

## Outline

### UPPER CROSS SYNDROME (UCS) AND TEXT NECK – ARE THEY THE SAME?

- How does UCS present as opposed to Text Neck?
- Imbalances in the upper extremity that can cause UCS and Text Neck
  - Weakened and shortened muscles
  - Physiology of postural or tonic muscles
  - Physiology of phasic or type 2 muscles
  - Joint involvement
  - Nerve involvement
- 3 easy signs to know if someone has either UCS or Text Neck
  - Additional symptoms
- Cautions and contra-indications to be aware of

### HOW TO USE RECIPROCAL INHABITATION TO UNDUE PROGRESSIVE, POOR POSTURE

- 4 simple steps to relax and lengthen locked, short muscles
- 4 simple steps to unlock long muscles

### HOW TO ASSESS VARIOUS SYMPTOMS AND RESTORE CLIENT'S MOVEMENT AND POSTURE

- Rotator cuff injury and shoulder pain
  - Trigger Point referral pain
  - Decentration of humeral head
  - Muscle release
  - Stretches
- Thoracic Outlet Syndrome
  - Acromioclavicular impingement
  - Trigger point referral pain
  - Muscle release
  - Strengthening movements
  - Stretches

- "Sinus" headaches
  - Occipital nerve impingement
  - Trigger point referral pain
  - Muscle release
  - Stretches
- Difficulty swallowing and sore throat
  - Deep cervical flexors
  - Trigger point referral pain
  - Strengthening movements
- Dowager's hump
  - Compressive forces at transition zones
  - Strengthening movements

### Hands-On Lab

- Demonstrate Protocol when faced with UCS
- Sherrington's Law
- Hilton's Law
- Locked short muscles
- Locked long muscles
- Prone
- Practice stretches and strengthening movements

### IDENTIFY FUNCTIONAL TREATMENT GOALS

Great lab experience!  
— Julie, OT

## Live Seminar and Webcast Schedule

(Times in Eastern)

**7:30** Registration/Morning Coffee & Tea

**8:00** Program begins

**12:00-1:00** Lunch (on your own)

**4:00** Program ends

There will be two 15-min breaks (mid-morning & mid-afternoon). Actual lunch and break start times are at the discretion of the speaker. A more detailed schedule is available upon request.

### HAVE A SEMINAR IDEA? A MANUSCRIPT TO PUBLISH?

The nation's top speakers and authors contact PESI first. If you are interested in becoming a speaker or have a new topic idea, please contact Clark Christian at [cchristian@pesi.com](mailto:cchristian@pesi.com) or 715-855-5261.

## Who Should Attend

- Physical Therapists
- Physical Therapist Assistants
- Massage Therapists
- Occupational Therapists
- Occupational Therapy Assistants
- Athletic Trainers
- Fitness and Personal Trainers

## What to Bring

(Suggested, not required)

- Massage table
- Set of sheets



PESI, Inc. is proud to offer this seminar (at these locations only) free of charge (on live seminar tuition) for veterans and active duty military personnel. **Advanced online registration required.**

## Don't Miss! LIVE VIDEO WEBCAST



FRIDAY  
June 7, 2019

REGISTER ONLINE

[pesirehab.com/webcast/70819](http://pesirehab.com/webcast/70819)

Bring any training in-house!



Convenient • Cost-Effective • Customizable

for more information visit

[www.pesirehab.com/inhouse](http://www.pesirehab.com/inhouse)

NON-PROFIT  
ORGANIZATION  
US POSTAGE PAID  
EAU CLAIRE WI  
PERMIT NO 32729

PESI Rehab  
P.O. Box 1000  
Eau Claire, WI 54702-1000  
A division of PESI, Inc.

