

MEDIA RELEASE

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NEW BOOK SHAKES UP PHYSIOTHERAPY

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 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, unlike many traditional physios.

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 client 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 contact Peta Shulman at Brand New Solutions on 02 8356 9595 / 0401169307 or peta@brandnewsolutions.com.au

JASON SMITH'S TOP SIX TIPS FOR OPTIMAL PHYSICAL HEALTH

1. Moving well is at the core of true positive health. Move more intentionally, everyday. Avoid a sedentary life. Be physical.
2. It is not normal to be in pain or carry injuries. Don't ignore pain, niggles, aches or stiffness. Get your body properly assessed and overcome the pain for life. Early intervention is key.
3. Pay attention to your posture – static and dynamic. Lifelong physical health depends on daily habits that encourage correct posture and core stability.
4. You truly are what you eat; your food is your medicine. Limit processed foods and pay attention to volume and content.
5. Health is a lifetime investment. True health comes with daily management. Take care of your body every day through movement, lifestyle & nutrition.
6. Set personal health goals and make yourself accountable to a 'health coach' – it could be a professional (e.g. Physiotherapist) or a trusted friend.

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 13th 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

1300 694 325 or 1300 MY HEALTH

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