

OCTOBER 2022



# NEWSLETTER

YOUR RESOURCE FOR A HEALTHY LIFESTYLE

## OUR THREE FOUNDERS



*We are so excited about our merge with Orthosport! Read more about it inside. Pictured are the founders of each company: left to right (Peter Young, Donna Gulick, Russell Certo).*



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YOUR RESOURCE FOR A HEALTHY LIFESTYLE

**GRAND ISLAND**  
716.202.2405

**WEST SENECA**  
716.202.2916

**KENMORE**  
716.427.0278

**WHEATFIELD**  
716.427.0323

**BUFFALO**  
716.202.8046

## GROWTH & STABILITY: ADDING TWO MORE LOCATIONS

The health industry is no different than any other business. We have challenges with the economy, we have challenges with regulations, fees and taxes and we have the challenge of dealing with insurance companies. Just like a "mom and pop" shop, being a small business adds more challenges. Over the course of the last 17 years, we have grown from a single site physical therapy clinic serving one community, to a rehabilitation service providing physical therapy and healthy lifestyle opportunities in five locations around Western New York and serving five school districts with rehabilitation services. We have created start-up sites, partnered with Jericho Road Community Health Center, acquired an office in Wheatfield and purchased an office in West Seneca. I am excited to announce that this fall we will be merging with another very successful Physical Therapy company; OrthoSports Physical Therapy. They will be coming under the umbrella of Trilogy Wellness Inc.

I have known the owners of OrthoSports Physical Therapy for almost 30 years. Over the course of that time, we have helped each other navigate the ever-changing healthcare environment. We have assisted each other with personnel, and we have challenged each other to strive for excellence. We share both a similar vision for our communities and our mission as a company. Our values in terms of the management and treatment of our employees and our clients are very similar as well. It is now time to merge the two very best physical therapy and wellness companies in WNY into one focused and driven organization.

A merger of this kind would not work if both organizations did not share the same mission and vision. Once we determined that our team's culture would work better together than to stay apart, we had to answer the question of why would we do this? Two answers came to mind immediately. A larger more talented organization has a much greater capacity for growth. We will now be able

to take the best of each organization and provide our diverse service offerings to a much larger population. The communities that our six (seven, including Jericho Road) locations will be in can now provide a much broader personal health service line than we were able to provide before. Beyond our core business of Physical Therapy, all our locations will now provide exercise and wellness services, Women's and Men's pelvic health expertise, Lymphedema and post cancer care, Parkinson's specialists, employee health and wellness to self-insured companies, pre and post bariatric surgery rehabilitation, Occupational Therapy for children and manual stretching services.

Another reason the merger makes sense beyond mission/vision and growth, is long range stability for the company. Our communities who benefit from our expertise and our involvement in those communities will continue to benefit from our employees long into the future. For our associate employees a larger more engaged company with broader service offerings creates a stable and healthy work environment. It creates personal growth opportunities for our associates and allows those interested in leadership that opportunity.

Our office locations are in Grand Island, Kenmore, West Seneca, Wheatfield, and the East Side of Buffalo. After the merger we will also be in Clarence (Main Street near Harris Hill) and Amherst in the Harlem Kensington neighborhood. We appreciate every single one of our physical therapy patients and MOG members who continue to believe that what we do is valuable to their lives, and we appreciate all that you do to support us. If you have any questions comments or constructive advice, PLEASE reach out to me directly or to any of my incredible associates.

**Russ Certo PT OCS**

*Founder | Trilogy Wellness Inc.*

***Call one of our convenient locations TODAY to schedule your return appointment!***

# GET YOUR HEALTH BACK ON TRACK WITH PT

Have you struggled with pain? Are you dealing with an injury affecting your ability to do your usual routine? Our highly skilled physical therapists can guide you back to health and back to doing what you love! Whether you have recently had surgery or are recovering from a new injury, physical therapy at Trilogy Physical Therapy can help.

October is National Physical Therapy Month. Trilogy Physical Therapy wants to make sure that you have a reliable source to help you resolve whatever physical condition you face. Our physical therapists are highly trained and experienced at treating musculoskeletal disorders. We understand how important it is to get to the root of the problem and provide solutions that work.

Our team of physical therapists is devoted to helping our patients recover from injuries and pain that are interfering with everyday activities and making life way harder than it should be. Request an appointment with Trilogy Physical Therapy today, so we can help you get back to the life you deserve!

## WHY SHOULD I CHOOSE PHYSICAL THERAPY?

There are several reasons to choose physical therapy over costly surgeries and medications. Physical therapy has been shown to not only help resolve pain and improve function, but it is also effective at enhancing your overall health and well-being.

One of the most significant benefits of physical therapy is that it can uncover the underlying reasons for your injuries and/or pain. Some of the impairments your physical therapist can help you correct include:

- Loss of motion
- Weakness
- Poor posture and faulty movement patterns
- Gait abnormalities
- Loss of balance
- Coordination deficits
- Neurological impairment
- Unhealthy lifestyle behaviors (i.e., poor sleep habits, improper nutrition, lack of exercise, etc.).

