



PHYSICAL THERAPY • TRAINING • SPORTS

CONSUMER'S AWARENESS: **Guide to Decide - Physical Therapy**

LEARN:

- 3 tips to pick a PT
- Value of PT
- 4 PT rip-offs to avoid
- 7 mistakes to avoid choosing a PT



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How do you choose a Physical Therapist?

Your Health is Your Choice

How do you choose the right PT for you?

I hear that question a lot. With so many options available it can be overwhelming and daunting to know how to pick. So I've put this Free Guide together to give you some ideas and tips to think about when choosing the right PT for You.

There can be so many factors to consider when choosing your PT. Here are 3 simple elements to consider when making your choice. Answering these questions for yourself can help guide you in making the Right decision for You.

- Experience / credentials
- Holistic vs isolated approach
- Value -- what is most important to you?

Experience and credentials

- When you are seeking the help of a physical therapist (PT) it usually means something hurts and your body is not working right. Do you want expert care to help you heal and overcome your issue or the novice? Credentials are often confusing and its hard to know what they mean. What a bunch of credentials indicates is that PT has put in extra time and effort in a continued pursuit of knowledge and skill. Often the credentials also indicate that PT is an expert in some particular discipline. Asking to find out if a physical therapist is an expert in solving Your issue can help you make a better decision for yourself.
- Consider if you want someone who has experience and expertise or someone learning the ropes. Remember Your Health is Your Choice.

Aligned philosophies – Holistic vs isolated approach

- When choosing the right PT for you its important that you are both aligned in how to approach your needs. Do you prefer an isolated approach which only treats the symptoms disregarding how that body part is connected to the rest of you (traditional insurance-based care)? OR would you prefer someone who takes a Holistic approach and appreciates how that body part is connected to the rest of you, and your life and a Body-Mind-Spirit together as a whole person?
- Holistic or isolated. Your Health is Your Choice

Value – what is most important to you?

- Insurance companies don't care about you and your health. To them you are a number and they want to save money. Insurance companies are only willing to pay for "just good enough". Once you reach about 75% of a goal the insurance will stop paying because they decide your goal "no longer medically necessary". Who are they to decide Your Health?
- How valuable is it to you to get back to 100% of YOUR goals? To live, work, play, care for family, keep up with kids, grandkids and friends? What's more valuable to you "just good enough" or being able to do what you love?

When making your choice for your PT consider what these tips mean to you. Remember

Your Health is YOUR Choice!

Kineci Health & Movement Center

Your experts in Orthopedic conditions, injuries, biomechanics and manual therapy. Specializing in physical pain & impairments with muscle, joint, and nerve symptoms related to activities, work, sport, accident/injury, post-surgical, degenerative, chronic, or recurrent conditions.

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How to avoid 4 Physical Therapy rip-offs

I hear that question a lot. With so many options available it can be overwhelming and daunting to know how to pick. So I've put this Free Guide together to give you some ideas and tips to think about when choosing the right PT for You.

1. Double booking

- This refers to the practice of one physical therapist being scheduled for 2, 3, even 4 people per hour to treat. This is driven by the poor reimbursement insurance companies pay providers. It causes the physical therapy practice to crank through the high volume of patients just to pay the bills and keep the lights on. The amount and quality of time the physical therapist can spend with you is limited at best and unfortunately you, and your health, pay the ultimate price. Don't let yourself get ripped off as your time is double booked.
- At Kineci - You come first! Our specialty is 1-on-1 care with full attention on you and your needs, for as long as you need it.

2. Passive Magic Machines

- These are the machines you get hooked up to and left to sit there on your own while the machine works its 'magic'. Passive machines will NOT help you heal, they are passive. These are things like electrical stimulation, icing and heating devices, traction, iontophoresis, and ultrasound. More active machines are also time wasters like arm bikes, treadmills, and stationary bikes. For all of these passive machines your time gets charged to the insurance company. They can leave you on your own, unsupervised while they go off to see other patients. Don't allow yourself to get charged for your time sitting hooked up to passive machines, it's not right.
- At Kineci - Your care is 1-on-1 with your physical therapist, the whole time.

