



Nicky Snazell's

Wellness & Physiotherapy Newsletter
November 2017

Why Read Me?

You are probably dubious as to why you should bother to read our new newsletter. After all, you are probably bombarded with other stuff to read all the time.

In answer, we believe we would be doing you a disservice by not telling you about the unique knowledge, skills and technology we possess and how these can help guide you to a longer, healthier and happier life.

We hope you like it. This is for you and we would love your feedback on ways to improve it.

What Do We Do Here ?

Our original name was Nicky Snazell Clinic, quite simple, and based on the fact that Nicky was widely recognised at the time for her unique skills both within the local medical professions and with the general public.

As the clinic grew and extra staff were taken on, the name quietly morphed, not officially, into Nicky Snazell's Physiotherapy Clinic, which helped in some ways as the public had a good understanding of what 'physiotherapy' entailed. The downside though was that we had many other skills on site other than physiotherapy and also Nicky's much sought after skills were largely outside normal physiotherapy. In fact patients themselves dubbed Nicky 'The Pain Killer' as that is what she did, she killed their pain.

The logical progression was to rename to Nicky Snazells Pain Relief Clinic, as this conveyed more than just physiotherapy. It worked to a point, in that patients travelled hundreds, sometimes thousands of miles, to get their 'pain killed'. The downside though was that potential patients were confused by the name, wondering what skills we offered.

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Nicky Update

Some of you will have heard that Nicky hasn't been too well over the summer, enough so that she had to take a month off.

Nicky suffered a viral attack to her heart and she is now on the mend, although it could take 2 years to get back to normal.

For now, Nicky will be seeing patients 3 mornings a week and 1 early evening at Stafford.

She is still very much in control of the clinic and it's direction.

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Dog stops walking in protest

Jake loved his walks. He loved running around the Chase digging up rabbit holes and chasing imaginary victims hiding in the undergrowth. It was a shame it all came to an end.

Everyday his owner, Jane, a kind lady who spoilt him rotten, took him out to walk for miles on the Chase. Twice a day! What fun. Jane started to notice some pain in her right knee, which at first just slowed her up. It wasn't too much of an issue and nothing a couple of pain killers couldn't handle. Anyway it was to be expected at 55, wasn't it?

Jake's Walks Start Getting Shorter

However, very slowly the pain got worse and then also started in her left knee. Now Jake was beginning to notice as well. He was no longer getting as far as his favorite hunting ground where rabbit holes were everywhere and where he could spend hours sniffing them till his heart was content.

Jane finally decided enough was enough and made an appointment to see her local Doctor. He said it was osteoarthritis and there was nothing he could do but prescribe medication. He explained, that in his opinion she was too young and not bad enough for surgery, not that Jane had even contemplated such a drastic option. She was going to have to take the prescribed medication and put up with it until it got bad enough to justify surgery. The good news was that it would probably be at least 10 years before she needed it.

All very well, but what about poor Jake. Even Jane had noticed he wasn't happy having his walks cut short. She felt guilty and tried to make up for it with a few extra treats. Not a good idea. She soldiered on while holding onto the words that the Doctor had said. 10 years before she needed surgery.

Too many calories, not enough exercise, Jake piles on the pounds

Jane started to notice that Jake, who had always been in magnificent shape, was actually getting a bit podgy. Guilt really set in. It was her fault. This silly arthritis

was affecting her dog and it wasn't fair. It wouldn't do, she would have to get him enjoying his long walks again.

Jane braved the pain and Jake whooped with joy when he got back to all he had missed. He ran and ran and ran. Very soon he was showing signs of losing the extra weight and looking a lot happier. That made Jane happier as well, which at first overrode the pain she was suffering, but not for long.

By now, the awkward walking posture she had adopted to ease the pain in her knees had started taking its toll on her left hip as well and the shorter walks were becoming a necessity. Jane was extremely worried by how her and Jake's overall quality of life was being affected so she decided to make another appointment to see the Doctor. After this second visit to the Doctor Jane started to feel depressed. There was no immediate solution to her condition. Nothing new to offer and it was a 'let's wait and see' situation. Surely there was another option? Not at the moment.

Where's the fun in sniffing a few lamp posts

Jane realised that Jake would most likely have passed before anything could be done and that upset her. It wasn't fair. Jake was everything to her, her soul mate, her one true friend and she enjoyed their time together. She hated the thought that she was the one stopping him from enjoying himself.

