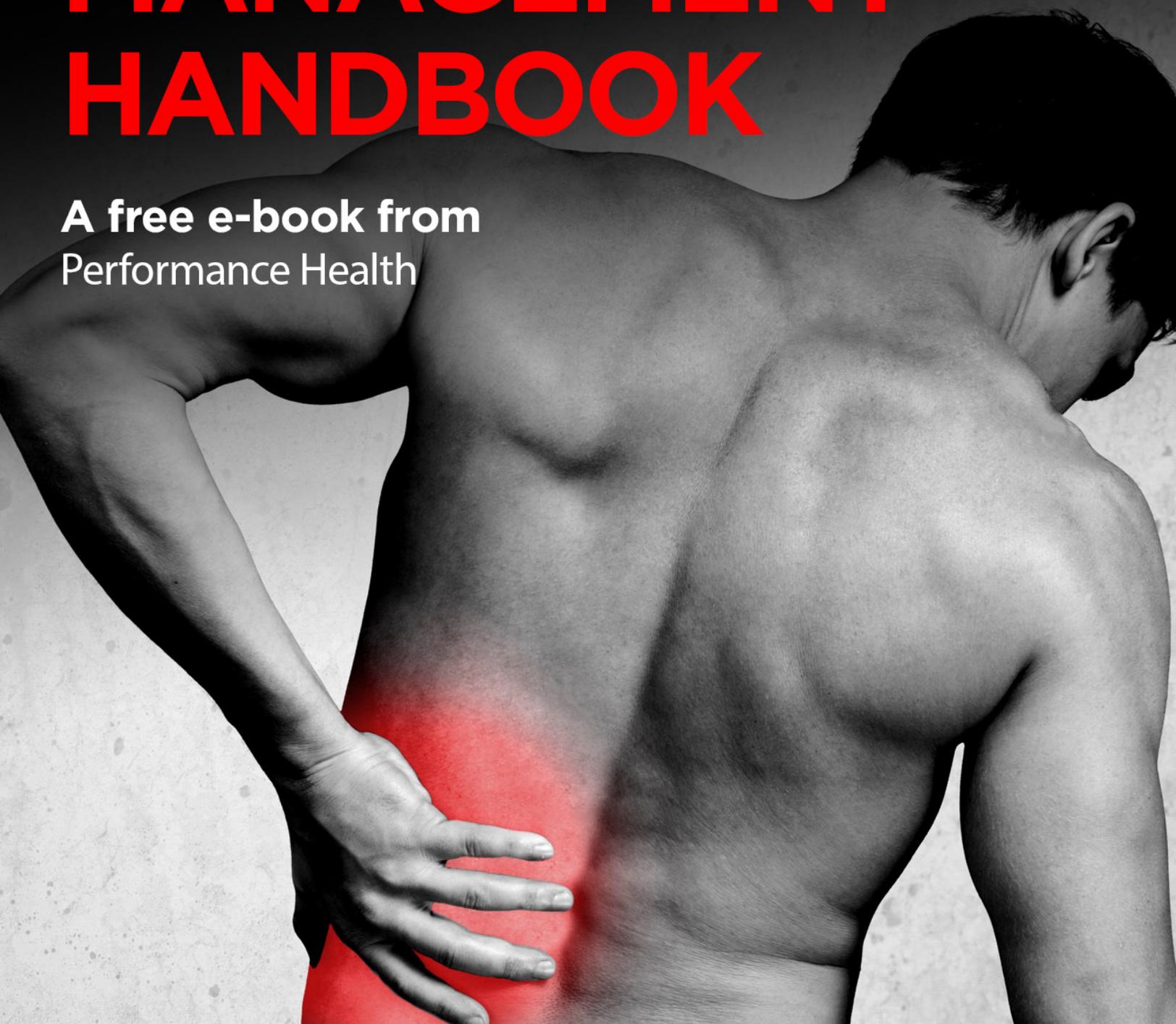


# CHAMPION FOR SAFER PAIN RELIEF: **THE PAIN MANAGEMENT HANDBOOK**

A free e-book from  
Performance Health



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# TURN PAIN AWARENESS MONTH INTO PAIN AWARENESS YEAR: ADVOCATE FOR SAFER PAIN RELIEF

BY REBECCA MOORE

**S**eptember is **Pain Awareness Month**; a time for organizations to raise awareness of issues in the area of pain and pain management. While this month is a key initiative to get businesses and individuals involved and educated, the most important takeaway from Pain Awareness Month is that pain isn't just experienced in September. Millions of Americans are plagued with acute or chronic pain every single day of the year; therefore, our outreach efforts must span across the calendar to ensure as many sufferers as possible are getting the help that they need.

The rise of opioid abuse and addiction has rapidly shed light on the damage and devastation that prescription medication addiction has caused across the country. What

often remains behind closed doors is each person's unique experience and daily struggles with pain.

