

# ORTHOPEDIC MASSAGE TECHNIQUES FOR CERVICAL PAIN

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	Early*	Regular
Single Registrant	\$179	\$199
2 to 4**	\$169 ea.	\$189 ea.
5 or more**	\$159 ea.	\$179 ea.

\*Registrations received 10 days prior to seminar date.

\*\*Price per person when registering at the same time.

☐ I am registering and would like to order a set of CDs  
for \$59 plus \$8 S&H

### AUDIO PRODUCTS

Orthopedic Massage Techniques  
for Cervical Pain

#3649

CD/manual package: \$179 + \$8 S&H

This audio product does not offer CE at this time.

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Athletic Trainers,  
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## ORTHOPEDIC MASSAGE TECHNIQUES FOR CERVICAL PAIN

Muscle releasing & neuromuscular massage  
techniques for the neck, upper back, & shoulder

- ◆ Learn gentle approaches to rid clients of headaches, neck pain and stiffness, whiplash, frozen shoulder, carpal tunnel, and other acute and chronic pain conditions
- ◆ Recognize when you are working the wrong muscle groups and how to correct it
- ◆ Develop effective treatment plans for clients who suffer from chronic and acute cervical and thoracic pain
- ◆ Work smarter, not harder, to increase the client's range of motion and alleviate pain
- ◆ Demonstrate neuromuscular and myofascial therapy techniques during hands-on lab portion

# ORTHOPEDIC MASSAGE TECHNIQUES FOR CERVICAL PAIN

*Muscle releasing &  
neuromuscular massage  
techniques for the neck,  
upper back, & shoulder*



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## Effective Treatment for Cervical & Upper Thoracic Pain

Thousands of Americans suffer from episodes of acute or persistent neck pain each year as a result of injury, strain, overuse, aging, and other factors. The cervical spine is amazingly complex, supporting the head, weighing up to 15 pounds, while moving in several directions. Its range of motion is capable of 90 degrees of flexion and extension, 180 degrees of rotation, and almost 120 degrees of tilt to either shoulder. No other region of the spine has such range of motion. This combination of complexity and mobility makes the neck susceptible to pain and injury.

Participants in this interactive one-day seminar will learn and practice simple myofascial and neuromuscular techniques that can be incorporated into existing routines and treatment protocols to effectively treat many common cervical and thoracic region conditions, including chronic headaches, stiff neck, frozen shoulder and arm pain, thoracic pain, and forward head posture.

## Course Director

**SUNNY BIRDSTONE, LMP**, is a Licensed Massage Practitioner with 14 years of experience as owner of Birdstone Therapeutic Massage, a clinical massage therapy practice in Washington state specializing in soft tissue injuries and complicated chronic pain. In addition, she has practiced massage therapy in long-term care facilities; chiropractic offices; for corporate clients; and has conducted repetitive use injury prevention classes with business clients in Tacoma, Washington. Ms. Birdstone has completed hundreds of hours of specialized education and training in myofascial release, neuromuscular therapy, and therapeutic stretching. She has skillfully integrated these techniques into treatment for hundreds of clients experiencing chronic and acute neck and back pain. Ms. Birdstone also served as a medical specialist in the U.S. Army for 20 years before retiring in 1997.

*Connect with Us!*



## SEMINAR SCHEDULE

**Registration:** 7:30 a.m. (coffee & tea provided)  
**Seminar Begins:** 8:00 a.m.  
**Lunch Break:** 1 hour (on your own)  
**Seminar Ends:** 3:30 p.m.

### **Arriving late or leaving early?**

Please see "Amended Certificates" information under  
CONTINUING EDUCATION CREDIT section of this brochure.

## REGISTER NOW!

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## Dates & Locations

### **SPRINGFIELD - Feb 25, 2015**

Hilton Garden Inn Springfield  
3100 S Dirksen Pkwy, Springfield, IL 62703 217-529-7171

### **ST. LOUIS - Feb 26, 2015**

Holiday Inn Airport  
4505 Woodson Rd, St. Louis, MO 63134 314-427-4700

### **OVERLAND PARK - Feb 27, 2015**

Crowne Plaza Kansas City Overland Park  
12601 W 95th St, Lenexa, KS 66215 913-217-1000

*The entire class was amazing. I will be able to use all of  
what was presented today at my office.*