Jane did the best she could, but poor Jake began to not even want to go out. Where's the fun when all there is to sniff is a few lamp posts?

Depression had really set in for both of them. Jane didn't know which pain was worse, the pain from the arthritis or the pain of seeing her dog so unhappy.

Jake wants a better life

Jane was telling her story to a lady she knew while at the local village shop. The lady amazed her with news of some clever technology that the Germans had developed which really helped with osteoarthritis. Could this be true? The lady told her she must check it out as it had made her life so much better.

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The real issue as we see it, is how to convey what we can do for you, not what skills we use to achieve this.

As we go forward we envisage two distinct branches which each offer different skill sets to match patient needs:

Wellness - A Longer, Healthier, Happier and Pain Free Life

Many cases we see are not the straightforward 'just fix the problem' type. They involve an overlay of related issues, such as poor diet and nutrition, little to no exercise, inadequate fitness and perhaps high levels of stress, emotional issues and possibly an overall negative attitude to life in general. To us, it is obvious that a patient has little chance of meaningful recovery from long term, or chronic pain, if these factors are not resolved at the same time. We call them 'The 4 Keys to Health' and Nicky has published 4 books and presented internationally on this approach.

We have found time and time again, that these wholistic factors have had an overwhelming impact on the pain or suffering of the patient and on their ability to recover to a healthier, happier life. How we deal with cases like this clearly has to be very different to the 'just fix the problem fast' approach.

Our goal is to help you transform your health into the best it can possibly be so that you may live a longer, healthier, happier life and is with as little pain as is feasible, preferably none at all. We want you to be as well as you can possibly be - it's a Wellness approach.

Physiotherapy - Rapid Treatment of an Injury or Pain Condition

Some patients want their immediate injury or pain fixed as quickly as possible and to get on with their lives. There is no interest or perceived need for a more wholistic approach. In cases like this then we can call upon a number of skills to mix and match as needed, depending on the particular problem. Suitable skills might be spinal pain relief, in severe cases calling upon Nicky Snazell, or physiotherapy, sports therapy, and possibly biomechanical assessment or specialist treatment with MRT for osteoarthritis, bone fracture or soft tissue injury. More often than not, patients seek physiotherapy in cases like this.

Wellness & Physiotherapy

It may not be the perfect brand, but after reading the above, it probably won't come as a surprise that we have decided to consider ourselves a 'Wellness & Physiotherapy' clinic. We hope you like it and that it conveys better to you the breadth of what we offer.

New Loyalty Scheme

We are excited to announce that we will be launching a brand new loyalty card scheme on 1st December, which will provide you the options to get discounts and free treatments.

Your new loyalty card has 10 places for us to stamp. Each time you visit us for a treatment, we will stamp your card. Once you have 5 stamps, you can claim a **£10 discount** on your next treatment. When you reach 10 stamps you get the option of **£20 discount or a free treatment** with a sports therapist. You can even use your reward as a special occasion gift to someone else.

Double Bonus in December

To celebrate the new scheme, we will be offering double stamps on all treatments taken in December. So don't delay, book now and get twice the benefit.

New Membership Schemes Coming in 2018

We are putting the final touches to a range of membership schemes which should be on offer from January. There will be schemes to suit most patients who are committed to looking after their health long term and see the sense in a smaller investment now paying big dividends later in life.

We will be providing a lot more detail in our December Newsletter.

This Months Health Tip - Get Planted

Now winter is drawing in and the nights are longer and the air cooler, we tend to be inside a lot more. It's not so healthy for us and we feel less happy. So here is this month's healthy lifestyle tip for your workplace backed up with sound research.

Put some indoor plants in

Repeated studies have confirmed that the presence of potted plants reduces blood pressure, improves reaction times, attendance, attentiveness, productivity, wellbeing, perception of the space and job satisfaction.

And it's not just women that get the benefit. A Norwegian University study looked at the impact in the workplace, found that men generated 15% more ideas with flowers/plants present.

In another study, 59 employers were rigorously tested. Having plants in their office resulted in:

- less health problems
- 30% to 40% less coughing/dry throat/hoarseness,
- 25% less skin dryness
- 20% to 30% less fatigue and headaches.

Even just a view of plants through a window was found to help. Imagine all this improvement in your health, just from putting plants into your workplace!

Smells R Us—Seriously

Over the years we have tried various fragrances and appliances for the clinic which have worked to varying degrees of success.