## Innovative Treatments for Upper Crossed Syndrome

Reduce Pain, Promote Healthy Posture & Restore Functional Movement

Asheville, NC  
June 5, 2019

Charlotte, NC  
June 6, 2019

Raleigh, NC  
June 7, 2019

Live Video Webcast  
June 7, 2019

REGISTER NOW: [pesirehab.com/express/70749](http://pesirehab.com/express/70749)



## Innovative Treatments for Upper Crossed Syndrome

Reduce Pain, Promote Healthy Posture & Restore Functional Movement

- Effective strategies to assess and manage UCS and other look-alike disorders
- Support functional movement and reduce pain with simple strengthening movements
- Restore healthy, supportive posture – for your clients and yourself – with exercises and stretches you can use tomorrow
- Save your hands with self-care tips and client homework techniques

Asheville, NC  
Wednesday, June 5, 2019

Charlotte, NC  
Thursday, June 6, 2019

Raleigh, NC  
Friday, June 7, 2019

Live Video Webcast  
Friday, June 7, 2019



REGISTER NOW: [pesirehab.com/express/70749](http://pesirehab.com/express/70749)

A NON-PROFIT ORGANIZATION CONNECTING KNOWLEDGE WITH NEED SINCE 1979



Innovative Treatments for Upper Crossed Syndrome

A client walks into your office with Upper Crossed Syndrome. He has a stooped posture, a bent-forward neck, and is complaining of neck pain, frequent headaches, lockjaw, and swallowing irregularities. You soon find the techniques you’ve been taught in school just don’t seem to relieve the pain or restore supportive posture. Plus, the amount of time you spend with manual therapy makes your hands not as strong as they need to be for your next client. You wind up frustrated with minimal results and your client finally seeks another therapist to solve the pain puzzle.

Michelle Burns, a retired nurse and LMT for more than 20 years, specializes in postural distortions because she experienced UCS firsthand.

With Michelle’s unique and comprehensive plan, you’ll be able to not only reduce that client’s pain in less time but save your hands in the process. Get the satisfaction that you are restoring the client back to his regular activities for daily living (ADLs). Watch your confidence level rise to tackle UCS and other postural distortions when you encounter them with other clients.

Very practical information that I can use in the clinical tomorrow.

— Jeannie, PT

Speaker



**MICHELLE BURNS, BSRN, BSAIt Med., LMT, MTI, CEP, BCMT,** is a Licensed Massage Therapist and Massage Therapy Instructor with over 20 years of experience in massage as well as more than 20 years of experience as a Registered Nurse in surgical and intensive care. She is the founder and director of Advanced Holistic Healing Arts, a medical and clinical massage business that offers advanced training and continuing education for therapists. Ms. Burns believes in the benefits of both traditional medicine and complementary therapies, and works to incorporate both the science and art of techniques in her practice and classes. While managing the intensive care unit, she implemented the use of massage to decrease the need for pain medication as well as maintain muscle strength and suppleness during long periods of patient immobilization Ms. Burns maintains a professional practice when not traveling. To learn more about Ms. Burns, please visit her website at holistichealingarts.net.

**Speaker Disclosures:**  
Financial: Michelle Burns is the owner of Advance Holistic Healing Arts. She is a faculty member at A New Beginning School of Massage. Ms. Burns receives a speaking honorarium from PESI, Inc.  
Non-financial: Michelle Burns is a member of the Texas Coalition of Massage Schools and Instructors.

Objectives

- Identify the key movement patterns involved in Upper Crossed Syndrome (UCS).
- Distinguish between UCS and other look-alike disorders with 3 unique identifying markers.
- Assess 4 steps to lengthen locked, short muscles and unlock long muscles.
- Discover effective strategies for addressing musculature issues involved with UCS.
- Demonstrate effective techniques to restore muscle balance, healthy movement, and posture.
- Practice stretches and simple strengthening movements to address symptoms.

Very helpful, not only for my posture but for my patients as well. This will end the cycle of pain.

