

# VITALITY

## MY EXERCISE PRO

### ELITE PLATFORM FOR TRAINING AND REHABILITATION



The team at Perfect Balance Clinic is proud to announce the introduction of their new customised piece of software across all their clinics and for use by all their practitioners.

'My Exercise Pro' was originally designed to help the remote management of professional and semi-professional athletes looked after under the athlete services membership scheme. The design of the system lends itself very well to the easy delivery, performance and repeatability of any type of training program prescribed by specialists at the Clinic.

The new system is completely unique and built to high specification. The development has been in the pipeline for more than three years. The team have been working hard to develop a system which is cutting edge in its architecture and achieves what it set out to do - to deliver amazing value to the clients of the Clinic.

Once set up on the system, clients are able to be sent specific training programs for their speedy recovery and accurate reproduction of the correct form of each exercise. Programs are bespoke and not generalised training programs, which means that you can be sure you are getting the right exercises and the right prescription for each exercise within your training program.

The emphasis in the design work has been to make something attractive, user friendly and easy for specialists to continue their management of clients coming to Perfect Balance Clinic. When each client logs in, you are able to keep track of your performance in relation to the execution of the exercises, completed programs and pain levels should

you be in the rehabilitation program. Direct reporting to a specialist means that they are able to pick up information directly from each client they are managing. Getting this information early on in a program allows for very specific and subtle changes to be made along the way to enhance the output of the exercises.

Points are accumulated in the system to help track and motivate clients with their programs. These points are then able to be redeemed against services that the Clinic offer directly and we will soon be working with third parties to offer services to our clients in exchange for the points they have accumulated. What more could you ask for? As well as the benefit of doing the exercises, you could be getting money off your next session or buying additional services at a reduced rate to help complement your return to full fitness.

If you require any equipment for the exercises, you can see our recommended list of suppliers with our application.

Booking appointments has never been so easy. Appointment requests can now be made directly through the system at the press of a button, and one of the team will call you to schedule your next visit.

#### Impressed? There's more...

Our library of around 3000 exercises is growing. The clinic plans to increase their database of exercises to include all the





exercises found in Pilates classes run at the Clinic, growing the database significantly. This massive resource gives specialists using the system a huge repertoire of exercises, variations and progressions to suit the bespoke nature of each client's training program.

Daily notifications, which can be turned on or off, ensure that you do not miss an exercise. Exercises can be completed, rated and specific feedback given to your specialist when you carry out each exercise.

Here's what some of our clients and athletes are saying about My Exercise Pro so far:

"MyExercisePro is a fabulous tool that helped me recover from my ACJ joint dislocation. The registration was simple and the interface was extremely easy to use on my laptop and phone. The exercises suggested for me were clear to find and all the information I needed about them was there. The videos are a great tool to show demonstrations about what the exercises actually look like so that you are not doing the wrong things. I followed my rehab program meticulously and my specialist could see my progress every time he saw me. Thanks to him and the program, I was back to the field before I knew it." Junior (American Football Player)

"I found the software really easy to use; the video clips were very helpful to ensure exercises were being done correctly and I like the added bit of fun with the trophies you can earn." Nicola (Client)

"I have been working with the team at Perfect Balance Clinic for over ten years now and the addition of the new exercise software has really taken the Clinic to the next level. I do a high-risk job where I am constantly injured and need to rehab my old injuries at the same time as having the new ones treated. The software allows me to have my rehab exercises at hand on my phone so I can do them throughout the day. My time is short so this is an excellent service that I really benefit from. Just in case I forget my form or which exercises I need to be doing, I can refer to the videos and double check my technique.