Healthcare professionals know the debilitating effects and the life-altering consequences their patients face, but this epidemic also suggests that there are many others who could use a clinician's help. These patients need an evidence-based approach from someone who has a broader perspective than simply writing prescriptions.

**STOP THE PROBLEM  
BEFORE IT EVEN STARTS**  
Musculoskeletal pain plagues millions of Americans, and many are still searching for answers. At the onset of pain, most sufferers do what they think is

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right: visit a physician to obtain medication that will mask their symptoms so they can make it through the day. Unfortunately, some of the side effects are more dangerous than many people realize.

“We know that chronic pain is a 600 billion dollar problem” said [Dr. Jay Greenstein, DC, CCSP, CKTP, CGFI](#). “We know that there are over eighteen thousand deaths per year from prescription opioid overdoses, and we know that these drugs are gateway drugs to other, more serious addiction conditions. But most importantly, we know that we are a profession that needs to lead the solution.”

People everywhere still don't know that seeking the expertise of a chiropractor or other hands-on health care professional can help them not only achieve substantial pain relief, but also fix the underlying problems or dysfunctions that are causing pain in the first place.

Education is a vital step to guiding the public to discover the safest and most effective muscle and joint pain relief methods. Performance Health is addressing the urgent need for action and education, which is why we've created the [Safer Pain Relief campaign](#), a robust national effort promoting health professionals and their care as a safer alternative to opioids and NSAIDs.

[Saferpainrelief.org](#) is full of resources you can use in your clinic to gain new patients and educate your local community all year round. Here's what you need to do:

- **GET INVOLVED** - We're making you a part of the solution with tools like our free marketing kit. Reach out to your local community and educate them about the role you play in safer pain relief.
- **JOIN THE NETWORK** - Biofreeze Professional Finder is a free search engine that connects patients seeking hands-on health care with local professionals like you. [Sign up today](#) and start making a difference in your neighborhood!
- **STAY UP-TO-DATE** - We've compiled a database of content from industry leaders addressing the relationship between professional care and opioid addiction. Read up on the latest research and insights to better inform your staff, your patients and yourself!



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**We know that there are over eighteen thousand deaths per year from prescription opioid overdoses, and we know that these drugs are gateway drugs to other, more serious addiction conditions.**

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Another invaluable resource for patient education is the Safer Pain Relief portal for patients to learn more about the full range of options for muscle and joint pain relief – and the associated risks and side effects. On the Safer Pain Relief site, patients will be empowered to understand their pain, discover relief options and manage their pain in a single, easy-to-digest format. [Share this downloadable PDF](#) with the colleagues and patients in your network to start making a daily difference.

### TALK THE TALK, WALK THE WALK

It's obvious that solutions will vary and prescription medications may be needed for some. But, for those suffering from acute or chronic musculoskeletal pain, non-prescription pain relief methods, products and approaches can be a critical first step.

"It's so important that patients and the public take these alternatives very seriously because, at the end of the day, they work," said Greenstein. "They actually help patients feel better, and it's not just about reducing their pain or just the pain relief. There's experience and expertise that they can only find in our clinics that allow them to do more because they're feeling better."

The best way to achieve safer pain relief is to combine professional care with professional products. This can be done with trusted tools that promote safe, effective pain relief like [TheraBand® Resistance Bands](#), [Biofreeze® Professional pain reliever](#), [TheraBand® Kinesiology Tape](#) and [TheraPearl® Hot/Cold Packs](#). Not only are these products that work, they've got [years of research to back them up](#). To learn how to effectively integrate these tools into your daily patient care routine, visit [The Performance Health Academy](#); a free clinical education site that's constantly updated with the latest research, exercises, trends and techniques straight from industry-leading experts.

Pain awareness shouldn't be restricted to a single month. Safer Pain Relief was created with the intention that a far-reaching effort will be made throughout the year to make a difference in the opioid abuse statistics of the future. Ultimately, the true success will come when respected clinicians across the country join the movement and spread this impactful message within their own networks. Join the movement today at [SaferPainRelief.org](#) and start making a difference in your community!•



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**Another invaluable resource for patient education is the Safer Pain Relief portal for patients to learn more about the full range of options for muscle and joint pain relief – and the associated risks and side effects.**

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# THE ADDICTION CRISIS:



## WHAT MAKES OPIOIDS SO DANGEROUS

BY CHRISTINA DEBUSK

**O**pioids like methadone, oxycodone, and hydrocodone are so addictive that many people are continuing to use them despite the high possibility of death from overdose.

Oftentimes, these individuals defend their use by indicating that they have a prescription for them which, in their minds, makes them feel as if they're exempt from this type of result. They couldn't be more wrong.