— Katie, PTA



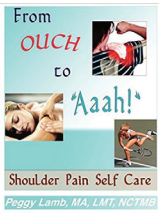
Questions? Call customer service at 800-844-8260

RELATED PRODUCTS [ Save by including with your seminar registration ]



- The Mallet [ a stainless-steel, 9-in-1 in-clinic multi-tool ]
- The Mullet [ a stainless-steel, 10-in-1 travel multi-tool ]
- Sturdy travel case
- RockRub emollient cream
- Sanitizing skin-prep wipes

~~\$700~~ **\$350**



From Ouch to Aaah! Shoulder Pain Self Care

By Peggy Lamb, MA, LMT, BCTMB

Kiss Shoulder Pain Goodbye – More than half of people over 50 have shoulder pain, and many will undergo unnecessary surgery. This book is a user-friendly guide to successfully address shoulder pain by attending to the involved muscles with simple self care.

**Hassle-Free Cancellation Policy:** If you contact us before the event date, you can exchange for a DVD on the subject (self-study continuing education credit may be available), a certificate to attend another seminar, or receive a tuition refund less a \$30 cancel fee. Substitutions are permitted at any time.



**Seminar on DVD Package:** You can purchase a self-study package on the subject. You will receive a set of DVDs that include a digital copy of the seminar manual and post-test/evaluation. You and your colleagues can receive CE hours for a nominal fee. To determine if homestudy credits are available for your profession go to [www.pesirehab.com](http://www.pesirehab.com) or call 800-844-8260. Check with your licensing board to verify acceptance of self-study credits for license renewal. Order today by using the order form on this brochure or by calling 800-844-8260.

Live Webcast Details and Live Webcast Continuing Education Credit Information

**Join us on June 7, 2019, for this live, interactive webcast!**  
Invite your entire office and, like a live seminar, “attend” the webcast at its scheduled time. It’s easy and convenient! Webcasts provide everything you need for a premier educational experience including real-time video and audio of the speaker. See and hear the speaker, ask questions via email and have them answered during the webcast, and watch the slides all on your computer screen. Seminar materials are available for download. One CE Certificate is included. Certificates of Completion can be printed after completing and passing the on-line post-test evaluation. Additional certificates are available for \$49.99 USD per participant. Please see “live seminar schedule” for full attendance start and end times. NOTE: Boards do not allow credit for breaks or lunch. For CE information for the live webcast, please visit: [www.pesirehab.com/webcast/70819](http://www.pesirehab.com/webcast/70819).

Live Seminar Continuing Education Credit Information

*Credits listed below are for full attendance at the live event only. After attendance has been verified, pre-registered attendees will receive an email from PESI Customer Service with the subject line, “Evaluation and Certificate” within one week. This email will contain a link to complete the seminar evaluation and allow attendees to print, email or download a certificate of completion if in full attendance. For those in partial attendance (arrived late or left early), a letter of attendance is available through that link and an adjusted certificate of completion reflecting partial credit will be issued within 30 days (if your board allows). Please see “LIVE SEMINAR SCHEDULE” on this brochure for full attendance start and end times. NOTE: Boards do not allow credit for breaks or lunch.*

*If your profession is not listed, please contact your licensing board to determine your continuing education requirements and check for reciprocal approval. For other credit inquiries not specified below, or questions on home study credit availability, please contact [cepesi@pesi.com](mailto:cepesi@pesi.com) or 800-844-8260 before the event.*

Materials that are included in this course may include interventions and modalities that are beyond the authorized practice of mental health professionals. As a licensed professional, you are responsible for reviewing the scope of practice, including activities that are defined in law as beyond the boundaries of practice in accordance with and in compliance with your profession’s standards.

PESI, Inc. offers continuing education programs and products under the brand names PESI, PESI Healthcare, PESI Rehab and Psychotherapy Networker.

**ATHLETIC TRAINERS:** PESI, Inc. is recognized by the Board of Certification, Inc. to offer continuing education for Certified Athletic Trainers. This program has been approved for a maximum of 6.25 hours of Category A continuing education.

**PERSONAL TRAINERS:** This course has been submitted to the National Academy of Sports Medicine (NASM-BOC) for review. Please contact PESI, Inc. for the most current information.

