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**For Immediate Release...**

## **“CASE STUDIES IN PHYSICAL MEDICINE” TO BE OFFERED AT BERKSHIRE MEDICAL CENTER**

Pittsfield, MA (January 18, 2012). Have you ever considered that hundreds -- maybe thousands -- of patients in the Berkshires are slipping through the cracks? They are in chronic pain and it's hard to know where to turn. This program is meant to foster cooperation between Physical Medicine & Rehabilitation specialists and complementary practitioners.

“Case Studies in Physical Medicine” will be offered on Thursday, February 2<sup>nd</sup> from 5:30-7:00 at Berkshire Medical Center (West Wing, ground floor, private dining rooms A-B off cafeteria). Who should attend? Patients in chronic pain who are seeking solutions; physicians and therapists (orthopedics, osteopathy, sports medicine, psychiatry, physical and occupational therapy, psychiatric, etc.); and, complementary practitioners (massage therapy, chiropractic, pilates, yoga, acupuncture, etc.).

Todd Fiorentino, owner of Energy Rising Massage Therapy on North Street, will explore ways in which physicians could collaborate with complementary practitioners to better serve patients. Mr. Fiorentino believes that each specialty has something unique to offer in the common goal of treating chronic pain. What's lacking is a system to share knowledge, work as a healthcare team and find the best solutions for patients across disciplines.

Various musculo-skeletal disorders will be discussed with the future goal of presenting challenging cases to a community of specialists to receive input on treatment protocols and best practices. This is also an opportunity for referral, and a means for participants to stay up-to-date in their field. “Through inquiry we find solutions,” said Fiorentino.

Mr. Fiorentino will discuss some of the physiological effects of massage therapy and current research to explain how massage could work hand-in-hand with therapeutic exercise, manipulations, injections or drugs and surgery. For instance, there is great data showing that myofascial release can help those with scoliosis. There is also research showing that Pilates can be helpful for non-specific low back pain.

Participants will ultimately be allowed to present anonymous patient cases through this forum and receive comment from the group. Mr. Fiorentino also hopes that this collaboration will lead to additional supervised clinical massage opportunities for students studying in local massage programs.

Mr. Fiorentino will present research regarding massage therapy and some of its applications. A presentation regarding the physiological effects of massage will be given and opportunities to work with physicians will be illustrated. (There will be a chance for informal networking at the end.)

“Every discipline has its strength, but it’s my feeling that what many of these patients really need is a healthcare team approach,” said Fiorentino. “We should capitalize on the training and scope of practice that each specialist brings to the table, share information and use it to produce the best results for our patients.”

Licensed Massage Therapists are now working in hospital environments in Washington, California, Florida, parts of Europe and Canada. While the Berkshires is “not there yet,” it’s a great first step that Berkshire Medical Center has agreed to provide space for this forum and begin the discussion. Please RSVP to [todd@energyrising.net](mailto:todd@energyrising.net). Call Todd Fiorentino at 732-595-6064 with questions.

#### Details for quick reference...

Program: Case Studies in Physical Medicine  
Location: Berkshire Medical Center, West Wing, Ground Floor (private dining rooms A-B off cafeteria)  
Presenter: Todd Fiorentino, LMT, Energy Rising Massage Therapy ([www.energyrising.net](http://www.energyrising.net))  
Date: Thursday, February 2<sup>nd</sup>, 5:30-7:00