According to statistics provided by the Centers for Disease Control and Prevention (CDC), more than 41 people die daily from opioid overdose. Almost half of these have a prescription for this category of drugs, which mean that they had them legally but died anyway. What makes opioids so compelling even though this could be the eventual result and, perhaps more

importantly, why should you, a DC, care so much about the answer?

### OPIOID ADDICTION FROM A DCS PERSPECTIVE

Two researchers—Thomas R. Kosten, MD and Tony P. George, MD—with connections to Yale University School of Medicine, VA Connecticut Healthcare System, and Connecticut Mental Health Center set out to answer both of these questions via an article published in *Addiction Science & Clinical Practice*. First, Kosten and George indicate that fully understanding opioid addiction “can be invaluable to the clinician” because it enables you as a healthcare provider to better understand why a patient is behaving a certain way.

Knowing more about this particular addiction also allows you to create a more

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realistic treatment program by taking the patient's addiction into account. This can be very beneficial, especially if the patient is experiencing a lot of musculoskeletal pain, thus the reason he or she may be taking the opioid to begin with. So what lies behind the addiction?

#### **OPIOIDS ADDICTIVE PROPERTIES**

Kosten and George identify brain abnormalities from chronic opioid use as the main cause of opioid addiction. However, that's a rather simplistic explanation as Kosten and George also indicate that these abnormalities are also complex. For instance, brain abnormalities could have existed prior to the addiction, causing the opioids to further the abnormality.

Abnormalities caused by the addiction itself occur when the opiate reaches the brain via the bloodstream. There it attaches itself to opioid receptors, which are the same receptors "that reward people with feelings of pleasure when they engage in activities that promote basic life functions, such as eating and sex," says Kosten and George.

This feeling is accentuated by opiates' effects on the area of the brain responsible for memory. In other words, because the person remembers how good the opioids made him or her feel in the past, it creates a craving to continue that use in the future "in spite of many obstacles."

Additionally, environmental factors like undergoing major amounts of stress and having friends who use opioids can complicate opiate addiction even more says Kosten and George. In this case, external cues strengthen the need to use, further strengthening internal cues.

#### **HOW TO HELP PATIENTS WITH AN OPIOID ADDICTION**

Knowing how opiates work, why they are so addictive, can help doctors of chiropractic better understand why one

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**Knowing how opiates work, why they are so addictive, can help doctors of chiropractic better understand why one of their patients continues to use despite the fact that that use can easily result in an overdose-type of death.**

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of their patients continues to use despite the fact that that use can easily result in an overdose-type of death. But there are other things you can do as well.

One option is to have the name and phone number of a local opioid addiction agency or support group on hand to give to the addict. This enables the patient to create a stronger support system as he or she fights the addiction. At a minimum, providing a link to an online website, such as the Substance Abuse and Mental Health Services Administration (SAMHSA), can give the patient a place to go to begin the recovery process as well.

Because this type of addiction is best fought with a strong support network, it may also help the patient to encourage family members and friends to join Nar-Anon. Nar-Anon is a support group for loved ones of addicts, providing them the support and tools they need to encourage a safe and effective recovery process.

Finally, offering your own support and encouragement can go a long way too. Something as simple as talking to your patient about his or her progress enables you to help the addict celebrate the successes and brainstorm ways to overcome the obstacles to recovery. That makes you, the DC, an important part of the recovery process. •

# PRACTICE WHAT YOU PREACH - USING OPIOID ALTERNATIVES IN YOUR PATIENT CARE



BY REBECCA MOORE

**C**hiropractors everywhere know that if a patient is coming to their office, it's most likely stemming from pain (or something that will eventually lead to it). If these people are seeking pain relief from a professional, they mean business. They're looking for a sustainable solution that they can implement every day to help them manage their pain.

It's incredibly easy for patients to rely on an opioid prescription to mask their symptoms. However, based on today's [opioid abuse statistics](#), the health care system is desperately looking for safer alternatives to opioids or NSAIDs for pain relief. When it comes to opioid education and instructing patients on the other options that are available, the burden lies on the clinicians that they seek out in the first place.

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**When it comes to opioid education and instructing patients on the other options that are available, the burden lies on the clinicians that they seek out in the first place.**

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## HOW TO INTEGRATE OPIOID ALTERNATIVES IN YOUR PATIENT CARE

Practicing what you preach is exactly what it sounds like; when you're telling your patients to stray from medication, you must guide them through the best options for their lifestyles. They need something that is simple to use, easily accessible and proven to provide the results they're seeking if they are going

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to be compliant. Safe, effective pain relief tools like TheraBand® Resistance Bands, Biofreeze® Professional pain reliever, TheraBand® Kinesiology Tape and TheraPearl® Hot/Cold Packs meet all of these qualifications and more. Here's how

#### **THERABAND RESISTANCE BANDS**

Exercise really is medicine. Many years of TheraBand research have demonstrated that elastic resistance exercise is a proven pain relief method, especially in these common pain points:

##### **Neck and shoulder pain**

- Scapular function training on chronic pain ([Andersen CH et al. 2014](#))
- Daily, progressive exercise ([Andersen LL, et al. 2011](#))
- Exercise in Air Force helicopter pilots ([Ang BO, et al. 2009](#))
- Neck training in women ([Ylinen JJ, et al. 2006](#))
- Home-based exercise program for construction workers ([Ludewig PM, Borstad JD 2003](#))

##### **Hip pain**

- Isolated hip abductor and external rotator muscle strengthening ([Khayambashi et al. 2012](#))

##### **Knee pain**

- Patellofemoral pain syndrome in young women ([Thomee R 1997](#))
- Home-based program for knee osteoarthritis ([Thomas K. S. et al. 2002](#))
- Dynamic vs. isometric resistance training among adults with knee osteoarthritis ([Topp R. et al. 2002](#))
- Combined balance and resistance training in older adults ([Hasegawa R, et al. 2010](#))

##### **Headaches**

- Neck exercises ([Ylinen et al. 2010](#))
- Brief, daily exercise in adults ([Andersen LL et al. 2011](#))

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**Another trusted, evidence-based pain relief product within the chiropractic community and the populations you serves is Biofreeze Professional, a topical analgesic. Driven by menthol-based cryotherapy.**

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##### **General musculoskeletal pain**

- Workplace vs. home-based exercise ([Jakobsen et al. 2015](#))

The introduction of the TheraBand CLX has made therapeutic exercise easier than ever. **One study** found that the CLX outranked traditional flat bands in satisfaction ratings such as ease of use, grip ability, comfort, exercise recall, ease of connection and transition: all factors that can lead to increased exercise adherence rates. For ideas on how to integrate exercise into your patient care, check out Dr. Jeff Tucker's rehabilitation series!

#### **BIOFREEZE PROFESSIONAL**

Another trusted, evidence-based pain relief product within the chiropractic community and the populations you serve is Biofreeze Professional, a topical analgesic. Driven by menthol-based cryotherapy, Biofreeze is backed by research and has been proven to be effective in areas such as:

- Acute low back pain ([Zhang J et al. 2008](#))
- Knee osteoarthritis pain ([Topp R, et al. 2013](#))

continued>>

- Carpal tunnel pain ([Sundstrup E, et al. 2014](#))
- Delayed onset muscle soreness (DOMS) ([Rogers ME et al. 2016](#))

Using Biofreeze Professional post-treatment in your clinic will show your patients the true value of alternative pain relief methods. Lucky for you, Biofreeze offers in-clinic sizes so you can make sure you always have enough to spread the love (literally), and personal sizes so your

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**After combining professional care with professional products and educating your patients on the full range of options, risks and side effects for muscle and joint pain relief, they'll be a believer: just like you are!**

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patients can purchase a tube of their own before they even walk out of your doors. Contact your distributor of choice to learn more and order.

#### **THERABAND KINESIOLOGY TAPE**

Research and support for kinesiology tape for pain relief is an ever-evolving effort. However, multiple [legitimate kinesiology taping research studies](#) have pointed to the merits of the modality in areas such as:

- Chronic musculoskeletal pain ([Lim EC, Tay MG 2015](#))
- Low back pain ([Kelle B et al. 2015](#))
- Shoulder impingement pain ([Devereaux M et al. 2016](#))

If you're new to kinesiology taping or would like to learn more, kinesiology

taping research expert Dr. Phil Page Ph.D., PT, ATC, CSCS, FACSM published the Kinesiology Taping 101 series covering topics such as the [research and theories, tension, patterns of application](#) and more. Watch [the whole series](#) at the Performance Health Academy.

#### **THERAPEARL**

Both heat and cold therapy have been used since (seemingly) the dawn of time. A single TheraPearl pack can provide both; all you need is a microwave and/or a freezer! Here's the data behind the clinical use of heat and cryotherapy:

- The addition of a 30-minute topical application of a heating pad or cold pack to ibuprofen therapy for the treatment of acute neck or back strain results in a mild yet similar improvement in the pain severity ([Garra G et al. 2010](#)).
- The use of low-level continuous heat as an adjunct to conventional physical therapy for chronic knee pain significantly improved pain attenuation and recovery of strength and movement in patients with chronic knee pain ([Petrofsky JS et al. 2016](#)).

#### **IT'S YOUR CLINIC; OWN THE RESULTS**

It's everyone's duty to fight opioid abuse. After combining professional care with professional products and educating your patients on the full range of options, risks and side effects for muscle and joint pain relief, they'll be a believer: just like you are! Visit [SaferPainRelief.org](#) to access the portal of free resources and additional tools to help facilitate pain management recommendations to your patients.