In August we decided it was time to get serious and choose a brand fragrance. It was actually fun testing lots of fragrances at a factory and the main thing is we eventually found one we believe best fits our clinic.

Tell us what you think next time you visit.

On Line Booking

Online Booking is on test at the time of writing. We aim to make it live early November but that's dependent on how many gremlins we have to sort. So far our experiences with new computer systems would be to allow double the time we are promised.

For those of you who will find the ability to book on line a big advantage, then please check the website to see if it's up and running.

Wholistic or Holistic

The observant amongst you will have noticed we use the word 'Wholistic' and not 'holistic'. This is quite deliberate. The word whole is far more relevant to using for the whole body, and incorporates mind, body and spirit, which fits our 4 Keys for Health approach perfectly.

The term Holistic is derived from Holism and became popular after 1926. It is used as a term to group therapies which are considered outside of scientific medicine.

Knee Exercise of the Month— Strengthening Quads

Place a light weight [to start with] on ankle of one leg and put a rolled up towel under that knee

Lift lower leg until it is about three quarters of being straight. Hold a few seconds

Lift lower leg until straight and your knee locks out. Hold for a few seconds.

Slowly lower leg until back to three quarters position

Repeat until leg shakes trying to hold position

Swop to other leg, repeat

Stop if painful. See one of our therapists for advice

Nutritional Tips for Arthritis

My winning formula for pain relief from achy joints in the cold winter months would be :

Some olives and fish oils, nuts, eggs, onion and garlic
A couple of herbs in tea or soup.
Fresh raw fruit in a smoothie or green veg juice.

If you are having an arthritic flare up, then avoid:

Vegetable oil
Gluten (wheat, rye, barley)
Cooking at high temperatures
Soda – as sugar spikes are linked to osteoarthritis of the knee
Trans fats
Too many processed foods.

A Fit Route To Wellness

I believe that fitness and wellness go hand-in-hand; if our bodies are fit, then we are supporting a healthy mind, free to concentrate on the pleasures of life. Mankind has recognised this link for thousands of years, even as far back as Hippocrates. He stated:

‘if we give every individual the right amount of nourishment and exercise, not too little and not too much, we would have found the safest way to health.’

Ongoing and extensive research has proven that Hippocrates’ instincts were correct: we now know scientifically that exercise is effective in lessening the risk of arthritis, heart disease, cancer, osteoporosis, diabetes, depression, brain deterioration, and in reducing stress.

Recent studies have shown that if you engage in regular activity and spend less time in front of the TV, you will benefit from a more positive outlook, better weight control, a good boost to your immune system, and a healthier, longer life.

Add Seven Years To Your Life

Research from America, at the veterans’ hospital in Boston, made the same link: if you increase your activity, you can add seven years to your life. It is also especially important to keep fit as you get older, when you slow down. We can all feel the buzz exercise gives us, and what we probably don’t realise is that sufficient exercise reduces stress. Going one stage further, very recent research has implicated stress as a culprit to DNA damage, and even worse, the consequences of parental stress can be passed down to our children.

Health Seminars

Many of you will know that Nicky has presented internationally on health and also published four books on health.

Nicky has decided to create a series of seminars covering the breadth of her knowledge. This will enable her to spend a lot of time with those of you who want to learn from her extensive experience in an informative and light hearted way. The seminars will start in the new year.

It would help us a lot if you could let us know if you would like to attend and possibly bring a friend or two, so that we can start planning. Please call 0800 254 5164 to lodge an interest. Likely cost per seminar will be £25, with discounts for booking the whole series.

Team Spotlight

Each month we will put the spotlight on of our team, so that you can learn a bit more about our backgrounds and interests. This month, as it's our first newsletter, we will just introduce the whole team.

Therapists

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Dean Attwood
Sports Therapist
Admin



Anton Narcisi
Sports Therapist



Carol Bancroft
Soft Tissue Massage

Katherine Kerr
Therapist Physiotherapist

Alan Cramphorn
Manager



Erica Byrne
Reception



Jean Moss



Reception



Contact Us

If you want to know more about the services we offer why not give us a call on our toll free number

0800 254 5164

or visit our website
www.painreliefclinic.co.uk

Buy A Xmas Gift Voucher For Less

10% off Christmas Gift Vouchers

You can use this discount voucher until 22nd December 2017

Book Discount Voucher

10% off Any of Nicky's Health Books

You can use this discount voucher until 22nd December 2017