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Press Release

FOR IMMEDIATE RELEASE:
August 20, 2014

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McKenzie Institute Looks at Centralization Phenomenon in Sept. 17 Webinar

(8/20/14 - SYRACUSE, NY) McKenzie Method® of Mechanical Diagnosis and Therapy® clinicians Brian McClenahan and Bob Robinson will define and distinguish the Centralization Phenomenon from other types of physical therapy using a litany of key literature that supports CP in a McKenzie Institute webinar Sept. 17.

McClenahan is a full-time clinician at Physical Therapy Associates of Myerstown (Pa.) and graduate of Ithaca College. He is a clinical instructor for physical therapy students and probationary faculty member with The McKenzie Institute.

Robinson graduated from D'Youville College with his bachelor's/master's in physical therapy in 1996, then became McKenzie certified in 2002. A clinical mentor for the Fellowship Program in MDT, he co-owns Craven Physical Therapy and Spine in New Bern, N.C.

The McKenzie Institute invites anyone with interest to [register for the webinar](#). "MDT and Centralization: Frequently Misunderstood and Underappreciated," the fifth in the institute's series of webinars, is slated for 1 to 2 p.m. Wednesday, Sept. 17.

About The McKenzie Institute:

Dedicated to ongoing research, The McKenzie Institute is the center for postgraduate study in Mechanical Diagnosis and Therapy. 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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