Tracy Cunningham, Massage Therapist

## COURSE CONTENT

### **UNDERSTANDING CERVICOTHORACIC PAIN**

- ◆ Degenerative problems
- ◆ Etiology of headaches
- ◆ Repetitive motion injuries

### **TREATMENT STRATEGIES & CONSIDERATIONS**

- ◆ Myofascial release
- ◆ Neuromuscular re-education
- ◆ Active isolated stretches
- ◆ Reciprocal inhibition
- ◆ Soft tissue mobilization

### **MECHANISMS OF INJURY**

- ◆ Cervical hyper-extension injuries
- ◆ Motor vehicle
- ◆ Slip & fall
- ◆ Technology (blackberry thumb)
- ◆ Repetitive motion
  - Frozen shoulder
  - Carpal tunnel

### **MUSCLE RELEASING TECHNIQUES**

- ◆ Sequential Pressure Release
  - How this technique can treat most soft tissue dysfunctions
- ◆ Work smarter not harder
  - How you can avoid repetitive soft tissue injuries
  - Help your clients avoid soft tissue injuries
- ◆ Demonstration of Techniques

### **HOW TO ACHIEVE EFFECTIVE RESULTS**

- ◆ Measurable improvements
- ◆ Increasing range of motion
- ◆ Decreasing pain

### **PERFORMING NEUROMUSCULAR & MYOFASCIAL TECHNIQUES IN AN EXTENSIVE HANDS-ON LAB**

## What You Will Learn

- ◆ Discuss cervical pain patterns and mechanisms of injury
- ◆ Examine relevant anatomy and recent research
- ◆ Recognize how musculoskeletal problems in the cervical and thoracic regions cause headaches, shoulder, arm, neck, and jaw pain
- ◆ Identify techniques for anterior head deviation correction
- ◆ Demonstrate soft tissue mobilization techniques
- ◆ Assess clients for contraindications to soft tissue therapy
- ◆ Demonstrate muscle releasing and neuromuscular re-education techniques in a practical lab
- ◆ Develop effective treatment plans for clients who suffer from chronic and acute cervical and thoracic pain

## What You Should Bring

Participants are strongly encouraged to bring a massage table, a sheet, towel or pad, and to wear loose-fitting, lab-appropriate clothing. Short nails are also encouraged.

## Who Should Attend

- ◆ Massage Therapists
- ◆ Massage Therapy Students
- ◆ Athletic Trainers
- ◆ Physical Therapists
- ◆ Physical Therapist Assistants
- ◆ Occupational Therapists
- ◆ Occupational Therapy Assistants
- ◆ Chiropractors
- ◆ Anyone who provides hands-on care to chronic pain sufferers



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**Massage Therapists:** Cross Country Education, LLC. is approved by the National Certification Board for Therapeutic Massage and Bodywork (NCBTMB) as a continuing education Approved Provider. Provider #450123-06. This course is offered for 6 CE hours. 100% attendance is required for a Certificate of Completion to be issued, no variable credit is given.



### Occupational Therapists, Occupational Therapy Assistants:

Cross Country Education is an AOTA Approved Provider of continuing education. This course is offered for .6 AOTA CEUs. The assignment of AOTA CEUs does not imply endorsement of specific course content, products, or clinical procedures by AOTA. AOTA Educational level Introductory, Category 1: Domain of OT, 2: Occupational Therapy Process.



### Physical Therapists, Physical Therapist Assistants:

**Illinois:** The Illinois Chapter Continuing Education Committee has approved this course according to the Criteria for Approval of Continuing Education offerings established by the Illinois Physical Therapy Association. This course is approved for 6 Credit Hours. IPTA Approval 75-5646. This course content is not intended for use by any participants outside the scope of their license or regulation.

**Kansas:** This program has been submitted to the Kansas Physical Therapy Association for 6 contact hours.

**Other Professions:** This educational offering qualifies for 6 continuing education hours as required by many national, state and local licensing boards and professional organizations. Save your course outline and certificate of completion, and contact your own board or organization for specific filing requirements.

**All Professionals:** In order to process continuing education, please bring the appropriate license/certification number to the seminar.

**Amended Certificates:** Please note that the credit hours listed above are offered by Cross Country Education and/or boards/associations for a full day's attendance. In the event of late arrival and/or early departure, amended certificates indicating the actual number of credit hours earned will be provided upon calling Cross Country Education.

**ADA:** If you require ADA accommodations, please contact Cross Country Education at least two weeks before the seminar date or prior to purchasing any online or distance learning products so that arrangements can be made.



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