

The West Press

VOLUME III, ISSUE 6

NOV/DEC 2011



INSIDE THIS ISSUE:

- Adding Value 1
- Calendar 1
- Employee News 2
- Clinical Perspective 3
- West Wellness 3
- Let it Show! 4
- Pembroke Pics 4

Adding Value

Kris Duncan, Operations Officer



I am always excited about the opportunity to contribute to the November edition of "The West Press." It is our last edition of 2011 and the holiday edition as well. Kate Welch, our Editor, does an amazing job with this publication, and I hope all of you enjoy it as much as I do. Thank you to Kate for adding value to our company through "The West Press!"

value to you as individuals. On October 14-16, we had our annual retreat to brainstorm ideas to make West Rehab a better company and to chart our future course. We do this annually not only for ourselves but for all of you who represent us so well each day.

As we approach the holidays we are reminded to reflect on our blessings and to give thanks for all that is good in our lives. We also all face the challenge of finding ways to show others that we value and appreciate them. Kate, Ashley Edwards, Melissa Martin, and I have been participating in a book study on leadership. My favorite chapter has been on "The Law of Addition". Simply stated, this is consciously adding value to others. I want to strive to be a person who adds value to others.

When I had a chance to review the surveys from the September 16 bi-annual meeting it was heart-warming to read on almost every survey that employees were happy to work for a company that valued family. To read that as a company we are clear with what we think is important and to know that you recognize that validates the course that we have chosen. Our values as a company are clear to you.

One of the questions posed in the chapter is "What do the people closest to you value?" Here at West Rehab I can say with confidence that all of us on the Management Team hold the same values. We value and respect our relationships with our employees, and we all desire to add

In closing I would like to wish everyone a very happy holiday season, and I look forward to seeing you at the upcoming events.



- Nov 9** Bi-monthly dept. meetings
Office staff—PL (8:30 am)
Clinical staff—RH (8:00 am)
- Nov 11** Veterans Day
- Nov 12** Razzle Dazzle Ball to benefit SMA
- Nov 14** Pembroke Open House
- Nov 24** Thanksgiving holiday
- Nov 25** Day after Thanksgiving holiday

- Dec 2** WRSI Christmas Party
- Dec 3** Christmas Parade (RH)
- Dec 23** Christmas Eve holiday (observed)
- Dec 26** Christmas Day holiday (observed)
- Dec 31** New Year's Eve
- Jan 2** New Year's Day holiday (observed)



Employee News

November and December are typically lighter months for hiring here at WRSI, but fewer anniversaries mean more room for the following awesome announcements sent in by fellow West Rehabers!



*Congratulations to
SLP Kathryn Jordan
& family on the birth
of Ramsey Kate
9/12/2011
6 lbs 12 oz
18 1/2 in.*

Don't be shy if you want to share something special with the crew ... just drop me (Kate) an email. Oh, and congrats to all the recently engaged and expecting couples in the West Rehab family! We look forward to many birth and wedding announcements in the upcoming editions.

- Congrats to Zoe Mabrey for making first chair alto saxophone in 7th grade band at RHMS! Go girl! Congrats to Jacob Mabrey and the RHHS Marching Band for a successful competition season. Awards included Grand Champions at the Coastal Empire Classic in Effingham Co., third place in open class and 4th place overall at the Eagle's Nest Invitational in Gwinnett Co., and making it through preliminaries to the final round and placing 8th overall at the LaFayette Marching Classic! You never backed down against the big bands! You were a joy to watch!
- The Wild Wild Wests are back in action for their fall softball season. Games have started, and the team is in full force. They took time out Saturday, October 22nd to participate in a charity event called Kickball to Kick Cancer, Saving Second Base. All proceeds raised go to Pink Heals, a local chapter of Guardians of the Ribbons. Their main cause is to bring Awareness, Hope, and Healing to the Community. For more info on their cause, please go to www.gapinktrucks.org. Kudos to the WWW for giving back to the community and Good Luck for the remaining season games!

Amber Brinson 5
Whitemarsh Office

Stacey Bell 4
Housekeeping

Deandra Daniels 1
Richmond Hill Office

Angie Cipolla 1
Hinesville Office



Christmas Party!

Inn at Ellis Square (photo left)
201 West Bay Street
Downtown Savannah

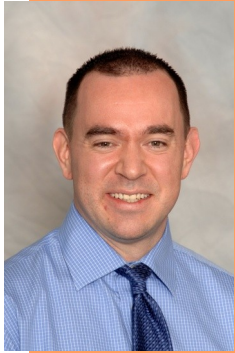
Friday, Dec 2nd~7pm

- Dressy holiday attire
- Toys for Tots donations will be made in our offices this year—boxes will be delivered soon
- Group room rates available



Clinical Perspective

By Dan Schaus PT, DPT



“Mindful Movement”

I dropped out of the Ortho section of the APTA, and I joined Neuro. David Butler, Lorimer Moseley, Neal Pearson, and Gray Cook amongst many other “pain guys” have been exposing me to a new way of thinking about patients’ pain and the brain. I was reading over at NOlgroup (David Butler’s site), and it hit me. I had been treating patients on a program. “Do this to achieve that”; “Look at this picture and follow the instructions.” A program achieves a preset goal. What my patients needed was a system: an ever changing way of adapting to their therapist, their environment, their pain, their boss, the color of the room, whatever. My patients needed to have a system to understand themselves and adapt accordingly. There will be good days, and there will be bad days. There will be days that there is pain for no reason at all. What I have learned is that every patient can get better if you teach them about their system.

