

## **FOR IMMEDIATE RELEASE**

### **Philadelphia Physical Therapy Network Leads Region with New Treatments** *Excel knows the ART of patient care with new treatment which eliminates scar tissue*

**Philadelphia, PA** – February 2010 – Excel Physical Therapy and Fitness, a network of eight physical therapy clinics within the Philadelphia region, remains a leader in advanced patient care by certifying its therapists in the latest, cutting-edge treatment techniques. Excel Physical Therapy and Fitness now has the greatest number of physical therapists on the East Coast certified in the Active Release Technique (ART<sup>®</sup>), a non-invasive soft tissue release that eliminates scar tissue.

ART's ability to breakdown painful scar tissue has made it the choice treatment method for elite athletes, as it is popular within Olympic and triathlon training regimes. ART is a combination of examination and treatment based on soft tissue release techniques that treat problems with muscles, tendons, ligaments and nerves. Ideal candidates for ART are those with rotator cuff problems, frozen shoulder, "tennis" elbow, back and shoulder pain, shin splints, knee problems or other overuse injuries.

"The ART certification, which is one of the hardest certifications to achieve in physical therapy, allows Excel to remain at the forefront of advanced treatments," said Joe Ruhl, PT, president and co-founder of Excel Physical Therapy and Fitness. "The unique technique pinpoints abnormal tissue and alleviates its limiting and painful effects through noninvasive specific movements, depth and tension."

"ART is extremely effective and provides immediate results, often times decreasing pain within two sessions," said Gregory Masiko, MSPT, Cert. ART, manager of Excel's Glen Mills clinic. "ART certified professionals are traditionally few and far between, but Excel continues to advance its therapists and its mission to the forefront of patient care."

ART certified therapists relieve and manually treat soft tissue damage often caused by scar tissue from overuse injuries. ART can quickly and permanently eliminate scar tissue, which causes reduced range of motion, loss of strength and pain. The technique evaluates the texture, tightness and movement of muscles and treats patients through more than 500 unique moves, or "protocols."

The ART certification (spine, upper and lower extremities) process requires therapists to learn and apply localized tissue manipulation for a variety of injuries and ailments. Contact and touch, diagnosis, and protocols for the full body are covered through intensive courses and evaluations.

To learn more about ART and the certification, please visit [www.activerelease.com](http://www.activerelease.com).

#### **About Excel Physical Therapy and Fitness**

For 20 years, Excel Physical Therapy and Fitness has been providing physical therapy and fitness programs dedicated to improving quality of life throughout its communities.

Excel has grown to become the largest privately owned physical therapy practice in the Delaware Valley with eight locations throughout the region and home to the area's most knowledgeable physical therapists. Excel is proud to be the only physical therapy network in the country that is 100% certified in Functional Movement Screens (FMS), as well as have the most physical therapists certified in Active Release Technique (ART®) on the East Coast. In 2009, Excel was recognized by the *Philadelphia Business Journal* as one of the *Best Places to Work*. For more information on Excel, please call 1.866.88 EXCEL (39235) or visit [www.excelphysicaltherapy.com](http://www.excelphysicaltherapy.com).

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