pain, rather than simply attempting to hide the symptoms. In fact, we have found through research that 80% of patients with back pain have a back condition that is RAPIDLY REDUCIBLE, meaning by getting a proper assessment and learning 1 or 2 simple exercises patients can resolve their back pain with the majority of the improvement occurring in the first 2 weeks. This improvement can occur if your pain is recent or longstanding and even if you have nerve pain in your leg. Improvement can occur even if you have had images showing you have arthritis, disc bulges, or even disc herniations in your back.

In addition, your therapist at Shoreline Physical Therapy will focus on teaching you the movements that are required to resolve your pain and give you a maintenance program to continue after you resolve your pain. With this education you can prevent the pain from recurring. In this way, we limit your cost by seeing you for less visits in the clinic and preventing the need for future visits for the same condition.

**When working with a physical therapist, you may also be guided through different lifestyle changes that you can make that can help you begin to overcome your back pain with everyday activities. This can include:**

- Education on appropriate general exercise and strengthening
- Adjusting your sleeping habits and positions.
- Using more lumbar support at work or on your commute by using a special support to improve posture.

Lower back pain makes life very difficult, but you don't need to deal with it any longer. **Reach out to Shoreline PT for information and support overcoming lower back pain, and to finally find long-term relief.**

**Source**  
<https://www.acatoday.org/Patients/Health-Wellness-Information/Back-Pain-Facts-and-Statistics>

## Shoreline is a Toys for Tots Drop Off Location

*Toys for Tots donations can be taken up to Dec. 9.*



## Have You Met Your Insurance Deductible?



Do you have a family insurance plan? Have you had surgery this year? Have you used your insurance more than usual? If you answered yes, you are more likely to have a \$0 balance remaining on your out-of-pocket expenses.

*This means the cost could be minimal or completely covered by your insurance plan.*

**Let us help you get a head start going into 2021, before your deductible renews again!**

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## EXERCISE OF THE MONTH

*Try this movement if you are experiencing pain.*

### Stretches Your Back



### TRANSVERSE ABDOMINUS ACTIVATION + HEEL SLIDES

Lie on your back, knees bent, feet flat on the floor. Contract your deep core and continue breathing normally. Now straighten your leg by sliding your heel down, keeping pelvis level. Slide heel back up towards buttock, alternate legs. Repeat 10 times with each leg.



**CALL US TODAY IF YOU ARE EXPERIENCING ANY PAIN AT 910-791-0396**

## Patient Success Spotlight

I was in two car accidents, one 4 years ago and the other 3 years ago. I am originally from Montana so I sought after a lot of different physical therapists there for help with my lower back and spine issues. I didn't see many results that lasted longer than a week's time until I moved to Wilmington NC and was referred to Doug at Shoreline. When I first met with him, my back was seized up and it was hard to even sit down/stand up without extreme pain in my lower back/hips. Within the first visit or two with Doug, I saw drastic results and my back felt relief that I hadn't felt since before my accidents. He did an excellent job easing into a good routine of stretches for me because he wanted to fully understand my problem areas first. I have been working with him for months now and only feel occasional discomfort/pain in my hip but feel a million times better than a couple months ago and the last 4 years as well. Thank you Doug for making my back feel like it should again and always making my visits comfortable! And thank you Shoreline Physical Therapy for your positive attitudes!

- Emily W.

## Seasonal Recipe Christmas Toffee



- 1 sleeve of Ritz Crackers (about 16 crackers)
- 1/2 cup brown sugar
- 1/2 cup butter (1 stick)
- 1 cup chocolate chips
- peppermint candy

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.

## LEAVE US A REVIEW ON GOOGLE OR FACEBOOK!



### We Make It Easy To Leave A Review!

Scan the QR Code to visit our Google page, click on our "Reviews" tab, and tell us how much you love Shoreline!



SCAN ME



### Connect With Us On Social Media!

Scan the QR Code to follow us on social media and learn the latest about Shoreline!



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## Coupon Corner!

### FREE PAIN CONSULTATION

**Shoreline**  
PHYSICAL THERAPY  
sport & spine specialists

## 910-791-0396

### CALL TO SCHEDULE TODAY! NO PRESCRIPTION NEEDED

Spots are limited so call today!

Call to schedule.  
Expires 12-31-20