If you need help facilitating patient education about pain, [SaferPainRelief.org](#) is a portal for patients to learn more about. •

# MARKETING YOUR PRACTICE AS A DRUG-FREE ALTERNATIVE TO PAIN



BY CHRISTINA DEBUSK

**T**he National Institute on Drug Abuse (NIDA) reports that prescription opioids alone cost our country \$78.5 billion per year, with \$26 billion of that amount being assessed to our healthcare system directly.

Furthermore, the number of overdose deaths attributed to opioid drugs has increased dramatically for males and females both, almost tripling between the years 2002 and 2015. Even those prescribed opiates are dying at alarming rates, with our country losing around 17,000 individuals annually due to a lethal dose of doctor-prescribed opioids.

These numbers are just a few which highlight the importance of helping patients alleviate their pain without the use of drugs. As a chiropractor, you can begin to achieve this goal by putting the right marketing campaigns in place. This consists of a three-step process.

## **STEP #1: HELP YOUR PATIENTS REALIZE THAT YOU UNDERSTAND THEIR TOTAL PAIN**

Before you can get potential patients to take whatever action you recommend, you must first get them to see that you feel their pain. In the case of chiropractic patients, they're likely already experiencing physical pain, but that's not the type of pain that will lead them away from prescription opiates. You also need to get them to realize that you feel the emotional pain of dealing with chronic physical issues.

The starts with talking about the many ways in which being in constant pain can negatively impact quality of life. From making it difficult to work and care for the family to issues sleeping, your potential patients need to fully realize that you're a health professional who understands the ways living with a painful condition can make life more difficult to enjoy. This

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creates a connection that makes you more trustworthy, thus increasing the likelihood that they'll want you as their service provider.

### **STEP #2: POINT OUT THE PROBLEMS WITH RELYING ON PAIN KILLERS**

Because opioids can be prescribed, some people think of them as harmless. They don't realize the way this category of pain killers can actually wreak havoc on their lives, so they take them, often without thinking twice. Educating the public of the dangers of opiates - even those that have been prescribed - is critical to this process, so point out the problems associated with common opioids such as hydrocodone, codeine, and oxycodone.

Share how addictive they are, creating a whole new subset of problems for the patient, as well as how they negatively affect every system in the body. For example, according to DrugAbuse.com, opiates slow breathing, potentially causing death via its slowing effect on the respiratory system. They also impact the digestive system, creating issues ranging from constipation to bowel obstruction or even perforation.

The nervous system is impacted by opioids too, impairing the drug taker's physical abilities due to lack of coordination. Take the opioids for too long and the patient could even wind up with a condition called hyperalgesia, which is "a syndrome of increased sensitivity to pain," the exact opposite of the effect the patient is after.

Chronic and consistent opiate use can also reduce the effectiveness of the immune system, cause damage to the liver, and more. Thus, it isn't as simple as taking a drug to stop the pain. There are many negative, and often unknown consequences, to long-term opioid use.

### **STEP #3: SHARE THE BENEFITS OF MORE NATURAL PAIN RELIEF**

Once you point out the problem with relying on prescription opioids to deal with

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**Educating the public of the dangers of opiates—even those that have been prescribed—is critical to this process.**

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continual pain, you can use those facts to help support the creation of a treatment plan that doesn't utilize this category of drugs.

Essentially, you want to help your potential patients see how taking prescription opiates can walk them down a dark path whereas chiropractic offers a much more promising, and less problem-filled, result.

### **MARKETING METHODS TO CONSIDER**

To do this, you may want to have pamphlets on hand that outline the issues with opioids and opioid addiction. If you don't already have this type of handout at your chiropractic practice, you could ask a local drug addiction recovery center for one.

Alternatively, NIDA provides a number of different free patient materials you can either download and print or order directly from them. These range from booklets to fact sheets to posters, basically anything in print you may need to help convince them that pain killers aren't the way to go.

Another option is to create a video that you can post on your website and share on social media outlining the dangers of opioids. If you have a patient who has overcome a prescription opioid addiction and is willing to talk about it, you could include him or her in the video to provide even more validity to your claims.

You could even work with a local drug abuse clinic to create free community workshops. The more you increase the awareness that prescription opioids can be an issue, the easier it will be to convince potential patients that a drug-free alternative really is the best alternative. •



# 5 RECOMMENDATIONS FOR BETTER MANAGING POSTOPERATIVE PAIN

BY REBECCA MOORE

**L**et's flip the script for a second and look at opioid abuse from the perspective of the patient; more specifically, a patient who has just undergone an operation. First and foremost, that patient is in pain. What will the doctors and nurses administer to numb the pain? Opioids, most likely. In short-term doses, opiates are oftentimes the appropriate course of treatment for postoperative pain. When administered in long-term doses, however, patients run the risk of becoming reliant on medication. If all they know is medication, that's all they will want to get them through the day as pain-free as possible.

