

NEW THERA-BAND® REHAB KITS OFFER TURN-KEY SOLUTIONS TO PROMOTE PRACTITIONER DIRECTED HOME EXERCISE PROGRAMS

The Hygenic Corporation / Performance Health, Inc. announces Thera-Band® Rehab Kits. These turn-key kits represent the first Active Care Program packaged to include both Thera-Band Systems of Progressive Exercise and Biofreeze® pain relieving products. Each kit also includes an Active Care Guide complete with patient education and therapeutic exercises and a companion instructional DVD, allowing healthcare providers to instantly incorporate these professionally-designed home exercise programs as a complement to their in-clinic care.

A new clinical study published in the February issue of *Arthritis Care & Research* concludes that “exercise is being underutilized as a treatment for chronic back and neck pain” although current practice guidelines promote exercise for these conditions. Exercise is also commonly used to facilitate improved outcomes in individuals undergoing rehab for other injury areas. With Thera-band Rehab Kits, prescribing home exercise is simple and effective. Everything the patient needs to address pain and perform the exercises is included in the kit. The practitioner simply selects the appropriate kit and exercises to create a doctor-guided home exercise program, and then monitors patient progress during clinic visits. Dispensing Thera-Band Rehab Kits in the clinic provides much needed convenience for injured patients and encourages critical compliance for a fuller recovery. Providers can feel confident offering these kits for sale to their patients as high-quality professional products that integrate healthcare provider exercise direction.

Each Rehab Kit focuses on a specific body part / injury area and contains everything a patient needs to enhance in-clinic rehabilitation with an effective, focused home exercise program. This includes Biofreeze products to help patients manage pain before and after exercise, and ready-to-use Thera-Band products (e.g. Tubing with Soft Grip Handles, Band Loop, or FlexBar®) as a perfect solution for at home therapeutic exercises. Additionally, each Thera-Band Rehab Kit contains a full color Active Care Guide which clearly illustrates exercises and promotes patient compliance with lifestyle coaching, behavioral change, rehab and wellness, pain management, and goal setting advice. The accompanying DVD provides guidance so that exercises can be performed properly and confidently. Individual kits are available for: Shoulder, Knee & Hip, Lower Back, Neck/Cervical, and Hand & Wrist.

Declining reimbursements continue to limit needed patient visits and patients often struggle to adhere to home exercise programs. A professional, turn-key, practitioner guided home exercise program is an effective solution to these challenges. Thera-Band Rehab Kits are easy for practitioners to implement and

easy for patients to use. Dispensing Rehab Kits as part of the home exercise solution extends your practice, offers a simple and effective complement to in-clinic care, and increases revenue.

For detailed product information, visit www.Thera-Band.com and select “Thera-Band Rehab Kits” from the “Featured Products” section on the right. Here you can find DVD and therapeutic exercise samples from the kits, product dispensing tips, and coding and reimbursement information. Authentic Thera-Band: consistent, recognized, clinically relevant, professional grade.