

Brookdale Integrative Health

September/October 2004

A Special Letter from a Special Patient

On Wednesday, August 18, 2003, my wife Elizabeth and I walked into BIH. We did not have an appointment to talk to the doctor or physical therapist. Upon entering the building the front desk staff warmly received us with their friendly greetings and we were asked to take a seat while one of them called the physical therapist. She also met us with a welcoming smile. After we exchanged greetings, she talked with one of the doctors. The doctors and physical therapy staff did physical exams and x-rays. Later we were invited to review the exam and x-ray results. Before we left the building, the physical therapist sat with us to explain their services, which I will be receiving. I was very delighted when they let me know that I was free to check out other providers – they even helped me look them up in the yellow pages! (Don't tell Dr. Erickson).



When I came to BIH, I was in a wheel chair, but today I am independent!

When we got home that day, we discussed our experiences and I decided to enroll with BIH because I was very impressed with the professionalism and human qualities they extended to us. I did not bother to call any of the other providers.

My physical therapist at BIH is Jodi – and she is definitely a people person! Her motivation and patience with me has helped me greatly. At times when the task of exercise was too complex or hard for me to do, she encouraged me to continue to try. This motivation has brought me to where I am today with rehab.

When I came to BIH, I was in a wheel chair but today I am independent! I now use my cane for protection and safety, just when there are a lot of people around me. My physical therapy exercises are customized to my needs. I now go only to BIH as needed and do many of my exercises at home with the aid of my brother-in-law. I do a lot of walking when the weather is good.

When I had my stroke, I was admitted to a metro area trauma center. I started my rehab in this hospital and after around 6 months, **I was told I had reached my plateau, whatever that means.** I learned that this statement was based on my insurance, even though I had a good policy and always paid my premiums. At that time, I did not know I had other rehab choices, so I left without creating any problems. I now know that I could still improve with more therapy. I am very pleased with BIH. I feel very welcomed, am treated with dignity and I'm always asked for my input. I would also like to recognize my lovely wife who gave me unconditional support. Now I view BIH as my extended family. They gave me what I most needed to regroup my life after my stroke.

My heart-felt appreciation to BIH and very special thanks to all the therapists who have helped to improve my mobility and my life. Let the readers know that I am doing this freely without any commercial profit. Look to BIH for your physical therapy needs – they have a unique approach.

My appreciation to BIH for giving me what was to be denied because of insurance pressure, while forgetting my human value.

Your Patient, *Joe*

Diet, Exercise Offset Heart Risk at Menopause

NEW YORK (Reuters Health) - A woman's risk of developing heart disease rises considerably when she reaches menopause, but a healthy lifestyle can reduce the risk. In a recent study, diet and exercise reduced the progression of atherosclerosis (plaque build-up in the arteries).

Source: *Journal of the American College of Cardiology*, August 4, 2004.

For a copy of the article e-mail us at info@brookdalehealth.com or read the article on the bulletin board in the waiting room.

Stephanie Spring - B.S. in Kinesiology - Exercise Science



BIH extends a warm welcome to our newest Physical Therapy staff member, Stephanie Spring. Stephanie is a recent graduate from the University of Wisconsin – Madison. Her background includes clinical exercise testing and training including body composition testing and evaluation, ECG interpretation and exercise therapy.

Stephanie works directly with BIH doctors and physical therapy staff to provide excellent results for our rehabilitation patients – she has been trained in manual therapy and has a great depth of knowledge of exercise physiology, biomechanics and motor learning. We find her educational background and previous physical therapy experiences as a strong asset to our team.

How will Stephanie work with our patients? She is multi-talented! Just to name a few, she will work as a manual therapist, assist physical therapy staff with rehabilitation exercises and stretching techniques (including Rehabilitation Pilates) and she is the lead technician for our Neurometrix nerve conduction velocity testing.