Moral of the story: more often than not, patients don't know any better. All they know is that the opioids mask their symptoms, and they completely trust their health care professional to give them the adequate means to manage

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**More often than not, patients don't know any better. All they know is that the opioids mask their symptoms, and they completely trust their health care professional to give them the adequate means to manage their postoperative pain.**

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their postoperative pain. To make matters worse, regardless of the degree of opioids being administered to a patient, a recent study showed that "most patients who undergo surgical procedures experience

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acute postoperative pain, but evidence suggests that less than half report adequate postoperative pain relief” (Chou et al. 2016).

It’s safe to say that chiropractors are under a tremendous amount of pressure to both steer patients away from opioid usage as well as provide safer methods of pain relief. After all, multiple studies have shown that chiropractic can yield positive results in areas such as [relieving post-surgical spine pain](#) and restoring functional ability and [providing pain relief post-ACL repair](#) when paired with traditional treatment methods. To guide this effort in a definitive, sustainable direction, the [American Pain Society](#) put together an interdisciplinary expert panel to develop [a guideline to support evidence-based, efficient and safer postoperative pain management](#).

“The recommendations are based on the underlying premise that optimal management begins in the preoperative period with an assessment of the patient and development of a plan of care tailored to the individual and the surgical procedure involved. The panel found that evidence supports the use of multimodal regimens in many situations, although the exact components of effective multimodal care will vary depending on the patient, setting, and surgical procedure” (Chou et al. 2016).

Because these recommendations cover the preoperative, intraoperative and postoperative interventions and management strategies, some of these might not apply to you and your role in your patient’s pain relief. However, these five strategies are within each chiropractor’s realm of care and should be applied within your own, unique clinical setting!

*The following information is featured in [The Journal of Pain](#), the official journal of the American Pain Society. To view a detailed review of the guideline, the*



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**It’s safe to say that chiropractors are under a tremendous amount of pressure to both steer patients away from opioid usage as well as provide safer methods of pain relief.**

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*details and key indicators for each recommendation and the supporting evidence, [read the full report](#).*

## **5 RECOMMENDATIONS FOR BETTER MANAGING POSTOPERATIVE PAIN**

### **1. UP YOUR PATIENT EDUCATION GAME**

The American Pain Society recommends that clinicians “Provide patient and family-centered, individually tailored education to the patient (and/or responsible caregiver), including information on treatment options for management of postoperative pain, and document the plan and goals for postoperative pain management” (Chou et al. 2016).

If you need help facilitating patient

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education about pain, SaferPainRelief.org is a portal for patients to learn more about the full range of options for muscle and joint pain relief – and the associated risks and side effects. The site provides information to patients about understanding their pain, discovering relief options and managing their pain in a single, easy-to-digest format. [Share this downloadable PDF](#) when you're speaking with your patients so they can take the information home with them for easy access!

## **2. MAKE SURE YOU HAVE ALL THE FACTS BEFORE TREATING**

It's important that you build a relationship with the surgery facilities that are referring patients to you so that you may fully understand your patient's history before you meet with them on your first visit. "Conduct a preoperative evaluation including assessment of medical and psychiatric comorbidities, concomitant medications, history of chronic pain, substance abuse, and previous postoperative treatment regimens and responses, to guide the perioperative pain management plan" (Chou et al. 2016).

## **3. CAREFULLY ASSESS AND ADDRESS SYMPTOMS APPROPRIATELY**

Different pains from different operations involve different pain management options. "Adjust the pain management plan on the basis of adequacy of pain relief and presence of adverse events," said Chou et al. (2016). "Use a [validated pain assessment tool](#) to track responses to postoperative pain treatments and adjust treatment plans accordingly."

## **4. KEEP AN OPEN MIND TO MULTIPLE PAIN RELIEF TOOLS**

A sure-fire way to achieve musculoskeletal pain relief is to combine professional care with professional

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**Provide appropriate monitoring of sedation, respiratory status, and other adverse events in patients who receive systemic opioids for postoperative analgesia.**

