



HAVE YOU
Prioritized
Your Priorities
FOR 2023?

INSIDE:

- ✓ *Surgeries and Rehab*
- ✓ *Advice on Which Type of Home Exercise Equipment Is Right for You*
- ✓ *Patient Success Story*

Come Back
to PT!

**Give us a call at
616-537-2864 to book
your appointment today!**



HAVE YOU *Prioritized Your Priorities* **FOR 2023?**

In these days and times, there are numerous directions our money can go – far more choices than 50 years ago. There are obviously the basics of our monthly spending which can be fairly fixed but for the money that is left, our disposable income, we have many choices. And, of course, there is always the credit card to fall back on. Yet, a basic distinction could be made in how our extra money is spent. One can ask the question, does the spending of my disposable money contribute to me being more sedentary or does it contribute to me being more active?

There are many purchases which can encourage more sedentary activity (that is a funny combination of words-maybe it should be sedentary non-activity) and many which can contribute to being more active. One might ask about the ratio of these two purchase categories in one's life. Computers, video game players and super-sized TVs are examples of sedentary-encouraging purchases, but there are many less-obvious ones too, like movies, spectator sports, bars, etc. Like many things in life, the most sustainable path is one with balance; we each have to be the judge of what this means for ourselves in terms of this ratio.

Yet, purchasing equipment to be more active can be a great start to contributing to a healthier lifestyle. It could be as simple as a good pair of walking shoes, a gym membership, a pair of snowshoes, x-c skis, or a bike; the list could go on and on. The funny thing about equipment is it will invite

you to be more active as you notice it “sitting” there, just like the TV invites us to sit and be passive. Recognizing the distinction between sedentary-promoting purchases and activity-promoting purchases can bring some balance to one's lifestyle.

Sliding into sedentariness is fairly easy as we are surrounded by so many conveniences; throw some cold weather in there and we have 5 months of momentum moving one to be sedentary.

It is no mystery that being inactive over an extended period causes a number of health issues. The World Health Organization had this to say on the subject, “Sedentary lifestyles increase all causes of mortality, double the risk of cardiovascular diseases, diabetes, and obesity, and increase the risks of colon cancer, high blood pressure, osteoporosis, lipid disorders, depression and anxiety.”¹ Wow, those are tough disorders; better to prevent them first, right? Maybe there are more reasons than we thought why we should wake up to an active lifestyle.

And, let's not forget, your example becomes the benchmark for your children or grandchildren who already have many

(Continued Inside)

invitations to be entertained passively. Overall, the rate of childhood obesity has more than tripled over the last four decades – rising from 5 percent in 1978 to 18.5 percent in 2016! This is staggering! So, if you are not willing to move to an active lifestyle for yourself, consider motivating your family not be one of these statistics.²

Surrounding oneself with equipment that invites you to move and build a better relationship with your body versus the television could be a step in the right direction for 2023. Heck, you could put the bike in front of the TV and do both if needed! Yet, even under the best of circumstances, we might need some help getting started. In this regard, physical therapy can be a good first step to escaping our sedentary hole when pain, stiffness and weakness are holding us back.

Like activity-promoting equipment that can be purchased, physical therapy at Full Potential is, at its heart, an investment in you becoming more active. Comfort in movement is essential when trying to establish a healthy lifestyle; pain can be very fatiguing. For many, PT has opened the doors to an active lifestyle as our last newsletter indicated. (If you missed our December newsletter, it is on our website under “Health Tips.”) We are experts in treating musculoskeletal problems whether it is a recent onset or an ongoing battle with pain and limitation.

In all my years of being a PT I never heard someone say, “I regret exercising so much last year” or “I regret spending \$500 on co-pays but I can now pickleball again.”

The things that typically stop us from taking action in the beginning – time and money – usually are not the focus later when you can get back to enjoying your life. Yet, I have often heard people say they regret not exercising, not disciplining themselves, or not taking action to get their back or shoulder treated. Regret can be a common feeling when not taking action to improve; procrastination is rarely a good lifestyle strategy and usually complicates one’s choices later.

¹<https://www.who.int/news/item/04-04-2002-physical-inactivity-a-leading-cause-of-disease-and-disability-warns-who#:~:text=The%20prevalence%20of,1%20percentage%20point%20per%20decade.depression%20and%20anxiety;>

Taking action through a physical therapy program is one where you participate. You learn, exert and build yourself back into a more able person.

That is where we find self-satisfaction as a result of the commitment to the process. In our materialistic culture, there would appear to be a number of confusing ideas about where happiness or self-satisfaction arises. A pragmatic approach, like using PT to handle a nagging problem, has a lot to offer to those seeking more fulfillment in their lives. Divorcing one’s self from the couch can be painful but not impossible, especially if you seek out some guidance.

Need some help deciding on what equipment to get more active?



Check our blog for some simple guidelines if you are going to purchase some equipment this year. There is a lot to choose from and it is easy to be misled on what you need to get going.

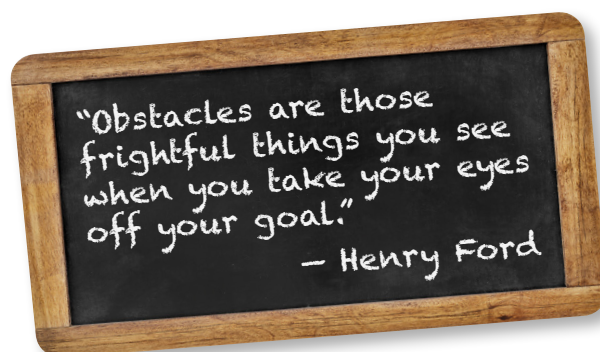
As you look to the future, take a look back at your recent purchases. Is your spending encouraging you and your family toward a sedentary lifestyle or to an activity-promoting one? Where are you placing the priority? Do you have equipment in your home that invites you to be active towards accomplishing a health goal or do you belong to a gym? Do you use it regularly? Do you need help in knowing where to start or handle a painful issue?