“Exercise Physiology is the study of how the body responds and adapts to exercise. Biomechanics is mechanics applied to biological systems, with particular emphasis on how mechanical properties affect the function of the body during exercise and movement. Motor Learning is the study of how movement is acquired from a neurobehavioral perspective.”

Meet our Massage Therapists ... Nacole

Favorite massage, pull or stretch?

A Myofascial Release Neck Stretch. “I enjoy receiving this gentle sustained stretch as much as I enjoy providing the benefits to our patients.”

Advice for patients to get the most out of their massage therapy sessions

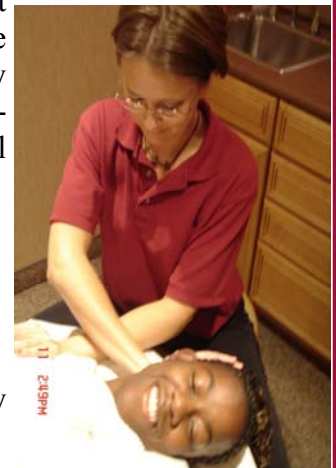
“**Be consistent with your treatment plan** – if you fall off your program, we both may have to take a few steps backward to regain healing momentum. **PLEASE ASK QUESTIONS** and give feedback to me before, during and/or after the therapy session - especially focus on the amount of pressure I am applying. Most of the time I am able to intuitively know your pressure thresholds, but sometimes when working with injury rehabilitation patients where tissue damage is very severe, their active involvement is very important. We want to slowly regain mobility and healing in those areas that have tissue damage – so we balance our therapy plan between what’s most safe and effective for you at all times.”

Best Patient One Liners or Comments?

“This is better than a girlfriend massage!”

Hobbies and Furry Friends?

Nacole is very active – she is an avid in-line skater and loves to workout and stay fit. She has a super cute six pound Maltese named Geo.





What's Up Doc?

Dr. Kent Erickson, Clinic Director

I thought you might enjoy reading about an event my wife and I recently attended.

PRESS RELEASE—August 4, 2004 – DALLAS, TX – An invitation-only

event brought 50 leading professionals in the field of chiropractic to Key Biscayne, FL, recently for the inaugural Parker Seminars Elite, sponsored by Parker Seminars and Parker College of Chiropractic, Dallas, TX.

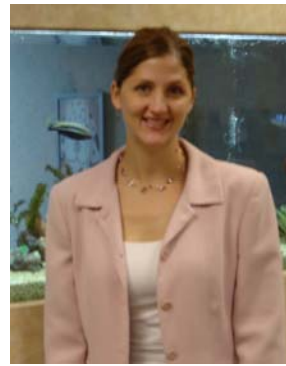
“It was the aim of this exclusive event to bring leaders of our profession together. We wanted to give them access to incredible information and to enable them to walk away with not only a plan for their own practice but to also work toward common goals that can move our profession forward,” said Dr. Maurizio Mancini, president of Parker Seminars and Parker College of Chiropractic.

Stedman Graham, New York Times bestselling author and guru in branding and marketing, led the group through his “Nine Steps to Success” for both the individual and for a professional group such as chiropractors. “By the end of this interactive workshop, these Elite professionals had formulated quite an action plan to take chiropractic to the next level of excellence,” Dr. Mancini said.

Dr. Donald Krippendorf, president of the American Chiropractic Association, and other nationally-recognized Doctors of Chiropractic participated in the historic meeting. The Parker Seminar Elite program provided “a personal and intimate setting for leaders in Chiropractic the opportunity to network, share ideas, create visions and find ways to achieve greater personal and professional success,” Dr. Mancini concluded.



[For inquiring minds...Oprah was mentioned but was not at the event!]



A Special Welcome to Christine!

We are very proud to introduce Christine Moritz as our new department leader for

our front desk – patient relations. After screening many applicants we found our shining star with a vast amount of experience in human relations and customer service. She is a graduate of Moorhead State University and has excelled in management within the retail industry. Christine’s family has a strong history of utilizing the benefits of chiropractic, which will help develop a stronger bond with our patients.

