

Grow Your Practice with Posture Assessment

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    state DECISION as { }
    state NOTE as Note
    state QUESTION as ?

    REQUEST --> PENDING
    PENDING --> INTERPRET
    INTERPRET --> DECISION
    DECISION --> ENTER : VALID
    DECISION --> QUESTION : INVALID
    NOTE --> QUESTION
    QUESTION --> EVALUATION
    EVALUATION --> REQUEST
  
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How to Grow Your Practice with Posture Assessment

PosturePractice.com

770-922-0700

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3 Reasons to Offer Posture Pictures

Dr. Steven Weiniger



3 reasons you must offer posture assessments:

Relationships, Engagement & Compliance

Building body awareness with posture consciousness begins with a framework to communicate the "why" of the individualized exercise plan or rehab care you've prescribed.

Posture pictures are a simple yet powerful tool to show patients what you see and getting their buy-in for developing a plan for improvement.

Remember, just because the pain may be gone, it doesn't mean the bio-mechanic issue(s) at fault are sustainably addressed. However, unfortunately many patients and clients discontinue care and stop doing commonly prescribed home rehab exercise when pain subsides, setting the stage for the problem to return.



Wherever the pain is - back, neck, knee, shoulder, etc. - when the problem returns, all too often the patient or client “forgets” their non-compliance, saying to themselves (and possibly others) that your care didn’t “fix” their problem.

Posture assessment pictures help people understand the benefits of care *while systematically engaging them as they experience improvement in doing their StrongPosture® exercise* or other in-office rehab or posture improvement exercise program.

Plus, when people see dramatic changes in their posture picture, they not only tell others - ***they show them!***

“I always find it funny how every patient has the same reaction when they see their first posture picture. They are just amazed – it’s not what they expect. After several weeks of progressing through the posture protocols, we take another picture.

They can see the results themselves, which shows them the value of the care we provide.” Mike Knapp, CA, CPEP®

How to Take a Posture Picture

Courtesy of PosturePractice.com

Posture pictures provides eye-opening evidence of posture improvement or decline over time. Showing people the unbiased truth about their posture is a great way to market your services to potential clients & patients.



In this tutorial, Dr. Weiniger shows how to take a posture picture that helps both you and your patients/clients to assess and track posture.

“Taking posture pictures pre and post-massage, and using these to plan assessments and build a baseline has been a great success. People love the posture pictures.

It has actually helped me to see further and deeper the relationship between what’s going on with a person’s posture and a person’s lifestyle.” ~Luther Lockard, MT, CPEP®

How to Perform a Posture Assessment

Dr. Steven Weiniger

Are you offering posture assessments? If you work with bodies from a posture, function, motion or rehab basis, I hope your answer is *Yes!*

I recommend taking a posture picture on the first visit to set a baseline for post-treatment or exercise plan comparison and to track changes with annual follow-ups.

Watch the how-to video demonstrating a basic postural assessment.



For a more in-depth view of how to perform posture assessments, how to relay your findings, and where to schedule screenings in your community, read *Posture Pictures: Assessments, Screenings, Marketing & Forms* (includes intake form, assessment forms, marketing flyers).

ICD-10 Coding: Posture Syndromes

Dr. Steven Weiniger



Many posture-focused professionals have asked me about ICD-10 coding for posture like Upper and Lower Cross syndromes, as well as other structural and posture imbalances.

These are real bio-mechanic issues that respond well to care, but for all ICD-10's specificity, there aren't good ICD-10 diagnosis codes for posture conditions.

The Reason: Postural asymmetries, patterns, and other bio-mechanic adaptations are observations, *not a diagnosis*.

So for low back pain, M54.5 in ICD-10 (what was 724.2 in ICD-9) describes the symptom and can be a diagnosis. If there's a lower cross syndrome, you know muscle and stress patterns to address passively (SMT and MT) as well as actively with StrongPosture® exercise.

But Lower Cross is not a diagnosis. However, it's a posture observation

and can be a contributing component of a more definitive diagnosis. Even though it's not coded, it should be documented properly so that when necessary you can justify longer term treatment. On the other hand, you can roughly address posture as a somatic dysfunction, and support that with upper or lower cross as an observation:

- M99.03- Segmental and somatic dysfunction, Lumbar region. This is analogous to 739.3 in ICD-9

Also of interest:

- M99.01- Segmental and somatic dysfunction, Cervical region
- M99.02- Segmental and somatic dysfunction, Thoracic region
- M99.04- Segmental and somatic dysfunction, Sacral region
- M99.05- Segmental and somatic dysfunction, Sacroiliac, hip, pubes region

Other postural considerations are R29.3 - Abnormal posture. But again, this is in signs and symptoms chapter, so is not a definitive diagnosis.

