



McKenzie
INSTITUTE
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****MEDIA ADVISORY****

Jamie Leszczynski
315-471-1002
jamie@abcideabased.com

Tallahassee Physical Therapy Provider Selected for National Ad Campaign

TALLAHASSEE, Fla. – The McKenzie Institute® USA will feature physical therapy provider Integrated Mechanical Care Inc. (IMC) in an ad campaign aimed at PTs nationwide.

The international organization selected only a handful of clinicians using the McKenzie Method® of Mechanical Diagnosis and Therapy® (MDT) to provide testimonials about their success using the unique process of assessment, treatment and prevention.

“It is an honor to be selected to represent MDT and The McKenzie Institute U.S.A. in its national ad campaign,” IMC Vice President J. Mark Miller said following a photo shoot for the ad Sept. 26. “Through MDT assessment and care paradigms, our practice has been able to significantly reduce surgical rates, improve the general musculo-skeletal health of the greater Tallahassee area and develop MDT programs for large corporations around the country.”

About The McKenzie Institute

Dedicated to ongoing research, The McKenzie Institute® is the center for postgraduate study in Mechanical Diagnosis and Therapy®. The McKenzie Method® is a philosophy of active patient involvement and education for back, neck and extremity problems. The key distinction is its initial assessment component—a safe and reliable means to accurately reach a diagnosis and only then make the appropriate treatment plan. Rarely are expensive tests required, as Certified MDT clinicians have a valid indicator to know right away whether—and how—the method will work for each patient.

Become a member of the McKenzie Institute to receive course discounts, a subscription to The Journal of Manual & Manipulative Therapy (JMMT), the official publication of MIUSA members, discounts at conferences, product discounts, and much more.

For more information about The McKenzie Institute and its services, please contact Stacey Lyon at (315) 471-7612 or email slyon@mckenzieinstituteusa.org.

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