For patients to understand their system they must understand two words: “mindful movement.” I tell my patients that they can do whatever they want to do as long as they are being mindful and under

control with their movements. I am much less likely to give them an “isolated” muscle exercise because I don’t find that it matters. I am there to ensure that they are gradually and progressively stressing their troubled tissues in a non-threatening way. I build their confidence with the movement. The patient that can move in a mindful, engaging, and confident way will make that *multifidus* or *transverse abdominus* output more torque. Do a bird dog if you want, but if you have a dancer have them dance with you and see how that helps. Don’t be hesitant to break away from the programs. Our patients are changing every day. Why can’t we?

So I am more at peace with my work than ever. I have improved my life dramatically by simplifying my work into two words. When I told Mike that I’d be writing “mindful movement X45 min” in my objective section, he told me he would write “mindful improvement” on my paycheck and hand it to me in a yoga mat. I’ll keep the details so that other people can treat my patients, but for me those two words are all I need.



An ounce of prevention for flu season

By Catherine Compton, Nutritional Coach

Cooler weather means cold and flu season is upon us. Colds and flu occur more frequently in the fall and winter months for a variety of reasons. The common cold virus thrives in drier, less humid air. Drier air can also lead to the drying of the nasal passages, which further increases one’s risk for an infection. Spending more time indoors with other people for longer periods of time, without fresh air circulation, also increases the risk that cold and flu viruses will spread. Two preventative measures that work well are using a xylitol nasal spray to kill bad bacteria and viruses in the nasal passages or using a neti-pot nasal wash. There are also a few key things you can do nutritionally to boost your immune system. First on the list is to take a good, high-quality multivitamin. Moderate intake of vitamins A, C, E, B6, zinc, and iron are especially important for maintaining immunity. Also, according to Dr. Melinda Beck, Ph.D., professor of pediatrics and nutrition at the

University of North Carolina at Chapel Hill, a diet lacking adequate amounts of selenium could lead to mutations in the flu virus making it more dangerous. Good sources of selenium from food (if your multi does not include it) are tuna, chicken, Brazil nuts, garlic, wheat, and sunflower seeds. This is also a good time to kick up the flavor with a variety of spices that have healing properties. Garlic, ginger, and turmeric contain powerful immune boosting and anti-viral properties. Mushrooms are another super-food for immunity; maitake and shiitake mushrooms are rich in potent immune stimulators: beta-glucans. Of course, your best insurance against the cold and flu is to get regular exercise, eat a variety of healthy foods, get adequate rest, and keep stress levels to a minimum. I hope these nutrition and wellness tips will help you and your family stay healthy throughout the fall and winter seasons.

Source: www.appleseedhealth.com

Editor’s Note: In addition to these great nutritional tips, don’t forget that the best way to prevent the spread of infection is frequent hand washing. Keep those hand sanitizing gels nearby to keep you and your patients healthy this fall and winter! Thanks on behalf of the Infection Control Committee!

The mission of West Rehab is to provide comprehensive therapy, wellness, and consultative services to our patients and clients in an ethical and cost effective manner.

The West Press is a Newsletter written by the employees of West Rehab Services, Inc.

Let It ~~Snow~~ Show! *By Allison Willis Marketing Director*

Most businesses spend more time and energy trying to find new customers than they spend retaining the customers they have. The logic behind customer retention is simple - it costs far less money to keep current customers happy than to spend much more money to recruit new customers. Loyal customers tell their friends about your business and are more likely to keep coming back when they need that service.

People are attracted to positive energy. As human beings we crave it. So if a company has happy employees that overflow with joy, odds are people would rather do business there than at a company where all the employees are just punching cards, watching the clock, and then complaining how bad their job (and the company) is.

The responses of the company surveys prove to me that most of us love our job and love the company we work for, so let's show our patients how much we BELIEVE in our company. Let it show in our faces when they walk through the door; let it show when we're on the phone with a patient; let it show when we are at events representing West Rehab. LET IT SHOW!

Thankful for Pembroke reno!!



Above left: Once the entire PB operation, this space is now only half of the clinic. There is a cardio room where the OM used to sit, and removing two walls in the larger room makes for a beautiful and open gym area. New carpet and paint remove all traces of those tile floors or country-themed wallpaper borders!

Above right: Looking from what was our side across the waiting room (complete with gigantic pumpkin!) into acquired space where there are several private treatment rooms and a large office. Left: The PB ladies with student PTA Steve.

Everything truly looks amazing. Thank you to our owners and the renovation team for a beautiful and functional "new" clinic. Please plan to come to an **open house scheduled for November 14th from 4-6 pm** to see the transformation with your own eyes! Stay tuned for more details.