

A Triple Award Winning Clinic
Over 95% of Our Clients Rate Us
Highly Recommended By Local GP's



NICKY SNAZELL'S

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Wellness Rules!

We have been talking and writing about Wellness for quite a while now, trying to get the message across about what it means to each of us. It all started for us when Nicky published her first book, *The 4 Keys To Health*, which is already 4 years ago. It's clear that there is still a lot of work to do as many of our clients are still none the wiser. You can read more about Wellness on page 2.

The swing to Wellness recently has been faster than we anticipated, so much so that now it's the major choice for our clients with over 60% now realising the wisdom of maintaining health.



The message we are getting from those clients on our Wellness program is overwhelmingly consistent and that is they feel so much better and are more able to do things now, some of which they hadn't given up a long time before.

" I wished I'd done this before"

It's difficult today to avoid the reference to Wellness and that is a good thing. Changing mindset is a tremendously hard thing to do and just about all of us grew up with a view that maintenance was only something your car got. That view is being swept aside and being replaced by the recognition that keeping your body well is the smart option.

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What Happened?

You will have noticed that we have missed a couple of newsletters recently, which we are very sorry about. Our newsletters are an important way for us to keep in contact and to keep you informed.

Unfortunately in trying to improve our service to you, it caused a cascade of IT problems which we had no choice but to divert all our efforts to resolve.

The good news is that we are now back and have improved communications as well.

So What Is Wellness?

Wellness. Understandably this is a bit of a confusing word and will most probably mean something different to each of us. Some may well think that as they feel ok most of the time, they think must be quite 'Well'.

If we look into the definitions of Wellness, there are some very compelling words that really should activate the desire to obtain it:

The World Health Organisation (WHO) says "Wellness is a state of complete physical, mental, and social wellbeing and not merely the absence of disease or infirmity"

The National Wellness Institute states "it is a conscious, self directed and evolving process of achieving full potential"

It is clear that Wellness is perceived as a personal responsibility, a personal choice to want to have a better, healthier and more active life. Without doubt, there is a need to accept this personal responsibility as the WHO has also reported that only 3% of the world spend on 'health' is actually on improving health, with 97% being spent on treating sickness and injury. This is no different in the UK.

The belief that we have all grown up with in the UK is that we have a National Health Service, and that as such we have delegated the responsibility of our own health to the NHS.

It is this same belief that has been a major barrier to moving to an acceptance of self responsibility. The last four years for us has certainly felt like a David and Goliath experience with many responding to the suggestion of thinking about our own health as some kind of weird concept.

Fortunately, the world is waking up the fact that they are loosing the battle and that in fact overall health, quality of life and life expectancy are decreasing. In response there has been an explosion in 'Wellness'. More information, more social aware

awareness and more accessibility, so much so, it's now difficult to not be aware. We all have to see this as good news.

For us, the Wellness 'swingometer' has swung rapidly to over 60% and it's steadily increasing. In so doing, we have had a lot of feedback from patients, some quite unexpected.

There are of course the simple practicality issues that by booking ahead, patients are able to get appointments when it best suits them. But the really important benefits seen are the sense of improved security, that we are there to help, to watch their backs. They are seeing improved health, are able to do things they gave up on long ago, no longer afraid to do things. These are significant social benefits.

With most things in life there are those who love all things new and will change at the drop of a hat. Then there are the bulk, who will wait and see what the feedback from the early adopters is. Then there are those who need a lot more persuading and may never change.

We are now as a nation probably past the early adopter phase and the bulk are beginning to accept. For those still unconvinced, let me pose these questions:

Would you consider it sensible to never service your car and always wait for it to break down before sending it to the garage?

I would doubt many would answer yes to this, as it is an established belief that cars need regular servicing and the reward is a very low chance of ever breaking down. So let's assume you answered NO. Now answer this:

Would you consider it sensible to never look after your health and then in later life expect general ill health, rely on drugs and surgery?

If you answered YES, then you should deeply ponder on why.

The Butterfly's Message

This is Nicky's most recent book which is promoted as a children's book, but in reality it was perceived as a book which parents would read to their children. Yes, the child would learn a valuable life skill, but so too would the parent.

The book was written after Nicky had used the concept of the story to explain what the clinic was about, the meaning of wellness and what we are trying to achieve. Time and again patients would ask for an explanation and in the end the need for a book emerged. At the heart it is a simple story and we all love stories. In fact it is one of the best ways to convey a message.

"Now I get it"

We use the butterfly as a symbol. It represents our philosophy of transformation and we use the 4 Keys approach to underpin this wellness philosophy, which will, if followed, provide that transformation. Along the way, each of us has to be willing to take those steps to allow a change for the better to happen. It is only by shedding old beliefs and habits that a new, healthier you will emerge.