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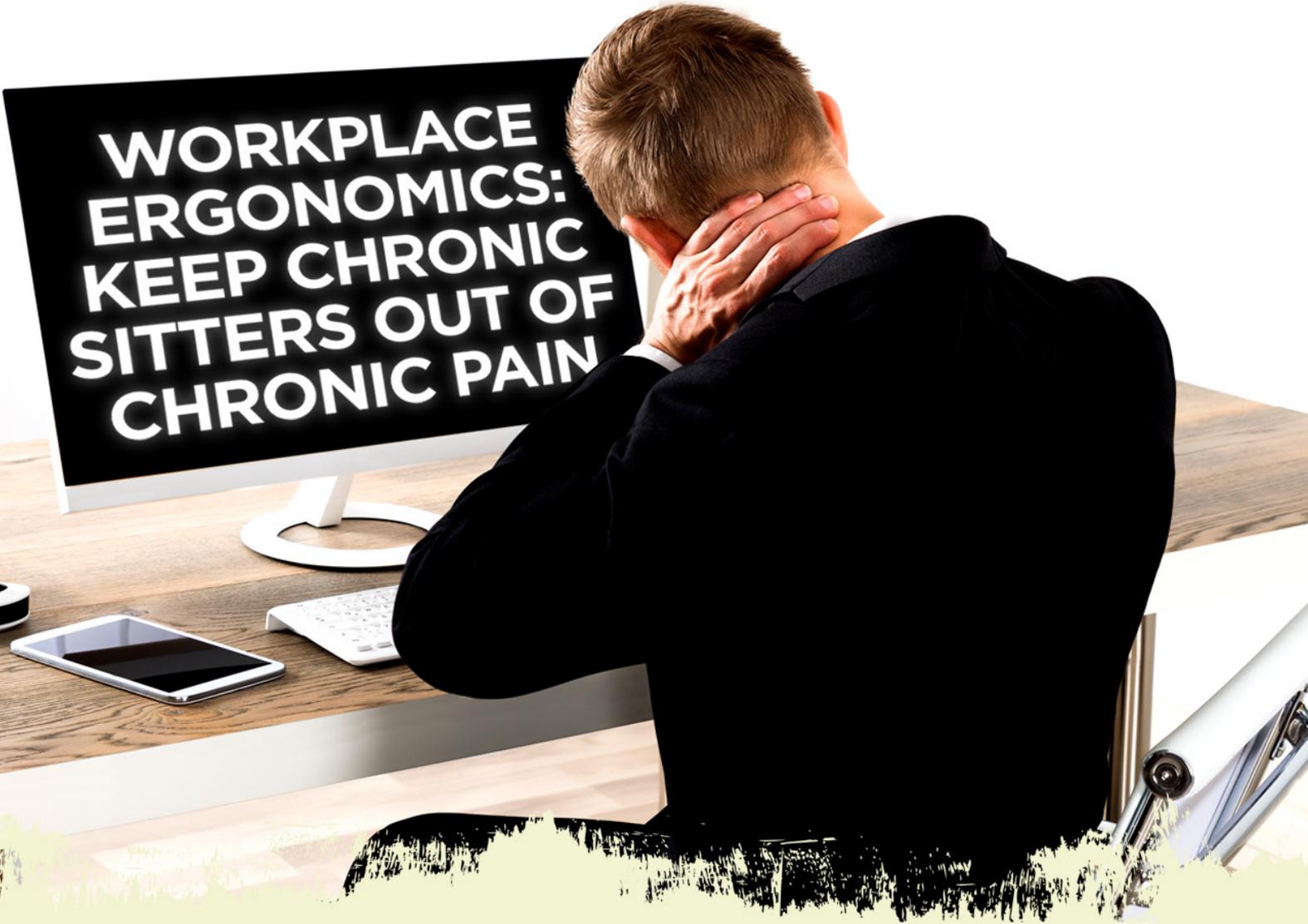
products. The American Pain Society suggested clinicians consider the use of transcutaneous electrical nerve stimulation (TENS), acupuncture, massage or cold therapy as adjuncts to other postoperative pain treatments (Chou et al. 2016).

Likewise, tools such as TheraBand® Resistance Bands, Biofreeze® Professional pain reliever, TheraBand® Kinesiology Tape and TheraPearl® Hot/Cold Packs are products with years of research to prove they are effective pain management modalities. Visit [SaferPainRelief.org](#) to learn how to use each tool and read the evidence behind them.

## **5. IF YOU CAN'T HELP YOUR PATIENTS, SEND THEM TO SOMEONE WHO CAN**

Pain is undoubtedly as mental as it is physical. The American Pain Society recommends clinicians "Consider the use of cognitive-behavioral modalities in adults as part of a multimodal approach" (Chou et al. 2016)." If your patients are showing signs of depression, post-traumatic stress disorder or any other type of mental illness, refer them to a trusted mental health counselor for proper guidance.

Visit the American Pain Society for further [pain education opportunities](#) and learn [how to get involved](#) with their research, treatment and advocacy initiatives!•



BY REBECCA MOORE

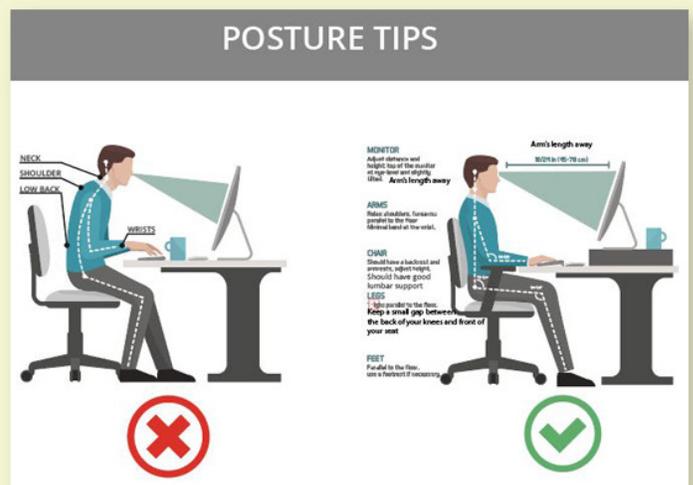
**B**y design, humans weren't made to sit for eight hours; but in reality, a great amount of the population is seated for the majority of their workday. As a chiropractor, you've seen and treated the damage this can cause: chronic neck or back pain, poor posture and general tightness.

