

MyofascialResource.com

MFRMail Newsletter

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Greetings,

Just under the wire, here is the latest edition of the MFRmail Newsletter. This month I've included one of my favorite Treatment Tips. Dealing with plantar Fasciitis can be difficult, although we all know that myofascial release works quite well. I've developed a technique that can really knock the ball out of the park! Check it out on my website:

<http://www.myofascialpainrelief.com/NewsletterArchives.html>

A month got away from me, but I am back with the new edition of the MFRmail Newsletter. There is a very interesting thread that has evolved on BodyWorkOnline recently, regarding the considerations of dialoging with clients and the ethics of such. You may want to check it out at:

<http://www.bodyworkonline.com/forum/viewtopic.php?p=108076#108076>

The responses may not be within the mainstream of the official MFR party line, but we all need to look at ourselves and our actions at times. This site is populated by a wide variety of bodywork professionals, as well as the general public. It has an entire section devoted to Myofascial Release. In light of recent happenings on other MFR based sites, some of you may be looking for a fresh option, one without attacks and limited range of acceptable opinion. When a forum or e-mail site is owned by one party, the site reflects the views of that party. Alternative views are often squashed. There are options available: Check out BodyWorkOnline. Drop in today and say hello!

www.bodyworkonline.com.

I continue to receive correspondence regarding the positive success of the Myofascial Release Practitioner Directory. Therapists are reporting that they are getting phone calls and e-mails from patients in their areas as a direct result of those listings. For those of you who have not signed up, the \$40 annual investment is nearly 1/10th of those from competing listing sites. The key to internet traffic is through key word searching as well as through targeted Google advertising. I feel that I have done a good job in having my site come up with very good frequency on the major search engines, allowing prospective clients to find you. Check out the Directory and sign up at:

<http://www.myofascialpainrelief.com/PractitionerDirectorySignUp.html>

There are a few products that I encourage you to become aware of. On the research page of my website I mention a study where an elderly population's balance and overall fitness was improved via the use of a cobblestone walking mat. Amazon now sells this mat. It really can open up a new direction in both exercise, especially if one chooses to follow the specific protocol set forth in the study, or as an everyday means to enhance balance and fitness. I encourage you to read through the study and check out the mat.

Study (#28): <http://www.myofascialpainrelief.com/MFRresearch.html>

Cobblestone Mat: <http://www.myofascialpainrelief.com/tools.html>

Also, I've posted a number of anatomical models that are available on Amazon at very reasonable prices. Upgrade your clinic and teaching abilities with the spine, cranium, or cervical spine models. I especially like the cervical spine/cranium combination model, which can easily explain to a client the suboccipital problems that we often treat.

As I mentioned last month, I have begun to teach my own line of MFR seminars. "Foundations in Myofascial Release" is a unique way to approach the work and the patient. I will be teaching my introductory class twice this fall, as well as an advanced class targeted at the head and neck. This class will teach some very unique and helpful techniques for the eyes and mouth, as well as the surrounding regions. Included is a technique for the eyes that is not taught elsewhere and is highly effective for improving eye tracking as well as reducing eye headaches, etc. You can check them out at my website.

For those of you who deal with female and male pelvic pain issues, I encourage you to read “A Headache in the Pelvis”. It presents a differing view of treatment of the pelvic floor that flows well with the MFR model. Except...they use only Trigger Point Therapy as a treatment modality. Despite this, it is a wonderful text that empowers your clients and feeds nicely into treatment. Read about it on the Books page of my website.

I've been using an online fax program for the past year that I love. Myfax.com lets you have full fax access via the internet without a dedicated (or shared) phone line. The cost is only \$10 per month. Faxes come right into your e-mail box and can easily be saved or printed out. Sending faxes is easy as well. Simply attach an existing document to send, or scan and send a fax through your computer. The cost is much less than most phone lines and no special equipment is needed. Check it out by clicking the MyFax logo on the left hand side of this page of my website:

<http://www.myofascialpainrelief.com/myofascialresources.html>

As always, feel free to contact me with any questions or comments, or just to say hello.

Be Well,

Walt Fritz, PT



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