3. Seeing a tech / aide instead of a PT

- This is the most common way you get ripped-off. Techs or aides often have no health care education or experience and these are the people who are delivering your physical therapy care. Because of the high volume situation most clinics are in, your physical therapist may spend at most 10-15 minutes with you and then turn your care over to a Tech or Aide. The tech will then hook you up to passive 'magic' machines, take you through exercises, and not know how to answer your questions. Your care should be delivered by an actual physical therapist.

- At Kineci - Your care is 1-on-1 with your physical therapist, the whole time.

4. Hospital systems charge 2-3 times more for physical therapy

- Did you know the health care system is rigged to allow hospital systems to charge and get reimbursed 2-3 times more than community based clinics. It's true. A recent study published by the National Institute for Health Care Reform used private insurance data to track charges for procedures such as MRI of the knee, colonoscopies, common laboratory tests, and physical therapy. What the researchers found was where the services were delivered made a big difference in how much was charged. Zeroing in on two physical therapy procedures "manual therapy" and "therapeutic exercise" (what we do here at Kineci) they found average prices were 41% and 64% higher in Hospital Outpatient Departments (HOPDs) than in community based clinics. Why should hospitals be allowed to charge 2-3 times as much for the same procedures AND get paid 2-3 times as much from insurance companies for the same services provided at a community based clinic? This is just one example to help you avoid getting ripped-off by the traditional insurance-based health care system. Your health is Your choice.
- At Kineci -- we are open and honest about our pricing and work hard to give you as much Value as possible.

The bottom line is that You have a choice of where you go for physical therapy. If you have a referral from your physician it is good at any physical therapy location in the state. Without making an educated choice you risk being ripped-off.

At Kineci -- we are here to help. Call us at (805) 284-9449. We are happy to answer your questions.

7 Mistakes to avoid when choosing your Physical Therapist

1. Don't let your physician refer you to someplace because of a financial incentive or personal relationship

- Ask specific questions about why you are being referred to a particular therapist. Is there any financial reason for your doctor to send you there? Some physicians own the PT practice associated with their medical office. It creates a financial incentive to refer to their 'in-house' PT. Studies have shown this not only degrades the quality of care you receive but is a conflict of interests. When you receive a referral for PT you can go to any therapist in the state, your health is your choice.

2. Avoid selecting a PT clinic because they get you in fastest

- If you want help from an expert, a specialist in your problem they are likely booked up helping other people with similar problems. It can save you a lot of time, money, and energy to see the expert first even if you have to be a little patient for them to get you in. Getting more value out of a higher quality of care is better than just being seen the fastest.

3. Don't select a PT clinic based on location simply because it is closest to your house

- Experts and specialists are not everywhere. They are special because of the extra time and dedication they have put into refining their craft and practice. Especially if you live in more rural areas, you may only find the expert for your problem in a few places. If you are willing to drive to your expert you'll likely feel it was worth it compared to whoever was closest. What's more important to you: a short drive to get mediocre care -or- is your health worth getting help from an expert?

4. Avoid waiting too long before seeing your PT

- Most painful problems that people are dealing with have gradually developed over time. The longer you wait to address these issues the worse they get over time. Weaknesses, imbalances, asymmetries and compensations continue to perpetuate the problem. That leads to it taking longer to find the relief you want. Don't wait, the best time to start your healing is now.

5. Try not to select your PT based only on insurance approval

- Typically, when a physical therapy clinic is 'out of network' or does not take your insurance it is because the insurance company pays so little the clinic cannot afford to pay the bills and keep the lights on. Don't be fooled. If you only choose where to go based on if they take your insurance you are likely to experience a lower than standard quality of service. The old adage, "You get what you pay for" really applies here. Do your research.

6. Avoid limiting your PT sessions to only certain times and days, be flexible

- Life is busy and you have a lot going on. We get it, physical therapy has to fit into your real world life. But if your health care time gets pushed down on your priority list too much you rob yourself of the chance to get help and heal. At least in the beginning of care, the more flexible you can be to get started the faster you can start to heal.