I also love the daily emails which remind me to do the exercises. It's easy to forget in a busy life but I know my weaknesses won't improve that way. Awesome software." Ben (Stunt Man)

"This is such a clever and innovative system. I have found the exercise software extremely beneficial throughout my recovery. It both structures and organises my daily rehab routine, with options to leave commentary regarding difficulties and improvements, so that my recovery can be fully monitored. The videos included are helpful in demonstrating and explaining each exercise, so it is always done efficiently. It has made my recovery significantly easier and I have seen noticeable improvements already!" Hannah (Track and Field Athlete)

If you'd like to be set up for a specific program to help you recover quickly from an injury or just to improve your posture or motivate you when in the gym, please contact us on 0800 0724 012 or email us at [Info@PerfectBalanceClinic.com](mailto:Info@PerfectBalanceClinic.com) and one of the team will be sure to help you.

### New services and features at the clinic

- My Exercise Pro launches to all clients
- Introductory Pilates for Golfers starts in our Hatfield clinic
- Biomechanics and training for Golfers sessions available with Joe Reemer in Hatfield

## Specialist Treatment of Golfer's Elbow



## Choosing to go to a professional to treat golfer's elbow is one of the most ideal choices since there aren't many other viable options to choose from for full recovery.

Golfer's elbow is pain that mostly affects people who play golf. This is an injury that isn't at all like tennis elbow because it typically affects only the players who like playing golf. Tennis elbow can, on the other hand, affect anyone even if they have never held a racket in their hand to strike a tennis ball.

You'll notice that every golfer always has to have a swinging position before they hit the ball. This position is significant not only because it gives the player a steady pose, but also because it reduces the strain on the body's muscles and tissues when they swing with force. A lot of the people who suffer from this injury will have ignored this body posture. This will result in their tendons and muscles being strained for as long as they play. Their muscles and tendons will then cave in to the pressure exerted and eventually get tight or inflamed. It's a very painful injury to have and can cause a lot of discomfort.

### The right type of swing in golf

It really doesn't take much of a force to suffer from golfer's elbow. There just needs to be consistent straining of the tendons and muscles around the elbow. About 90% of golfers mess up when they set themselves up and carry out their swing. They do this by carrying it via the impact zone and structure their arms to an angle that is called 'chicken wing'. This pulls the arms in after the swing and that isn't good for any of the tendons around the elbow. This particular movement creates centrifugal force resistance created along the downswing instead of shifting stress onto the ball.

Right-handed golfers will incur this injury on their left arm and the reverse is true for left-handed golfers. The poor positioning and swing also results in the player locking or hyper-extending their elbow. The follow through should always be straight and not hyper-extended. The 'chicken wing' and hyper-extension problem is brought about by improper alignment. A lot of golfers need to change their swing when hitting the target and do this when their body is improperly

aligned. The only way that you'll get a solid square impact and clear your body using your arms is if your body is properly aligned prior to the swing.

Another reason for suffering from golfer's elbow is poor swings. A number of golfers tend to hit down on the ball instead of hitting through the ball. The swing should create a feeling of swinging up rather than hitting down the ball. This is golf, not baseball. Swinging up and hitting through the ball relieves any amount of stress exerted on the tendons located around the elbow. It also helps the person to avoid developing tendonitis, which is brought about by excessive stress applied on the tendons around the elbow. The only way to prevent this is to learn how to align your body to avoid suffering from golfer's elbow.

### Treating golfer's elbow

You'll inevitably suffer from a golfer's elbow injury if you continuously strain the tendons around the elbow due to poor alignments of the body and bad swings. This doesn't at all mean that you'll be sidelined for the rest of your life and that you'll never play the sport again. There are various methods to treat this injury. Acting fast is one way to reduce the recovery time and increase the chances of success. The first thing that one needs to do after suffering from the injury is to try and reduce the inflammation. You can use ice cubes and place them around the swelling. Always put a cloth to avoid damaging your skin. You can also apply some anti-inflammatory cream to the area. A warm piece of cloth can help reduce the inflammation. It helps the blood around the area flow properly and reduces the chances of a clot.

