



BACKS
ON BURNSIDE
chiropractic and massage

Summer 2008

Gail Karvonen, D.C.

*Managing Chiropractic
Physician*

Megumi Moskowitz, D.C.

Chiropractic Physician

Denice Gordon

Office Manager

Vicki Hammond

Office Assistant

Jennifer Newton

Office Assistant

Cydney Wilkes, LMT, CA

Massage Therapist

Chiropractic Assistant

Romy Schuller, LMT, CA

Massage Therapist

Chiropractic Assistant

Tina Cameli, LMT

Massage Therapist

Emily Flansburgh, LMT

Massage Therapist

Conditions Treated

- Back pain (upper or lower)
- Car accident-related injuries
- Headaches
- Hip/Knee/Ankle
- Neck pain
- Jaw pain
- Repetitive motion syndromes
- Shoulder/Arm /Hand
- Sprain/Strain
- Tendinitis
- Tingling/extremity numbness
- Wellness care
- Work-related injuries

BACK-TALK

2303 E. Burnside • Portland, OR 97214
503-287-7733 Phone • 503-281-7703 Fax
www.backsonburnside.com

Celebrating OUR Rebirth! Bacs on Burnside Open House

Thanks to all of you for your patience and understanding through our transition period, temporary relocation and building remodel. The clinic has a new address: 2303 East Burnside, and a new name: BACKS ON BURNSIDE. (We resisted the temptation to call ourselves "Bacs OFF Broadway.") Our phone number is the same: 503-287-7733.

To celebrate our rising from the ashes, (most of you know about the fire in the 2100 building in January 2007) our re-born clinic had an open house on May 1st. Patients came out to show their support and we were welcomed to the neighborhood by new faces.

We advertised gift bags for the first 25 guests and before the event there was a line out the door! They were all gone in less than 10 minutes.

Drs. Gail Karvonen and Megumi Moskowitz, along with the entire Bacs on Burnside staff, were available to give tours of the beautiful new space and get to know some of our patients better. Dr. Karvonen's twins, Claire and Tessa Alexander, also welcomed guests and helped everyone enjoy the festivities. (Was it really more than 11 years ago when photos of them as newborns appeared in the clinic's newsletter?)

Everyone shared fresh, healthy food and the clinic gave out prizes. Our guests were thrilled to win free chiropractic care, hour-long massages and orthopedic supplies.

Many guests were treated to mini-massage sessions during the event. Several of the staff gave presentations and demonstrations on craniosacral massage, supplements, exercise ball techniques, self-care and stretching for common aches and pains, and there were question and answer sessions with the chiropractors.

If you haven't visited us yet, please call us at 503-287-7733 for a chiropractic appointment, wellness check-up or massage.



Bacs on Burnside clinic staff and Dr. Karvonen's two daughters welcomed patients to the May 1st open house.



Patients Orville Nilsen and his wife fill out forms for a drawing at the clinic's open house.

Keep Summer Fun with a Massage

When the rains taper off and sunny skies return, Portland can feel like heaven on earth in the summer. The outdoors beckons us to pump up our bike tires and dig up the garden, or lace up our hiking boots and set off on a trail. It's all great fun, but in our excitement to enjoy ourselves, we sometimes overdo it.

Even simple things like carrying a heavily loaded picnic basket can put a strain on our backs. One of the best ways to keep those tired or overused muscles from becoming injured is to have a massage. And if you do sustain an injury, a massage, coupled with chiropractic care, can help heal those injured muscles and joints.

Like massage, summer vacations, too, are wonderful stress relievers. However, many people find that when they return to their jobs, work (especially email) has piled up. Ironically, you may feel just as stressed as before you left. How can you relieve some of this stress? Simply schedule a relaxing massage for the week you come back.

Here are just a few ways massage can rejuvenate your body and spirit and prevent injury during the summer:

- Alleviates low back pain and improves range of motion.
- Exercises and stretches weak, tight or atrophied muscles.
- Helps athletes of any level prepare for, and recover from, strenuous workouts.
- Increases joint flexibility.
- Promotes tissue regeneration, reducing scar tissue and stretch marks.
- Pumps oxygen and nutrients into tissues and vital organs, improving circulation.
- Relaxes and softens injured, tired, and overused muscles.
- Releases endorphins—amino acids that work as the body's natural painkiller.



Staff Updates

Several new massage therapists have joined our treatment team and we've had a new addition to our front desk. Please welcome Emily and Jennifer.

Emily Flansburgh, LMT, received her massage therapy degree from East West College of Healing Arts in Portland in 2003 and started practicing the following year. She also has a bachelor's degree in exercise physiology from Nebraska Wesleyan University and is a runner who has worked in specialty running retail for over five years. Emily is accomplished in trigger point therapy and has worked with athletes doing injury prevention and care.

Many of you have already met **Jennifer Newton**. She's part of the front desk office staff and started in September. Originally from Massachusetts, she recently graduated from Portland State University with a bachelor of science degree in psychology. She plays on a kickball league, is a huge Red Sox fan, and enjoys hiking and exploring Oregon.

Christine White, LMT, who has been doing massages and chiropractic assisting work at the clinic since February 2006 is relocating to her hometown of Chicago with her husband and daughter. Her energetic spirit, attention to athletic injury and deep tissue massage will be missed. We wish her well on her new journey and her next marathon which follows her recent Boston marathon finish!