7. Avoid a poor outcome by following your PT's guidelines

- The key to success in any setting is to follow the advice of the provider helping you heal. If you are not willing to do your part to help yourself heal all the advice in the world will not work. You need to be open to following the guidance and instructions from your physical therapist to find the relief you want and the freedom to reclaim lost activities. The people who don't follow instructions are the ones for whom it didn't work and they usually end up with a poor outcome. Avoid falling into that trap and listen to your expert help guide you to solving your problem.

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Value and Choice

Value is defined as considering (someone or something) to be important or beneficial; having a high opinion of.

How much something costs and if it is worth it boils down to what you value and believe. Everybody's perspective on what's expensive or not is individual. For one person a \$200 service may feel really expensive, for another person it's no big deal. The value of that service resides in how meaningful it is to you.

So you've got to ask yourself

- What would it mean to you to feel the relief from pain and the freedom to do what you love?
- What's the cost of your pain staying the same or getting worse?
- What parts of life are you missing out on because your pain limits you?
- What would it mean to you to feel comfortable, confident and able to do what you want?

To further explain the value of our approach Let me share my story about why I created Kineci separate from the traditional insurance based world.

Most of my career I spent in the traditional insurance based system. I got fed up, sick and tired of the insurance companies deciding and controlling your health care choices. I saw patients suffer and not receive the care they needed to get better because they didn't get to choose anything about their own health care.

The insurance companies dictate:

- Who you can see
- How long you can see them
- What procedures you can receive
- Even what body parts you can treat

They pay the providers so little and add on so much administrative burden with unnecessary paperwork, pre authorizations, and denials that they are driving small practices out of business while degrading the care you receive. They raise premiums every year and cut back reimbursement to the providers every year so that it drives the high patient volume situation. Clinics are forced to see so many patients per hour just to keep the lights on that your care gets delivered by aides and techs putting you through exercises and hooking you up to passive machines while you only get to see an actual physical therapist for 10 maybe 15 minutes at most. That's not right and not what I believe in. So I created something different, Kineci.

Here are some of the things we, at Kineci, believe in and value:

- We believe your Health is Your Choice
- We value Your freedom to decide for yourself what is best for you
- We believe in spending the time necessary to understand you, and your individual situation
- We value the opportunity to help you figure out and solve your pain and movement issues
- We believe your care should be provided by an actual physical therapist, not a tech
- We value your time which should be 1-on-1 with a specialist

Perhaps you feel insurance should give you what you pay for, and that's ok. We've worked with several clients who felt that way too and tried the insurance route. What they found was they were dissatisfied and unhappy with the care they received. They saw the value in choosing for themselves and came back to us to get better.

So you need to ask yourself:

- What do you believe and how valuable is your health, and your freedom to decide what is best for you?
- How valuable is it to you to get rid of your pain and reclaim lost parts of life?
- The other option is to have your pain stay the same, or get worse and miss out on life.

Your health is Your choice Choose better – get better

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Did you know how valuable Physical Therapy is?

Musculoskeletal disorders are the highest health care cost category in the country. Musculoskeletal disorders cost 75 percent more than heart disease and 75 percent more than cancer affecting more people than both combined. Fifty four percent of adults report recurrent or chronic musculoskeletal disorders and the cost to the patient doubles over the age 45.

Most health care providers have little or no training in musculoskeletal management beyond prescribing medications to treat symptoms, ordering expensive and too often unnecessary tests, and referring to orthopedic surgeons when only 10% of exams are surgical. The problem is compounded by a projected shortage of 20,000-30,000 primary care physicians by 2025. Ineffective treatment is the national standard of care for musculoskeletal disorders, and related opioid addiction is an emergent crisis.

The US Center for Disease Control reports that six preventable health conditions account for 86 percent of all US healthcare spending. They are musculoskeletal disorders, cardiovascular disease, cancer, diabetes, depression, and obesity. Prescriptive movement is proven to benefit each of these six conditions.