In the clinic we commonly use shockwave therapy as a very successful treatment for the management of golfer's elbow in professional sports people. Acupuncture and basic exercises can make a dramatic difference to the management of golfer's elbow also.

There is a need to put on a counter brace around the area once the swelling has gone

## Back Pain

Playing golf with back pain should be avoided. Making sure you get an accurate diagnosis of what is causing your back pain is key. Spinal flexion and rotation coupled together often result in excessive torsional stress on the lumbar disc and vertebrae, two movements which all golfers repeat on a regular basis.

## Quality Over Quantity

We work with several elite golf coaches and they all say the same thing. It's not important how many balls you hit it's more important to hit quality balls on the golf range. Making sure your form is good can help a lot with the quality of your neural firing patterns and conditioning. Making you more able to repeat good quality swing planes consistently.

## Hydration

Hydration has been known for a long time to be a key component in tissue recovery and in hydration of discs. Over night your discs take in water from the surrounding tissues to appear more hydrated in the morning than before you go to bed. The cumulative strain of gravity during the day and with sport has compressive part to play in the reduced hydration of discs during the daytime. Sleep more!

## Keep It Simple

Players fall into 2 categories. Those that have a simple biomechanical golf swing which is repeatable and produces consistent results with little mechanical strain on the body. Then there are those that have a complex swing and does not produce consistent results and results in excessive mechanical load on their bodies.

Contact us to advertise your business here 0800 0724 012. With over 8,000 clients in our database and 5 locations (Harley Street, St.Pauls, St.Albans and Hatfield) you aren't the only person that will read this.

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## Golfers - Reduce your handicap with focussed core training



down. This gear protects the elbow from any further strain that can aggravate the golfer's elbow injury. You need to go see a doctor even if the pain and swelling subside. Returning to normalcy after a few days doesn't give you the mandate to go back into action and take a few swings at a golf ball. It could simply signify that your tendons are no longer getting strained, but it doesn't in any way signify that they are healed. A doctor will do a scan and ascertain without any reasonable doubt whether you are fit to play or should be sidelined due to the fact that you are still suffering from a golfer's elbow injury.

For more information about golfers elbow or to get help with managing your painful elbow then please contact a specialist at the clinic.

Do you play golf or know someone that plays golf? Do they understand how important their core is for playing golf?

We see a wide range of professional sports people at the clinic and golfers are particularly interesting. As with all sports, some muscles get worked very hard and become susceptible to overuse injuries, while other muscles remain under used. There is a distinct need to redress this balance and Pilates is one of the tools we use to help correct this. Pilates will help you to become more aware of your body and how it moves. Posture is an important aspect to golf as the spinal rotation needed to execute a flawless swing can only occur when there is minimal strain on the spine. The key is to redress the underlying faulty movement patterns. Our aim with all our golfers is to give them a stronger more controlled body, from the inside out, by working on their posture and core stabilising muscles.

Using better movement patterns will ultimately mean you are less likely to get injured, recover quicker if you are injured and it will help you maintain a certain level of fitness so you will not get fatigued during a game. Not to mention the added benefit of increased performance, just ask our elite golfers on our athlete services program.

"Pilates, but thats for women in leotards" - Not at Perfect Balance Clinic. In fact, many pro golfers have turned to pilates to help with their game. These include: Tiger Woods, Phil Mickelson, Carin Coch, Annika Sorenstan, Rocco Mediare, Camilo Vilegas, Richard Beem, Butch Harmon, Betsy King, David Duval, and Kelli Kuehne. The results speak for themselves. Golfers tell us they notice an improvement in their concentration, co ordination, strength and even in their balance. All this can't be bad and it is certainly worth trying for yourself.

Golfers should use pilates to focus their mind, improve their core strength and control whilst enjoying the benefits this brings to them in their golf swing.

To come and test yourself and see just how strong your core is or for further information call one of the team on 0800 0724 012 or email [info@PerfectBalanceClinic.com](mailto:info@PerfectBalanceClinic.com)

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