Massage Reduces Job Stress

Massaged adults showed enhanced alertness and lower anxiety, cortisol (stress hormone), and job stress levels in a study published in the *International Journal of Neuroscience*.

Enjoy the Benefits of Self-Massage

Imagine that you have a personal masseuse who spends 10 to 15 minutes a day relaxing your tight muscles and working out any painful muscle knots and spasms. Few of us can afford a personal masseuse. But all of us can enjoy the same benefits by using a foam roller, available from Backs on Burnside for \$25. It's easy to use and a great way to improve your flexibility and range of motion and lower your stress.

Even if you do yoga, Pilates or stretching, you may still experience lingering stiffness. That's because this tightness isn't caused by your muscles. It's due to restrictions in your connective tissue or fascia. Think of this tissue as a kind of "saran wrap" that surrounds your muscles, bones and joints. When you smooth out this connective tissue, either with a massage

or foam roller, your muscles, joints and bones work more efficiently and are less likely to become injured.

Foam rollers are easy to use. You simply use your body weight to sandwich the roller between the soft tissue you want to release and the floor. When you find a tender spot, stop rolling. Rest your body weight in that position for 30-60 seconds only. Don't roll on your bones, but focus on muscle areas. Follow the instructions for specific exercises that are prescribed by your chiropractic physician.

Think of self-massage with a foam roller as a preventive technique. By regularly loosening up soft tissue restrictions, you can avoid injury and experience a greater feeling of well-being.

Got a Pain in the Neck?

Do you suffer from chronic neck pain? Or do you have whiplash, an injury to the soft tissues of your neck, following an auto accident? Then you are not alone. There's a one in three chance you will suffer from neck pain at some point in your life. This incidence is higher among women and people 50–59 years old. That's according to a study reported in the March 2004 issue of *The Journal of the Canadian Chiropractic Association*.

Fortunately, chiropractic care and regular use of a cervical pillow can alleviate this neck pain, particularly in the morning. This Canadian study looked at 36 adults with chronic neck pain. It found that when compared to conventional pillows, cervical pillows reduced daily morning neck pain and weekly pain scores. The study also looked at past research which also confirmed the effectiveness of cervical pillows in easing neck pain.

*All cervical pillows
are 20% off until
July 31st**

The Pillo-Pedic Pillow and memory foam contoured pillows which Backs on Burnside sells, provides gentle neck traction while you sleep, helping promote correct neck alignment and maintain cervical spine support. It also helps to relieve whiplash, neck and shoulder discomfort and tension headaches. Designed for both side or back sleeping positions, the Pillo-Pedic or memory foam contoured pillow helps pillow users wake up well rested and refreshed after a great night's sleep.

**This discount only applies when payment is received on the date of purchase.*

Crash Corner Q & A

Very few things are as stressful as a car accident. That's why we want you to be prepared if you do find yourself in a fender bender or more serious situation so you can get the help you need.

Q: What if my car is barely damaged? Should I still see my chiropractor?

A: The amount of damage to the automobile often bears little relation to the force applied to the spine and necks of the occupants. So although your car may be relatively unscathed, you, or your passengers, may have injuries. An injury to soft tissue, such as whiplash (a common neck injury after an accident), or a joint may not be obvious until you wake up stiff or in pain the next day. Even if you are just sore, you should get checked out immediately because you may experience pain, numbness, headaches, muscle stiffness, fatigue, and other problems including arthritis many months down the road.

Q: I've been treated by a medical doctor. Do I also need to see my chiropractor?

A: It's very important to attend to any life-threatening emergency and trauma such as bleeding or hemorrhage, internal organ damage, broken bones, serious contusions or abrasions, shock, etc. This is the specialty of the medical profession. However, they do not check for or treat spinal misalignments in the body caused by the accident. These misalignments can distort your bone and joint structure and irritate nerves, bones,

ligaments and discs. A chiropractor can check for any misalignments and treat them before they damage your overall health.

Q: Do I need to pay for this treatment or will my insurance company take care of it?

A: Oregon law requires that every auto policy pay up to \$15,000 for medically necessary treatment that is a result of the auto accident. This treatment includes chiropractic treatment, massage and physical therapy. The coverage on your policy, personal injury protection (PIP) is available if you were involved in an auto collision as the driver or passenger, on a bike or as a pedestrian.

Q: Do I need to see an attorney to have my bills paid?

A: It is not necessary in all cases to involve an attorney; however, attorneys can be helpful to guide you through the legal process. If any concerns arise with payment for injuries or your injuries do not resolve, an attorney can provide the expertise to negotiate fair compensation with the parties involved.

Q: If the insurance company wants to settle, should I do this before or after seeing my chiropractor?

A: It's important not to sign or settle until you have had your chiropractor evaluate your injury. If you settle before your injury is fully resolved, you will have to pay out of pocket for your care.



The entrance to Backs on Burnside.

Backs on Burnside
2303 E. Burnside
Portland, OR 97214

503-287-7733

CLINIC HOURS

Mondays 8:30 a.m.-6:30 p.m.
Tuesdays 8:30 a.m.-6:30 p.m.
Wednesdays 8:30 a.m.-6:30 p.m.
Thursdays 8:30 a.m.-6:30 p.m.
Fridays 8:30 a.m.-6:30 p.m.
Saturdays 9:00 a.m.-3:00 p.m.

20% off Cervical Orthopedic Pillows through July 31



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