

MEDIA RELEASE

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## NEW BOOK POSITIONS PHYSIOTHERAPY AT THE FOREFRONT OF PROGRESSIVE HEALTH

Physiotherapy is set to take the world stage as a key player shaping our overall health and wellness as Australia's leading Physiotherapist Jason Smith launches his life-changing book ***Get Yourself Back In Motion***.

This is the first book of its kind empowering individuals with strategies to self-manage pain and optimise their health through never before revealed physiotherapy secrets and tips.

The book debunks common myths surrounding pain and promotes a preventative and proactive approach to achieving lifelong physical health, illustrating the benefits of partnering with a physiotherapist for true wellness.

Jason Smith, Founder of *Back In Motion*, Australia's fastest growing Health Group, reveals secrets of his highly successful Results4Life® philosophy, which has already helped thousands take control of their health.

Jason says, "Results4Life empowers individuals to partner with their Physiotherapist to achieve optimal lifelong physical health, rather than resorting to the quick fix mentality"

"This method gives you the tools to help improve sleep, fitness habits, nutrition and pain management to live with more energy and mobility and perform better in all facets of your life"

Over 80% of Australians suffer from lower back pain at some stage in their life, yet according to Jason "pain" is simply not an acceptable diagnosis. The cause of pain must be deeply understood for practitioners to help patients achieve true health.

Jason says "Many people view their Physiotherapist as a glorified masseuse and only seek our help when they are already injured or in pain. However, our philosophy encourages people to visit us regularly to improve and strengthen their bodies, so that they do not end up in pain".

Smith says the *Back In Motion* network has refined the approach to Physiotherapy with preventative and proactive therapies which minimise the onset of aggravations and pain.

"Traditionally therapists have often managed pain 'reactively' – which has only short term gain for the patient," he said.

"Following the Results4Life philosophy, *Back In Motion* therapists design a comprehensive tailored program that enables the patient to self-manage their problem while helping to prevent the reoccurrence by resolving the underlying cause of the pain.

"We see our role as Physiotherapists to be a health facilitator and partner with patients to help them achieve overall wellness for life, rather than just provide symptomatic treatments that provide a temporary solution".

**To be launched on November 1, *Get Yourself Back In Motion* will be available at *Back In Motion Health Group* practices, major book retailers and online bookstores.**

For further information or to arrange an interview with Jason Smith contact Natalie Whittington at Back In Motion Health Group on 1300 859 581 or [n.whittington@backinmotion.com.au](mailto:n.whittington@backinmotion.com.au)

## **GET YOURSELF BACK IN MOTION PROMOTES PHYSIOTHERAPY AS INTEGRAL TO OPTIMAL HEALTH BY:**

1. Emphasising that moving well is at the core of true positive health and highlighting the benefits of partnering with a physio on a journey towards wellness.
2. Positioning physiotherapy as progressive, innovative and proactive as distinct from more traditional models of health care which are reactive.
3. Dispelling common myths about physiotherapy held by the general population such as:
  - a. You only see a physio if you are injured or in pain
  - b. Physio is only for back pain or sporting injuries
  - c. You need a doctor to refer you to a physio
  - d. Physio is a form of massage
4. Teaching that health and wellness is not just about the absence of pain, injury or dysfunction. It's the ability to enjoy optimal health.
5. Encouraging people that it is not normal to be in pain or carry injuries and that early intervention and a proper assessment of your body can ensure that you're pain free for life.
6. Promoting the physiotherapist as the ideal 'health coach' to keep you accountable to your health and lifestyle goals and to support your wellness on an ongoing basis.

## **ABOUT BACK IN MOTION**

*Back In Motion Health Group* is Australia's leading provider of Physiotherapy and related services with a corporate commitment to excellence and delivering results focused, sustainable outcomes for clients, the *Back In Motion* team pride themselves on their innovative philosophy of Results4Life®, which empowers optimal lifelong physical health. The concept of having a Physiotherapist on the health/wellness journey throughout one's life is key to the *Back in Motion* philosophy. Physiotherapy should not be a quick pain fix, but a journey of partnership in health.

Ranked 13<sup>th</sup> on the BRW Fast Franchises 2012 list, the group has just celebrated its 5th year on the esteemed list. The Back In Motion Health Group is one of only four companies in the health and community services sector to be awarded this accolade and the only to have achieved this success five years running. Based in Mulgrave, Melbourne, but with over 35 franchises and 60 locations across four states (VIC, QLD, SA, TAS), the group led by founder, physiotherapist and National Group Director Jason Smith, has enjoyed sustained growth since its inception in 1999.

[www.backinmotion.com.au](http://www.backinmotion.com.au)

1300 694 325 or 1300 MY HEALTH

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