Some office workers will reach to **opioids to control their symptoms**, when in reality, **seeking out the help of a hands-on health care professional** can help eliminate their pain instead of masking it.

That's where you come in! Your workplace pain education can help your patients naturally relieve their symptoms and save them from becoming an opioid abuse statistic. We suggest outlining appropriate workstation setup and prescribing exercises to reinforce strength, flexibility and a strong posture.

## HOW TO SET UP AN ERGONOMIC WORKSTATION

Of course sitting all day can have negative effects on the musculoskeletal system, but



how your patients are sitting is one of the most critical factors. Educate them on the

continued>>

proper way to set up their workstation to set themselves up for good habits:

- Head directly over relaxed shoulders, practicing a proper posture (chest open, neck and back elongated)
- Computer screen at eye level to facilitate posture maintenance
- Elbows at a 90 degree angle, relaxed at sides with wrists in a neutral position
- Keyboard flat at elbow level
- Chair at an appropriate height to promote neutral knee, elbow and foot positioning

### **EASY EXERCISES TO PERFORM DURING THE WORKDAY**

If your patients are confident in their desk space, the next step in work-related pain relief is to get them moving. Desk-jockeys are often stuck in their cubicle or office space for the majority of the day. Getting up and walking around the office is a great way to stretch the muscles and

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**Walking around the office is a great way to stretch the muscles and get the blood pumping, but if your patient has a big deadline to meet, he or she may not have time to leave his or her desk.**

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get the blood pumping, but if your patient has a big deadline to meet, he or she may not have time to leave his or her desk. Luckily, the **TheraBand® CLX** is an easy-to-use, portable tool that can be tucked away in any desk drawer or bag. Suggest the following stretches and exercises that can be performed anytime, anywhere:

Observe all directions, instructions, precautions and warnings listed at [TheraBandCLX.com/Info](http://TheraBandCLX.com/Info) prior to attempting to perform the exercise.

## **NECK EXERCISES**

### **Neck lateral flexion/upper trap stretch**





**Neck stabilization**

## **THORACIC EXERCISES**



**Upper body Brugger**



**Rows**

## **LOWER BODY EXERCISES**



**Hip abduction/extension**



## Ankle pumps

## Squat



### ADDITIONAL SUGGESTIONS FOR PAIN RELIEF LONGEVITY

After your patients become comfortable with their new set up and the exercise regimen, you can start suggesting other products and protocol to keep them actively progressing in their pain relief efforts. You might suggest that they try a [TheraBand Exercise Ball](#) instead of a chair to activate and challenge their core and posture muscles. Also, giving a [TheraBand Hand Exerciser](#) a squeeze (or 50) can be as much therapeutic for wrist and hand pain as it is effective for occupying fidgety employees. As a bonus, send each person home with a sample or full-

sized tube of [Biofreeze Professional](#) pain reliever to keep at their desk so they can feel the lasting effects of menthol soothe their aches and pains whenever they're in need.

Remember that, while creating value in your practice and profession can be shown in the treatments and services you provide, offering your patients practical solutions they can utilize in their everyday life is one of the biggest impacts you can make. If you need additional tools to help facilitate non-prescription pain management recommendations to your patients, visit [SaferPainRelief.org](#) to access the portal of free resources. •

# PERFORMANCE HEALTH®

The logo for Performance Health features the word "PERFORMANCE" in a bold, blue, sans-serif font above the word "HEALTH" in the same font. A registered trademark symbol (®) is positioned to the upper right of "HEALTH". Below the text is a blue, curved swoosh that starts under the "H" of "HEALTH" and extends to the right, ending under the "E" of "HEALTH".

## About Performance Health

**P**erformance Health's new Biofreeze® Professional national campaign promotes you and your care as a safer alternative to opioids and NSAIDs as part of its national safer pain relief campaign. The goal of safer pain relief campaign is simple: Help people understand the full range of muscle and joint pain relief options—and the associated risks and side effects—so they apply the safest, most effective solutions for their unique needs. We know the best way to get “safer pain relief” is by combining professional care with professional products. That’s our message...it always has been and it always will be. Visit [www.saferpainrelief.org](http://www.saferpainrelief.org) to learn more!

**Website:** [biofreeze.com](http://biofreeze.com)

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