This simple message is the heart of the story in 'The Butterfly's Message' and it is why, when people have really read and understood it that the penny drops and a "Now I get it" moment happens.

The book describes four key stages:

- The Egg - meditation, planning - equipment
- The Caterpillar - gathering new information, assessing—treatment program
- The Chrysalis - destroying old habits, building a new you—treatment
- The Butterfly - transformation, getting it - passing it on

Once you have got it and found a new you, then you will find it difficult not to want to pass it on and let others gain as you have gained.

If you have not yet read "The Butterfly's Message" or read it to your children or grandchildren, then this may just be the catalyst you need.

Easter Egg Draw

As the first stage is The Egg, we thought it would be a bit of fun to have an Easter Egg draw. Anybody who buys the book from 1st March until 12th April, will be entered into a draw and the first three names pulled will win an Easter Egg, which the winners can pick the following week before Easter.

This is what some readers have said:

"I have fallen in love with The Butterfly's Message and read it to my son every night. I was busy using the 4 steps approach to making a change in my son's life, and ended up transforming my own life and started my own business. I'm so excited!"

"We took this book with us to Australia to visit grandchildren. They love reading and being read to. It was such a lovely story to read to them, with great explanations of both words and topics that are not usually addressed in books for children."

They were both enthralled and asked many questions about the subject matter—giving us a chance to explain some areas of life that can be challenging to little ones"

"Thank you for making bedtime reading so meaningful. My granddaughter was ill at the time and upset she couldn't do anything. The Egg chapter about being and doing really resonated with me and I fetched an egg and talked about the importance of magical thoughts and how wonderful it was to write out special plans together. I am going out to buy a big Easter egg and go over this again"

Facial Acupuncture

I have devoted my life to the treatment of chronic pain and in so doing I have learnt advanced needling techniques that rely upon finely tuned skills along with a detailed understanding of anatomy. Thus I have well developed 3D picture of muscles, tendon, ligaments and fascia.



Being a strong advocate of wellness and the role that the anatomy of the face has in many areas of wellbeing, this has led me to seek to expand my boundaries to treat the face in more detail.

It is understood that one natural result of ageing can be the reduced function of muscles, wherever they may be in the body. The face is no different and as a result of having a lot of muscles, is particularly prone.

This loss of muscle function in the face can for example mean loss of ability to achieve certain facial expressions, which in turn is detrimental to communication. An additional factor is the development of unwanted wrinkles. More serious consequences can be medical conditions such as headaches, anxiety, migraines or even Bells Palsy and trigeminal neuralgia.

Much work has been done on the benefits of facial acupuncture, including double blind trials which report mainly positive findings.

I will be updating my skills on a course in early April and will then aim to slowly introduce facial acupuncture as part of my normal repertoire.

Top Referral Award

The best barometer of how well we are satisfying you, our clients, is how inclined you are to refer others. Before even considering referring, you have to be really happy with the service and treatment we provided. Then and only then would you even consider going the extra step to refer. Thus we are very grateful for each and every referral we get. We won't get complacent either. Our goal is to improve every day and we welcome constructive feedback to help us achieve this.

While referral has always been our main source of new clients and looks likely to stay that way, we want to keep saying thank you to each of you for taking the time to refer. That's why we give you a £10 voucher for every referral.



£30 Vouchers Won

While every referral is important, it's also nice to recognise those who went the extra mile and referred the most, so we constantly run a quarterly competition for the top referrer.

Our latest winner is Lynne Palfreyman and we will be sending Lynne an extra £30 of vouchers as a special thank you.

Well done Lynne.

Burnout

In the late 1970's we first heard of Japanese managers who were burnt out by the age of 40 and making complete lifestyle changes. The whole concept was completely alien to the UK, with our more laid back approach. But it was only a matter of time that the pressures of competition would reach our shores.

Since then the world landscape has turned upside down with China the dominant force and new low cost countries constantly emerging. The pressures to compete this brings are immense, which can translate into excessive stress and sometimes burnout.

The term burnout was first written about in "Burnout: The High Cost of Achievement" Whilst striving for high achievement will inevitably carry greater risks of burnout, others may suffer through delegated stress. Burnout can be linked to depression and anxiety, but is more common.

It is important to be able to read the signs before being trapped on the slippery slope to burnout. Most at risk are the leaders, those who are passionate to create change, those who would first seek to improve the lives of others, without consideration of the consequences to themselves.