We encourage you to invest your available resources (money, time, energy) in yourself this year and if you need help call and talk to a PT about how we can assist you. There will be no regret in that action and next year at this time you could be celebrating all you have accomplished.

There is no time like right now to get started. Call us today and talk to a PT: 616-392-2172.

To a super-active and pain-free year,

Vincent Hauueken, PT



²<https://stateofchildhoodobesity.org/how-childhood-obesity-rates-have-changed-over-time/#:~:text=These%20days%20the%20prevalence%20of,1%20percentage%20point%20per%20decade.>

SURGERIES AND REHAB

Do you have a surgery coming up related to your shoulder like a rotator cuff repair? Or how about hip, knee, lower back or ankle? Surgery is a big step no matter how commonly it is performed. Do you have some questions about doing physical therapy after surgery? Have you heard some not-so-pleasant accounts of pain and stressful PT? We can help you feel more confident and comfortable with the post-surgical rehab process if you have some concerns. You are even welcome to take a tour of our building and meet our staff to see if it feels right, so there are no surprises.

As well, if you have a friend who is having an upcoming surgery, maybe you can help them out. You may know us from a prior experience and can help them understand who we are. And, they too are welcome to call us and talk to a PT or they can do a tour as well to meet some of our staff.

Most doctors will tell you that for some orthopedic surgeries the rehab is just as important as the surgery; both need each other to get you back to a functional level. So, do your homework before surgery on where you want to go and do not just rely on the convenience of location. You or your



friend will have far too much invested to make location the only decider.

To a great recovery,

The Full Potential Staff



How Does a Google Review Help Everyone?

The referral process to physical therapy has become more complicated with the consolidation of physician practices into the major hospital systems in our area. As an independent practice, one of our primary counters to these changes is to help the public know who we are and how we have helped people overcome a pain problem.

This is where you come in; you are our best resource for educating the public on how we can help them. They, in turn, can communicate to their doctor on where they want to go for PT. Competition is a great equalizer in business and supporting small businesses with reviews helps us compete. And, we only exist because of results so we work hard to make our patients better. Everyone wins!

To leave a review, just scan the QR code and follow the instructions. Or, you can just search "physical therapy near me" and Full Potential will come up. Click on our business page and hit "review" and you got it!

Thanks!



Has your pain come back? We can help! Call us at 616-537-2864 to book your appointment today!

HEY, DID YOU NOTICE?

For 2021, we won the *Best of the Best* for the sixth year in a row!

Yes, it has been a full year since that happened but check out the front of your newsletter – we have a new logo at the top, right in the middle. It is certainly something to celebrate as it implies your opinion of us. There are many ways to measure quality but the bottom line for any business is how happy is the customer with the service or product they purchased?

Some would ask is a patient a customer? From our viewpoint, our patients are customers. A customer is an individual who pays for a product or service and expects an exchange of comparable value, It is important to remember pay is not just money, but time, interest, and energy too! So, the question becomes how to create a level of value that the customer notices, feels and judges to be well worth the cost?

The asset that improves the value of our services starts first with our staff; the life in our building comes from our people. Full Potential is so fortunate to have staff that are very alive with an interest in your well-being. Our purpose is helping others and physical therapy encompasses the tools of the trade to make a difference in someone's life.

One keynote difference in physical therapy from other health services is it helps to put you into a better relationship with your body. How? Well that can only happen by you getting into communication with it. One communicates and comes to a better understanding by challenging your body at the level that is right for you.

Identifying where you are tight and learning the correct stretch puts you into better communication for what your body needs. Same goes for strengthening, where the muscle groups exert and eventually become fatigued and then build greater strength that you eventually notice. This is learning about yourself, your limitations and then noticing

your progress. In effect, you come to know your body by working with its limitations so they are not so limiting.

Physical therapy is an investment as “close to the sleeve” as it gets for there is not much between you and your body. When your body is in pain long enough, life then becomes a mental and emotional drudgery.

It is all about priorities as our main article in this month's newsletter goes into; improving your relationship with your body is the best way for it to not let you down when life gets demanding. The best things in life are those we earn ourselves and this usually needs an investment of time, money and effort to bring out the best in you.

Being the best we can be is a great life goal and just know Full Potential PT has got

your back (and your shoulder, hip and knee, too) in keeping you active and feeling good.

We have our sights set for being the Best of the Best again for 2022 and invite you to vote for us if we have been a positive force in your life.

Voting can occur from February 7-22, 2023. Just scan the QR code and it will take you to the voting page which is under the *Beauty and Health* section. Scroll down to find *Physical Therapy*.

Thank you for your help!

Vincent Hauueken, PT

Use the QR code to go directly to the voting page! Thank you!



PATIENT *Success* STORY



MY PAIN IS GONE!

My pain and limitations are entirely gone.

I have consistently felt that Jeremy, my physical therapist, is highly knowledgeable and highly skilled. He has also been an excellent diagnostician. The staff and facility have been warm, competent and "first class".

— *Thomas A.*



*You can help someone else find THEIR Success Story
— AND win a Meijer gift card!*

PLAY THE REFERRAL GAME

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At Full Potential, we know that a referral from our patients is the biggest compliment.

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2. Give this coupon to family and friends!
3. Be sure they bring this coupon to their first appointment.

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Your Name

Our New Patient's Name!

Date Of Referral



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