## BENEFITS OF PHYSICAL THERAPY

A physical therapist can educate you about ways to move safer ways that use your energy more efficiently, reduce the risk of re-injury and enhance the overall effects of your care. The benefits of physical therapy treatments include easing pain, reducing spasms, increasing circulation, and promoting healing.

Physical therapy can help improve your joint range of motion and overall mobility: Our ability to move depends on how individual joints move and how the body's joints move in concert with one

another. Increasing joint range of motion and mobility of the connective tissues around your joints (including the tendons, muscles, fascia, and joint capsules) will help your joints feel better and move better.

This will also help you improve your overall functional mobility and activity tolerance, essential for work, leisure, and simple daily function. Physical therapy can help strengthen weaknesses and compensation patterns: Through injury or surgery, muscles become weak and impact your ability to move and function normally. For some, an old injury or abnormal movement pattern has led to weakness due to compensations. Physical therapists are skilled at assessing the whole body, identifying weakness, and teaching how to restore strength and function.



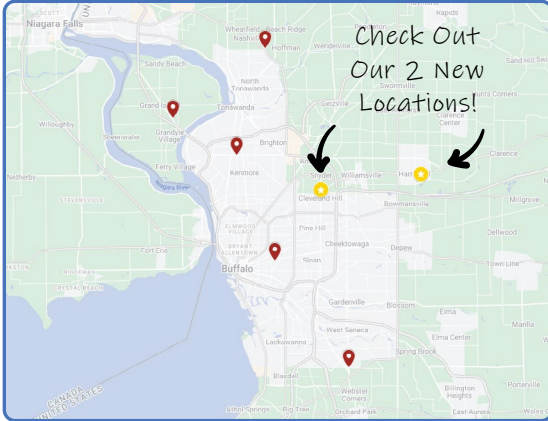
## CALL US TODAY TO REQUEST AN APPOINTMENT

The mission of our physical therapy clinic is to use compassion, encouragement, and motivation in the treatment of our patients and clients. We provide outstanding and personalized skills as movement and rehabilitation physical therapists through exceedingly high customer service and results!

Our goal is to positively impact people's lives and improve their quality of life. Your therapy will be centered around helping you get back to doing the things you love without pain. We understand that no two pain conditions are alike, and no two treatment plans should be either. Contact Trilogy Physical Therapy to learn more about National Physical Therapy Month and the benefits of physical therapy. If you're struggling with a painful condition or experiencing a physical limitation, our therapists will work with you to ensure your success!

Sources: <https://academic.oup.com/ptj/article/95/10/11433/2686492> • <https://academic.oup.com/ptj/article/90/7/1014/2737793> • <https://bjsm.bmj.com/content/52/24/1557.citation-tools> • <https://www.sciencedirect.com/science/article/abs/pii/S1568997218302106>

Visit us online at [mytrilogy.org](http://mytrilogy.org) to learn how we can help your find relief.



## THIS OCTOBER YOU CAN GET 90 DAYS OF OUR MOG FOR \$90

It doesn't matter if you're brand new to exercise or a seasoned veteran, our MOG will take you to the next level. We provide one-on-one assistance to help you reach your goals. Our exercise programs can help aid neurological conditions, fall risk management, and more. Request a tour at one of our facilities today! Our \$90 for 90 days promo runs from 10/1/22-10/15/22. A person does not qualify if they have had an active membership in the last year.

**Are you ready to reach your fitness goals? Call us at one of our locations or e-mail us at [info@mytrilogy.org](mailto:info@mytrilogy.org)**



### MEMBER OF THE MONTH: ANDY B.



Andy joined the MOG on Grand Island almost 4 years ago wanting to be healthier and more fit for golf. He has worked hard and has greatly benefitted from a variety of our services; he utilizes the staff to help him create his own exercise programs, participated in the golf fitness program and the 300 program to increase strength, and attends Yoga classes.

Andy says, "I have used the PT services when I strained my calf, tweaked my back and had tennis elbow. The physical therapy results have been wonderful. The pain is gone. Now each time I have some pain I make an appointment with the PT staff. The Stretch-n-Go's have been amazing. I used to do them once a quarter but recently I came back from a trip and was not feeling right so my MOG team suggested I do Stretch-n-Go's on M/W/F. The results were transformative. I felt so much better after two sessions that I am now doing them once a week and feel great. I can't thank Sara, Jamie and Cheek enough for working with me, motivating me, treating me like family and making me feel better. At 55 years old I am playing the best golf of my life and it is due to the overall fitness program at the MOG. I have also developed new friendships with my work out buddies. The more services I use at the MOG the better I feel."

### WE NEED YOUR HELP!

Would you mind taking a few minutes to share your Trilogy experience with the community? Center the QR code of your Trilogy location in the frame of your smart phone's camera to visit our Google Review page and share your success story.

**Your 5-star review helps us to change more people's lives! THANK YOU for your support!**

#### GRAND ISLAND



#### KENMORE



#### WEST SENECA



#### WHEATFIELD