These are the signs to look for:

- Lack of motivation. Even getting out of bed is a struggle
- Lack of energy and increased tiredness
- Not able to commit to relationships in the way you once did
- Increased illness

If you do feel a victim of burnout, then you need to take immediate steps to reverse this, including:

- Work out what is making you feel stressed and anxious. Write a list.
- Start thinking about what steps you can take to reduce or eliminate the stress. Keep it simple and manageable. Set yourself one achievable goal at a time. Celebrate success and let positive momentum build.
- Schedule breaks, especially between stressful activities. You can't expect to be at your best if you jump from one high stress activity to another.
- The chances are your personality drives you to accept new challenges, to always say yes to more, even when you are already overloaded. Learning to say no and mean it is key. It will be as much a surprise to you as to others. If something has to be done, consider delegating and accept it may not get done as fast as you would do it.
- Develop hobbies, interests and friends outside of work. Give yourself chance to relax from the mental stress of work. And don't take your mobile with you.

The Management of Horse Riders

Sarah has a particular interest working closely with horse riders, to help improve symmetry in the developing rider and in competition athletes to maximize performance and help to minimize injury.

Riders at all levels find that they can reach a point where they cannot progress due to a physical limitation. Commonly this is caused by either long-standing or developing asymmetries, weaknesses and imbalances.

This physiotherapy session is aimed at developing the knowledge of asymmetries and imbalances commonly seen in riders, what they are, how they occur, what they affect, and help in dealing with them. During the session Sarah will explain how asymmetries and imbalances develop and also what you can see off a horse. She will also discuss the role of exercise off the horse but also what riders can do on the horse to help create a more symmetrical rider.



Wellness Special Offer

Double Referral



As you can tell from this newsletter, we are fully committed to spreading the word about the benefits of a wellness approach to life. Nicky has written five books on this with the last being very much aimed at understanding the message.

The world is waking up to the need for a different approach to health, something we support 100%. To show our commitment to this cause, we are going to run a Wellness referral offer through the whole of March. We already offer a £10 voucher for every referral.

We will now go one stage further and offer an additional £10 voucher for every one of your referrals who goes on to join our Wellness scheme in the following three months.

The Elbow

Your elbow lets you throw, lift, swing, and hug, for starters. You can do all this because it's not a simple joint. And that means there are a lot of ways things can go wrong.

Your elbow is a joint formed where three bones come together -- your upper arm bone, called the humerus, and the ulna and the radius, the two bones that make up your forearm.

Each bone has cartilage on the end, which helps them slide against each other and absorb shocks. They're lashed into place with tough tissues called ligaments. And your tendons connect your bones to muscles to allow you to move your arm in different ways.

If anything happens to any of these parts, not to mention the nerves and blood vessels around them, it can cause you pain.

Here are some of the different ways your elbow can hurt:

Common Elbow Injuries

Tendinitis:

Inflammation, pain and difficulty using the joint caused by repetitive activities and/or sudden trauma.

Tendinosis: A degeneration (breakdown) or tear of tendons which occurs as a result of ageing. Symptoms of tendinosis usually last more than a few weeks.

Note: Your risk of tendinitis and tendinosis increases with age. They also occur more frequently in those who routinely perform activities that require repetitive movement, as this places greater amounts of stress on the tendons. This could be anything from playing tennis or using a screwdriver.

Dislocated elbow.

When one of the bones that forms the elbow gets knocked out of place, you have a dislocated elbow.

One of the more common causes is when you put your hand out to catch yourself during a fall. It can also happen to toddlers when you swing them by their forearms -- that's called nursemaid's elbow.

Fractured elbow:

If one of your arm bones breaks at the elbow, you have a fracture. Usually, this happens with a sudden blow, as you might get in a contact sport or a car accident. And don't be fooled if you can still move your elbow afterward. If you're in pain and it doesn't look right, it could be broken. You'll need medical attention.

Strains and sprains:

File these under, "Oof, I think I pushed it a little too far." When muscles get stretched or torn, it's called a strain. When it's ligaments, it's a sprain.

You can get a strain when you put too much pressure on your elbow muscles, like when you lift heavy objects or overdo it with sports.

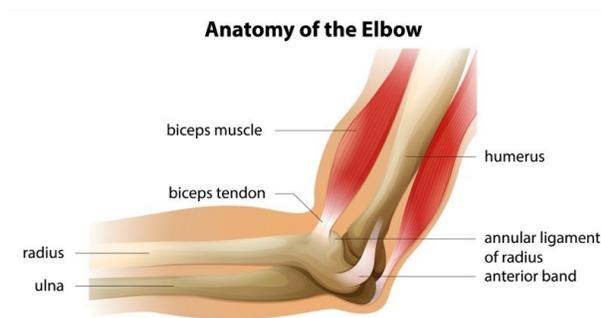
Elbow sprains are common in athletes who throw, use racquets, or play contact sports.

Bursitis:

Often caused by repeating the same motion over and over, you can also get bursitis from an accident or infection. Bursa are small sacs with fluid in them. You have them in your joints to help cushion your bones, tendons, and muscles. They also help skin slide over bone. But they can get swollen and cause you pain. Often, bursitis is simply treated.

