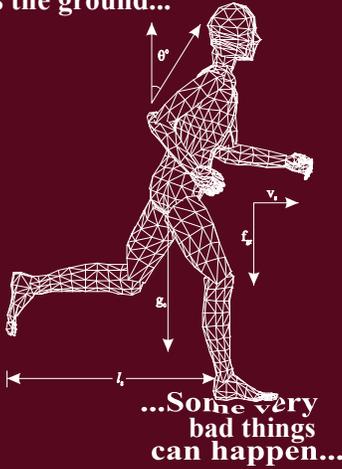


When a runner's foot
hits the ground...



THE RUNNERS' EVALUATION PROGRAM INCLUDES...

- ◆ Strength Assessment (Core/Lower Extremity)
- ◆ Flexibility Assessment
- ◆ Gait Evaluation (Walk/Run)
- ◆ Biomechanical Assessment
- ◆ Injury History & Treatment Recommendations
- ◆ Orthotic Recommendations
- ◆ Shoe Recommendations
- ◆ Personalized Home Program

TREATMENT OPTIONS FOR RUNNERS:

- ◆ Treatment of Acute Injuries
- ◆ Assessment & Management of Overuse Injuries
- ◆ Comprehensive Rehabilitation Services
- ◆ Custom Orthotic Fitting
- ◆ Training Progression



Taking Care of Runners -- ASAP

An Ounce of Prevention...

At Concorde Therapy Group, we are dedicated to comprehensive, quality sports medicine care, and our knowledge of biomechanics enables us to fully understand the unique needs of runners. The Runners' Evaluation Program has grown out of over 34 years of experience in dealing with recreational and elite runners of all ages.

The program is based on objective evaluation of posture, strength, flexibility, joint integrity & alignment, biomechanics and gait analysis (walking & running). Each of these areas may be associated with present or potential complaints of pain, and each has certain "red flags" which may stand out as problems that can be addressed before they can show up as injuries. Other components of the screening process include a history of injuries associated with running and other physical activity, assessment of training patterns, and evaluation of shoe wear patterns.

Our team of physical therapists and athletic trainers is led by Mark Mottice, PT, MS, a physical therapist with over 34 years of experience dealing with problems in run-



Assessment of flexibility & strength



Shoe recommendations based on assessment

ners at all competitive levels, and Jason Vickers, AT, MEd, an athletic trainer with 18 years of extensive experience in the management of injuries in high school and collegiate athletes. Their thorough evaluation addresses over 100 elements which impact the runner's ability to tolerate the stresses of their training.

Education is a crucial component of this process, and each runner is provided with recommendations for remedial stretching and strengthening activities, if appropriate. Additionally, coaches receive feedback on any risks for injury and individual needs for exercise, training modification or other accommodation. To cap off the process, our team provides feedback to the footwear experts at **SECOND SOLE**, so that a perfect match of shoe features and comfort can be achieved.

For over 27 years, we've been screening the national class runners of Malone University and the elite high school cross-country runners of East Canton High School. The result for these teams has been very favorable -- reduction or elimination of lost-time injuries and a mechanism for quick identification and management of aches and pains.

Ask them if it's been worth it!!

Check us out on the web -- www.runners.concordetherapygroup.com

...or a Pound of Cure

Runners are bothered by a myriad of acute and overuse problems -- Plantar fasciitis (heel pain), shin splints, knee pain, and back pain, to name a few.

There's one thing we know for certain -- taking a couple of days off is rarely successful in dealing with runners' problems.

When symptoms begin to occur, it's important to act quickly, before things get worse. A simple change in shoe type, or combination of stretching and strengthening may be enough

to solve small problems before they become larger ones. Don't make the mistake of waiting too long to address these issues - a quick evaluation may lead us directly to the source of the problem.

For more persistent problems, therapy services may be needed to bring symptoms under control. We are able to offer a comprehensive spectrum of therapy services for patients with lower extremity pain and dysfunction. Simple measures like stretching, strengthening, taping, or shoe changes may also be recommended. Therapeutic modalities, such as ultrasound, iontophoresis, electrical stimulation, deep tissue massage and joint mobilization are all part of our palette of services.

Many times patients receive temporary orthotic management to provide not only immediate treatment, but to evaluate the potential effectiveness of long-term orthotics. If custom or-



Casting for orthotics

thotics are indicated, they are based on a neutral position plaster cast of the foot to "capture" the deformity. These casts are sent to a laboratory where the permanent orthotics are fabricated.

Most importantly, our staff can guide runners through re-introduction and progression of their training to make sure problems don't recur. In addition to our rehabilitation efforts with the runner, close communication with coaches and parents about return to full function can make the difference between success and failure, particularly in the midst of a competitive season.



Assessment of running mechanics

No physician referral needed

For information on screening and treatment options, or to schedule an evaluation, contact:

Mark Mottice, PT, MS
Jason Vickers, AT, MEd
at our Belden Village Facility

330-493-4210

Our goal: to get runners back to their training **ASAP**
not only ***As Soon As Possible***,
but ***As Safely As Possible!***



Alliance

Belden Village

Hartville

Louisville

North Canton



JUST DO IT! isn't enough when it comes to preventing injuries. For runners, the right footwear is critical to optimizing biomechanical function as well as comfort. Many minor problems can be managed entirely through the proper selection of shoe features.

Such needs as stability, motion control or shock absorption may be identified as being necessary based on evaluation findings. The key to making the features match the runner lies with the competent and professional team of running specialists at **SECOND SOLE**.

With input from the assessment team, the **SECOND SOLE** staff identifies a selection of shoes with appropriate features and completes the fitting process with a careful comparison of models and a close eye for the way the shoe accomplishes its goals.

You simply can't go wrong with this combination of quality, selection, experience, expertise and service. Call us for information on individual & team discounts.

Belden Village 330-649-9870 Massillon 330-832-9999



Extraordinary efforts to get the "right" shoe



Thursday's Plaza
Belden Village

Rt. 21 @ Lake Ave NW (on the Towpath)
Massillon

