



Alternative HealthCare Solutions

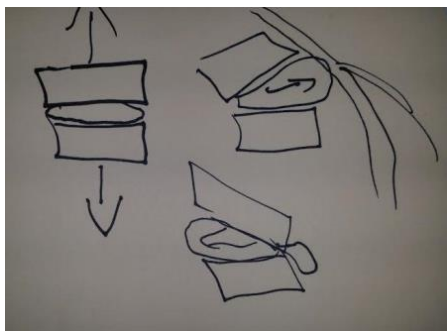
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CLINICAL PEARL

Teach your patients well . . . Their therapist's hell, will slowly go by . . .

OK , yeah, I know. I modified a song that Crosby Stills Nash and Young did in 1969. But hear me out on this one.

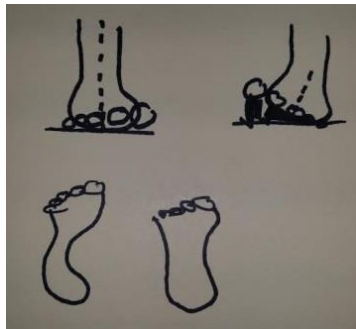
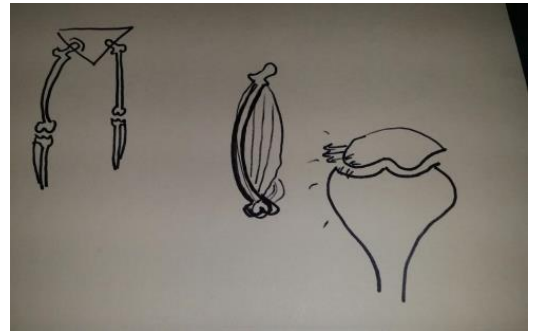


For starters, I stink as an artist. I did not get the art gene (come to think of it, the spelling gene skipped a generation too). But one of the best things I can do is to draw silly little stick figures and pictures to help my patients understand why I do what I do and what has gone haywire with their body. Some of my best art work can be found drawn with a magic marker on the cover of the chart.

I had a good friend and orthopedic surgeon tell me once that people won't always come back to see you because you got them better, but they will come back to you because you showed you cared. (You gotta remember that was 33 years ago though, so a lot has changed.)

Anyway, this helps build your reputation not only for those of you in private clinics but also for those who are corporately based and maybe thinking about branching out on your own someday. Why? It's really simple.

Doctors have no time to explain anything. They are under the knife (no pun intended) to get as many people in, under(anesthesia) and done thanks to a wall street-driven health care system that started back in the late 60's and flourishes today. (For more on this debacle read [The Case for Alternative Healthcare](#))



So when the therapist (aka you) takes time to draw a picture or explain what is going on with RTC impingement, chondromalacia patellae, cervical or lumbar disk bulging / herniation, pelvic asymmetry and resultant leg length, forefoot / rearfoot varus deformity, etc. they are instantly bonded to you by a commodity that is all too rare in our current conveyor belt driven system. Care . . . time . . . genuine concern.

And as a bonus, patient compliance goes up. The patient improves. Outcomes improve. Their therapist's hell, will slowly go by.

Have an awesome Holiday Season.

Tom Ockler, PT