Tennis elbow and golfer's elbow:

These are both types of tendinopathy, which means you have damage in the tendons around your elbow from overuse. Despite the names, the injuries aren't limited to golfers or tennis players. You're just more likely to get them based on the arm motions used in those sports. The main difference between the two is that tennis elbow affects the outside of your elbow, while golfer's elbow affects the inside.



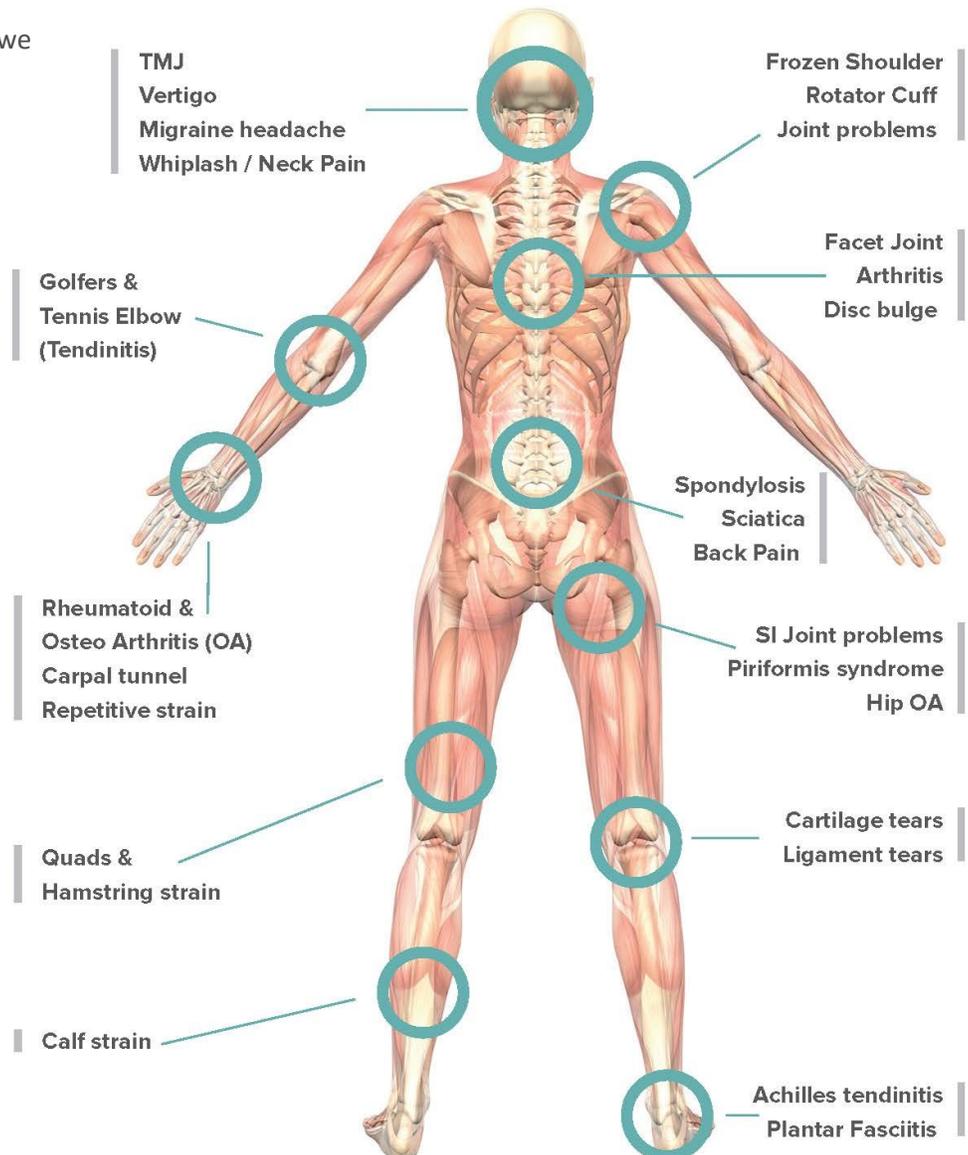
What We Do At Our Clinic

Not a month goes by without a number of our patients commenting that they were not aware of all the things we do here and if only they had known they would have booked in sooner.

It's impossible to list everything we do in this small space and the graphic below only gives a sample. In simple terms, if you have a problem with a muscle, tendon, ligament, spinal disc or joint anywhere in your body, we can help. If you want to improve your wellness, we can help with that as well.

Here is a list of the treatments we offer:

- Wellness advice & books
- GunnIMS—world specialist dry needling for chronic & sports pain
- Acupuncture
- Physiotherapy
- Sports therapy
- Post op rehab
- Biomechanics & Bespoke orthotics
- Relaxing, sports and deep tissue massage
- Personal training
- Reiki
- Reflexology
- Pregnancy pain
- Indian head massage



Contact Us

If you want to know more about the services we offer why not give us a call

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