**MESSAGE THERAPISTS:** PESI, Inc. is approved by the National Certification Board for Therapeutic Massage and Bodywork (NCBTMB) as a continuing education Approved Provider. Provider #1808. This course is offered for 7.5 CE hours. 100% attendance is required for a Certificate of Completion to be issued, no variable credit is given.

**OCCUPATIONAL THERAPISTS & OCCUPATIONAL THERAPY ASSISTANTS:** PESI, Inc. is an AOTA Approved Provider of continuing education. Provider #: 3322. Full attendance at this course qualifies for 6.0 contact hours or .6 CEUs in the Category of Domain of OT and Occupational Therapy Process. Partial credit will be issued for partial attendance. The assignment of AOTA CEUs does not imply endorsement of specific course content, products, or clinical procedures by AOTA. Course Level: Intermediate.



**PHYSICAL THERAPISTS & PHYSICAL THERAPIST ASSISTANTS:** This activity consists of 6.25 clock hours of instruction that is applicable for physical therapists. CE requirements for physical therapists vary per state/ jurisdiction. Please retain the certificate of completion that you receive and use as proof of completion when required.

**NORTH CAROLINA PHYSICAL THERAPISTS & PHYSICAL THERAPIST ASSISTANTS:** PESI, Inc. is an approved provider with the Illinois Division of Professional Regulation, Provider Number: 216-000071. This intermediate course is approved by the North Carolina Board of Physical Therapy Examiners by virtue of PESI Inc. approved provider status with the Illinois Division of Professional Regulation. This course qualifies for 6.0 continuing education hours. PLEASE BRING YOUR LICENSE NUMBER WITH YOU TO THE PROGRAM.

**SOUTH CAROLINA PHYSICAL THERAPISTS & PHYSICAL THERAPIST ASSISTANTS:** This course has been submitted to the South Carolina Physical Therapy Association.

**OTHER PROFESSIONS:** This activity qualifies for 380 minutes of instructional content as required by many national, state and local licensing boards and professional organizations. Save your course outline and certificate of completion, and contact your own board or organization for specific requirements.



## How to Register

INNOVATIVE TREATMENTS FOR UPPER CROSSED SYNDROME: REDUCE PAIN, PROMOTE HEALTHY POSTURE & RESTORE FUNCTIONAL MOVEMENT

**Questions?** Call 800-844-8260 or e-mail us at [info@pesi.com](mailto:info@pesi.com).

**ONLINE**

[pesirehab.com/express/70749](http://pesirehab.com/express/70749)

**PHONE**

**800-844-8260**

Please have credit card available

**FAX**

**800-554-9775**

**MAIL**

PESI Rehab  
PO BOX 1000  
Eau Claire, WI  
54702-1000

**1 Please complete entire form** (to notify you of seminar changes):  
*please print; staple duplicate forms.*

**Mail Code:** \_\_\_\_\_  
*See mail code box on address panel on reverse side*

Name \_\_\_\_\_ Profession \_\_\_\_\_

Employer Name \_\_\_\_\_

Employer Address \_\_\_\_\_

Dept/Floor/Suite \_\_\_\_\_

City \_\_\_\_\_ County \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Home/Cell Ph (        ) \_\_\_\_\_

Dept. Ph (        ) \_\_\_\_\_

\*E-mail address \_\_\_\_\_

\*Registrant’s e-mail is required to receive your certificate of completion and registration confirmation.

**2 Check location:** *(make copy of locations)*

☐ **ASHEVILLE, NC**  
**June 5, 2019**  
Hilton Asheville Biltmore Park  
43 Town Square Blvd • 28803  
828-209-2700

70749ASH

☐ **CHARLOTTE, NC**  
**June 6, 2019**  
Hilton Garden Inn Charlotte/Ayrsley  
1920 Ayrsley Town Blvd • 28273  
704-970-5000

70749CHA

☐ **RALEIGH, NC**  
**June 7, 2019**  
Hampton Inn & Suites Raleigh Crabtree Valley  
3920 Arrow Dr • 27612  
(919) 881-7080

70749RAL

☐ **LIVE VIDEO WEBCAST**  
**June 7, 2019**  
Broadcast LIVE to your computer!