Also in this realm, the M-40 codes cover abnormalities of kyphosis and lordosis, and the M-41 codes cover scoliosis. M62.89 is in other specified disorders of muscle, and could be a catch all (which means it's also more likely to be scrutinized, document appropriately).

“Everything was full-speed ahead after the seminar. I bought the posture grid and book Posture Pictures. I knew I had come into a quality program, and I wanted to do it right.

The StrongPosture® protocols are changing the wellness profession. Dr. Weiniger has put these exercises in a sequential protocol, which is easy to implement and engaging for patients. Posture certification has been a simple way to add tools to my tool bag for a low investment of time and money, with great return and the personal gratification of helping so many. It has certainly given me a competitive edge in promoting my services.” ~Dr. Boyd Williams, CPEP®

5 Factors in Choosing the Best Grid

Renee North, CPT, CPEP®



1. Space - Wall and door mount posture charts have the advantage of taking zero floor space. A portable grid is free-standing, and the support system requires about a 10" clearance from a wall. If floor space is an issue choose a grid you can mount.

2. Cost - Door and wall grids are the least expensive options. You can expect grids that retract for portable to cost about \$100 more.

3. Durability - Wall and door grids made from a plastic material are the most durable and are easily cleaned. Patients (or kids) can lean against them sparing your walls of scuffs and body oil transfer. Many pros teach posture exercise against a mounted grid for this reason.

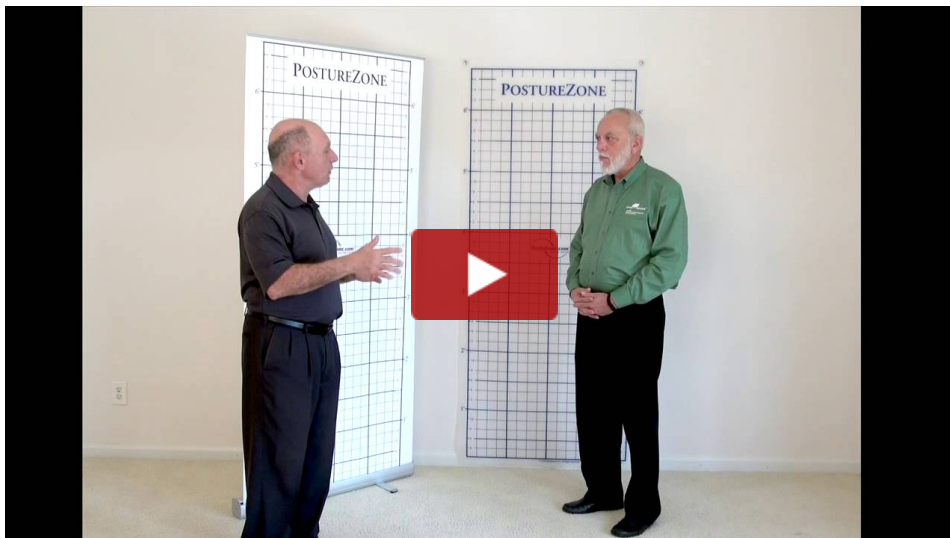
Portable grids require extra care and attention when pulling from and retracting into the base to avoid damage. They are also not the best option for a high-traffic area.

Note: Paper grids won't hold-up and get dirty immediately. Laminated grids are a bad choice because they don't lie flat and the shiny surface creates a glare ruining your image. Also avoid banner or vinyl grids as they buckle due to seaming and give inaccurate results.

4. Clientele - Wall and portable grids typically stand about 7' tall and 3' wide, making them suitable for your tallest and widest subjects. Door grids are slightly smaller, while they save space and will accommodate almost everyone, you may lose detail on some clients.

5. Screenings - For health talks and screenings, portable grids are ideal because they are compact, lightweight and can be set up in seconds.

**** Click here to see the largest posture chart selection.**



Resource: Free Posture App

Provided Courtesy of PostureZone.com



Now that you see the value of providing postural analysis download PostureZone, the free posture assessment app.

With this app you can easily identify alignment asymmetries between the head, torso, and pelvis over the center of the feet. PostureZone clinical measurements show in degrees the variance of distortion to clearly identify symmetry, balance, improvements or changes.

****Checkout the free app and [download PostureZone here](#).**

"It's gratifying to see changes in posture that are demonstrable by pre- and post-scans.

Patients get really excited about it, and it's something they can relate to on a day-to-day basis of, 'Yes, I am moving better, I'm feeling better, I can see my posture is better.'

~Robert Zimmerman, DC, CPEP®

Be the Go-to Posture Specialist

- Strategies to increase revenue
- Get community engagement
- CPEP® Step-by-step protocol
- Benefit from media coverage
- Marketing how-to & tools

FREE INFO PACKET