Studies indicate that by seeing a physical therapist to initiate care for any musculoskeletal disorder, you will save on average 50 percent of the money that you would normally spend on expensive images, medications, injections, and surgeries.

The bottom line is that seeing a physical therapist when it hurts to move will get you in the hands of an expert who can offer you a natural solution to your pain and save you a ton of money, time, and frustration. This is why physical therapy can be so valuable to you.

4 Steps to Pain Free Living

Why is living pain free important?

Being free from pain allows you to be more mobile, resilient, adaptable, and expressive. Life is tough and we all have pain. Everyone gets injured at some point in their lives and things happen. As we age the wear-n-tear from our younger years starts to catch up with us. But how you approach dealing with pain and how much effort you put into living pain free can have a profound impact on how happy you feel. Pain hurts and is depressing. It puts your nervous system into fear and flight mode and is stressful which leads to disease and dysfunction.

Actively engaging to live pain free allows you to move more, easier, and with more enjoyment. You can do more, experience more, and have fun with friends and family. Practicing pain-free-living habits shifts your nervous system to de-stress and trains your brain. Neuroplasticity - or training your brain and nervous system - is key to staying youthful, vital, and thriving. And pain free living feels better too.

There are two types of injuries:

1. Acute trauma injuries

Acute trauma injuries are the injuries from accidents, falls, and sudden impact events. Typically it is clear the moment the injury happened. It is often most severe immediately after the injury but as time goes on the tissues heal and the severity decreases over time. This is a crucial time for expert guidance on how to heal to your body's best ability.

2. Cumulative trauma/ gradual onset injuries

Cumulative trauma or gradual onset injuries happen more slowly over time. Imbalances, asymmetries, weaknesses, postures, and habits lead to extra stress and strain on tissues that 'chew them up' over time. Sometimes these cumulative trauma issues start with an original acute injury that never healed well. These conditions get worse over time if not addressed. Too often most people simply ignore the pain or mask it with medications but never address the underlying problem. The problems get worse over time because those imbalances, weaknesses, asymmetries, and compensations perpetuate the problem and make it worse.

Here are 4 steps to pain free living

1. Daily movement

- Keeping your body moving is key. Parts that don't move get stiff and weak. The stiffness and weakness leads to other parts not moving well. The more you move on a daily basis you keep your parts lubricated, hydrated, and fed with nutrition. "If you don't use it you'll lose it!" is so true for your body. Keep er movin'!
- If pain is limiting your ability to move - get help. Find an expert to help you feel better so you can move better. At Kincci - we are the experts in Movement, come see us for help **(805) 284-9449**

2. Key body regions

- Your feet, hips, and trunk hold the keys to pain free movement. Eighty percent of musculoskeletal disorders have some dysfunction in these 3 key areas of the body that are setting up the pain. Keeping these areas mobile, strong and healthy is key to pain free living. Want to know how to do that, we can help.

3. Stop ignoring or altering

- Stop ignoring or altering the pain and address the underlying cause. Fix the root of the problem instead of covering it up with medications and injections. Most advice people receive for movement related pain conditions is medications and rest or do nothing. Both those approaches come with negative side effects, opioid addictions are just one example. Fix the problem don't just ignore it.

4. Get help from experts

- Working to heal yourself and overcome your pain is vital to your success. But many times it's hard to figure things out on your own. Getting help from an expert to develop your individual Movement Prescription can speed up your recovery, save you time, money, and frustration. Let us help you find a natural solution.
- Call us at **(805) 284-9449**



You are the best person to make health care decisions for yourself. My hope with writing this Consumer's Awareness: Guide to Decide Physical Therapy is to provide you with more understanding and information to make the best choice for you. We believe you should feel good about who you pick to assist your health care. As a thank you for reading this guide, if you call now, I would like to offer you a Complimentary Pain Consultation to see if we are a good fit. No obligations but we have limited spots available, this offer is only for people who downloaded this guide. Call now and mention this guide to claim your Free Consult.

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