Christine is an active manager of our front desk and promises excellent service with every patient visit. You deserve no less! She is very bright and will get the results you ask for and need. She’s just getting her feet wet – but we already see and feel a change in the healing energy in our facility. Stop by and introduce yourself and say ‘hi’ if she doesn’t meet you first.

Alternative Therapy... ‘Prescribe

Pets not Pills’ is the slogan for VPI Skeeter Foundation. This group recently funded an ongoing study at the University of Missouri-Columbia where they have found that petting an animal may cause levels of serotonin and other mood-enhancing hormones to rise. Dog owners appear to benefit most from petting their own furry friends, while non-owners can get a mood boost by playing with other people’s pets.



Interpretations with Jackie




Hello / Nyob Zoo! Welcome to the beautiful harvest season...



If you have any questions about billing or the status of your health care claim, we are here to help. We handle your health care claim as a courtesy – some clinics do not file any insurance paperwork. When you are involved in an auto accident, it may take several months for the insurer to pay your health care bills. During this time our staff is working to secure payment of these bills. Our doctors document your treatment and explain why you need care. This information is regularly provided to your attorney (if you have one) and insurance company, only with your signed authorization. Our insurance/billing staff monitors your bills and works to resolve non-payment issues or legal maneuvers by the insurer – sometimes this may take a much longer time. We have very experienced billing and clinical staff to handle issues relates to motor vehicle crash injuries. Auto insurance is different from regular health care and the treatment is specialized to deal with injury care - you need experts in both of these areas.

If you speak Hmong – call me or stop by and visit with me. We want you to have an excellent healing experience and to understand all the issues regarding your care at Brookdale Health.

Thank you, *Jackie*

Brookdale Integrative Health

 5740 Brooklyn Boulevard
Brooklyn Center, MN 55429

 General Line: 763.561.4045
Insurance Office: 763.561.6010
Fax: 763.561.8690 

Billing: rgroscop@brookdalehealth.com
Doctor Inquiries: kjerickson@brookdalehealth.com



1-877-MN-CRASH

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Department Directory

Chiropractic

Kent Erickson, DC, Clinic Director
Dave Lutz, DC, Director of Chiropractic
Sara Reiser, DC

Physical Therapy & Massage Therapy

Jodi Romsaas, MSPT, Director of Physical Therapy

Personal Injury

Heather Rosenwald, Personal Injury Coordinator

Patient Relations

Christine Moritz, Director of Patient Relations

Billing/Insurance

Rob Groscop, ARM, Director of Insurance



Butt Out! It's just brain sense! According to a recent study of nearly 10,000 European men and women, elderly smokers lose brain function **five times faster** than their non-puffing peers. Smoking may cause undetectable strokes or kill neurons in the brain some other way. Either way, the message from the National Institute on Aging is clear – don't smoke!

Featured Business

Peyer Insurance Agency

Are you looking for personal service, a person to talk with when you call instead of the tangle-town of voice mail? If your answer is yes, then Terry, Kathy and Doug Peyer are the insurance agents to call. **Peyer Insurance is a family owned Independent Insurance Agency representing many fine companies.**



Peyers have been in business over 35 years, the last 30 years, they have been tenants in the BIH building. Terry started out by selling insurance and then became an independent agent. Kathy joined Terry after his secretary retired and their son, Doug joined them in the early 90's.

The Peyer Insurance Agency offers all lines and types of insurance, both personal and commercial, from property to liability coverage. Their specialty is **personal customer service**. Many of their clients have been with them since their inception and what Kathy most enjoys about their business is the wonderful customers she gets to know.

The Peyer Insurance Agency is open Monday-Thursday, 9-6 and Fridays 9-5 or outside these hours, by appointment, if needed. **Call Terry, Kathy or Doug today at 763-566-1030** or contact them via e-mail, piagency2@qwest.net.