PLW70749

**3 Check tuition:**

**TUITION with seminar manual**

**\$209.99** – choose one of the options below:

- ☐ **\$350\* RockBlades 2.0 - Complete Soft Tissue IASTM System**
- ☐ **\$19.95\* From Ouch to Aaah! Shoulder Pain Self Care** book

\*Attendees add applicable state and local taxes except in AK, DE, MT, NH, OR

**ADD-ON PRODUCTS**

Distributed at seminar—FREE SHIPPING!

☐ **\$350\* RockBlades 2.0 - Complete Soft Tissue IASTM System**

☐ **\$19.95\* From Ouch to Aaah! Shoulder Pain Self Care** book

**WEBCAST with downloadable seminar manual**

☐ **\$199.99** registration (+ tax in HI, MN, NM, PA, WI)

**4 Indicate method of payment:**

**ALL REGISTRATIONS MUST BE PREPAID. Purchase orders welcome (attach copy).**

☐ Check enclosed payable to **PESI, Inc.**

☐ MC  
16 digits

☐ VISA  
13-16 digits

☐ AE  
15 digits

☐ Discover Novus  
16 digits

Card # \_\_\_\_\_

Card Exp. \_\_\_\_\_ V-Code #\*: \_\_\_\_\_

Signature \_\_\_\_\_

(\*MC/VISA/Discover: last 3-digit # on signature panel on back of card.)  
(\*American Express: 4-digit # above account # on face of card.)

**ADA NEEDS**

We would be happy to accommodate your ADA needs; please call at least two weeks prior to the seminar date.

**WALK-INS**

Walk-ins are welcome but admission cannot be guaranteed. Call M-F 7:00-6:00 Central Time for space availability if registering within one week of seminar.

**TUITION OPTIONS**

- **FREE Military Tuition:** PESI, Inc. is proud to offer this seminar (at these locations only) free of charge (on live seminar tuition) for veterans and active duty military personnel. Advanced online registration required.
- **\$30 Tuition:** If you are interested in being our registration coordinator for the day, go to: [www.pesirehab.com/coord](http://www.pesirehab.com/coord) for availability and job description, or call our Customer Service Dept. at 800-844-8260.
- **Groups of 10 or more:** Call 800-844-8260 for discounts.
- **Discounted Student Rate:** As part of its mission to serve educational needs, PESI, Inc. offers a reduced rate of 50% off standard tuition for students. Enclose a current student schedule with registration form. Go to [www.pesirehab.com/students](http://www.pesirehab.com/students) or call 800-844-8260 for details. *Advance registration required. Cannot be combined with other discounts.*

**CAN'T ATTEND THE SEMINAR?**

See below for individual product orders

**Innovative Treatments for Upper Crossed Syndrome: Reduce Pain, Promote Healthy Posture & Restore Functional Movement**

\_\_\_\_ **\$199.99\*** Seminar on DVD (RNV020640)

\_\_\_\_ **\$350\* RockBlades 2.0 - Complete Soft Tissue IASTM System** (OEQ085640)

\_\_\_\_ **\$19.95\* From Ouch to Aaah! Shoulder Pain Self Care** book (SAM085560)

Product total \$ \_\_\_\_\_

\*Shipping \_\_\_\_\_

**Subtotal** \_\_\_\_\_

\*\*Tax \_\_\_\_\_

**TOTAL** \_\_\_\_\_

CE hours and approvals on products may differ from live CE approvals.

\*Shipping is \$6.95 first item + \$2.00 each add'l item.

\*\*Residents add applicable state and local taxes except in AK, DE, MT, NH, OR

FOR OFFICE USE ONLY  
Fed ID # 26-3896894 © 2019 PESI, Inc.

CC