



# Active Release Techniques

*“An Innovative Approach to Reducing Strains,  
Sprains, and Overuse Injuries in the Workplace”*



# THE COST OF MSD'S

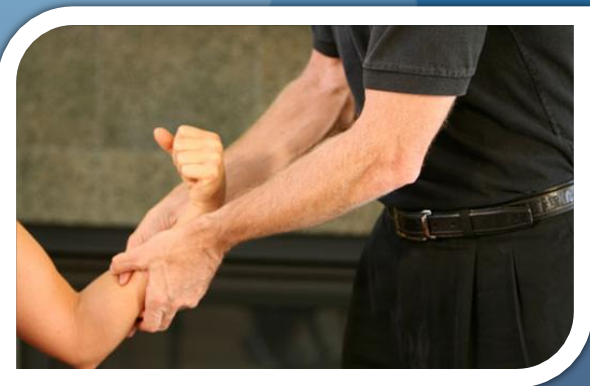
- The Journal of the American Medical Association, in 2003, put the annual cost at \$61.2 Billion for the money drained from US businesses for productivity lost due to employee pain.
- In 2007, Four (3.8) out of Ten days away from work cases were sprains or strains\* (444,510 / 1,158,900)
- Musculoskeletal disorders (MSD's) accounted for 39.76% of the injuries and illnesses with days away from work in 2007. (Strains, sprains, CTS, & tendonitis) \*

\*Source: U.S. Bureau of Labor Statistics- USDL 08-1716, November 2008



# What is ART?

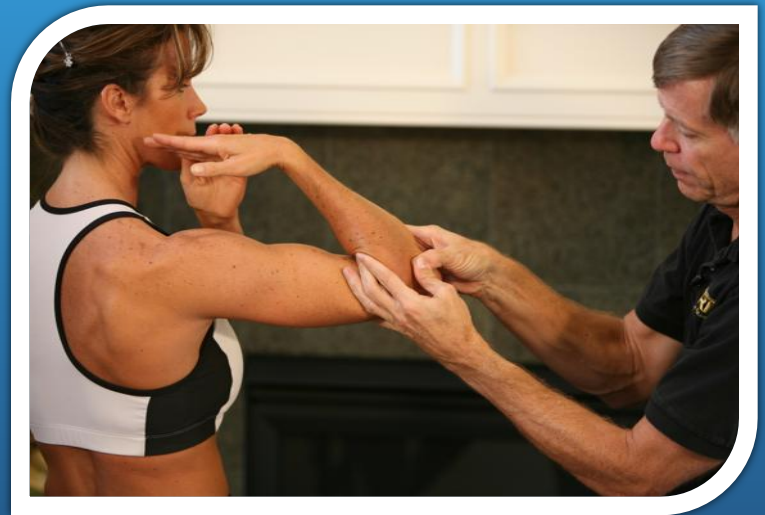
- Active Release Techniques® is a patented soft tissue management process that is effective for the care of overuse and strain/sprain symptoms.
- ART is an movement based soft tissue system that targets scar-tissue to correct muscle function and free nerve entrapments. OSHA recognizes ART as massage/first aid for record keeping purposes.
- By releasing scar tissue and correcting movement and function, ART yields significant improvement and/or resolution prior to conditions becoming severe, costly and recordable.





# Common Conditions Treated/Prevented with ART?

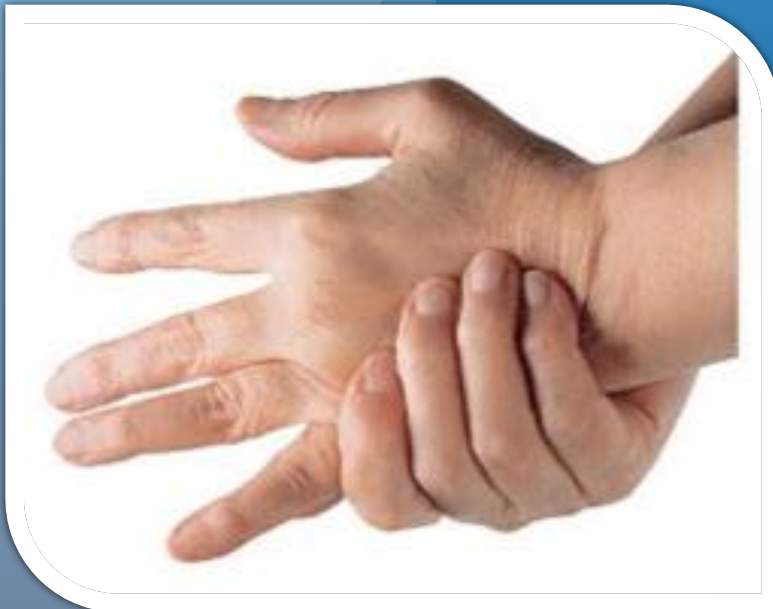
- Carpal Tunnel Syndrome
- Repetitive Strain Injuries
- Nerve Entrapments
- Tennis Elbow
- Many Rotator cuff syndromes
- Neck to Shoulder pain
- Low back pain
- Sciatic nerve entrapment
- Plantar fasciitis
- Hand weakness, numbness, tingling



# Two Causes, One Solution

Scar Tissue can develop in between muscles,  
ligaments, tendons from:

Overuse



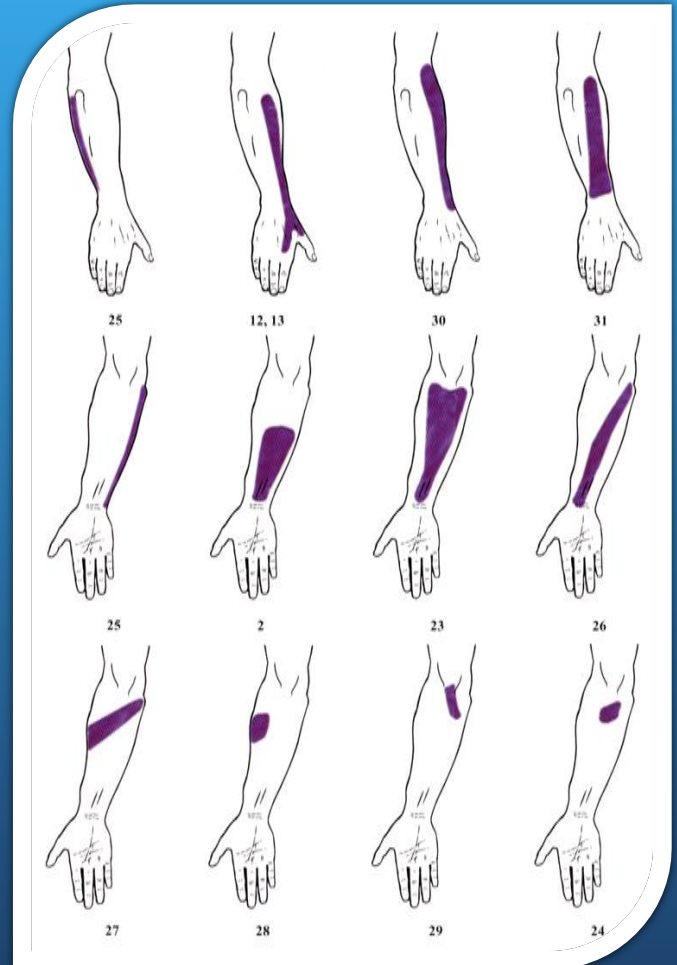
Strains



# Eliminate the Cause of the Symptom

## ART Care Process:

1. Recognize the symptom patterns.
2. Utilize the correct ART protocols.
3. Treat the complete condition.
4. Educate about proper stretches to prevent re-occurrence.





# What a Treatment Feels Like

- Extremely specific massage involving movement on behalf of the employee.
- Like the burn experienced while lifting weights.
- Some areas of the body feel good to get treated like hands, wrists, forearms, low-back. Other areas are not as pleasant, such as certain areas of the shoulders, elbows, and sciatic nerve.
- **BUT IT'S THE RESULTS THAT COUNT**



# What a Treatment Looks Like



[www.ARTC Corp Solutions.com](http://www.ARTC Corp Solutions.com) - 1 (866) 369-9182



# What is the Onsite Care Program?

The ART Corp Solutions Program is a highly evolved case management program that provides:

- On site ART care by highly trained and certified ART providers through the ART Elite Provider Network.
- Ongoing provider education and management.
- Coordinated client reporting and outcomes management.
- Employee education and prevention efforts.





# ART Success Rate at 105 Corporations (Jan-Dec 08)

CASES	10,113 employee cases: muscular aches, pains and discomforts.
SESSIONS	35,656 ART® sessions averaging 3.56 visits per case.
IMPROVEMENTS	93% improvement by employees.
COSTS	\$242.40 per case (average)



ART is currently providing services to 112 corporate clients across North America. More than 20,000 employees have resolved their muscular aches, pains and discomforts during the last four years (2005-2008)!

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# ART Success Rate by Age Group (Jan-Dec 08)

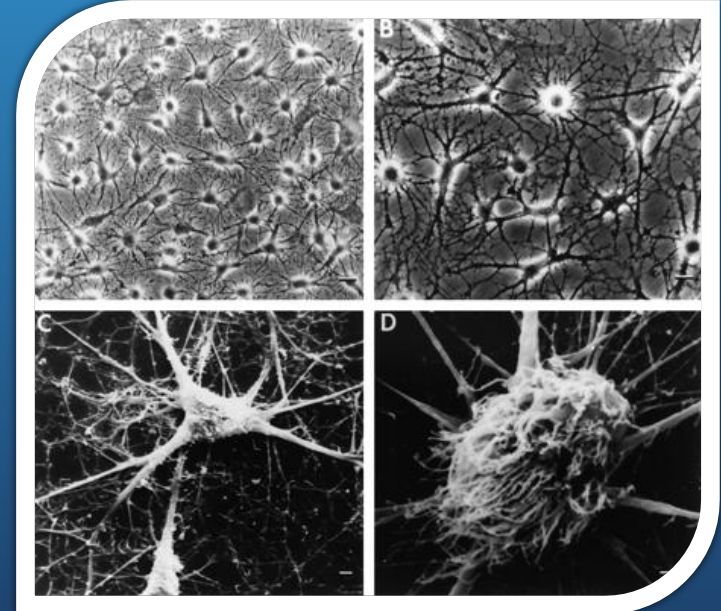
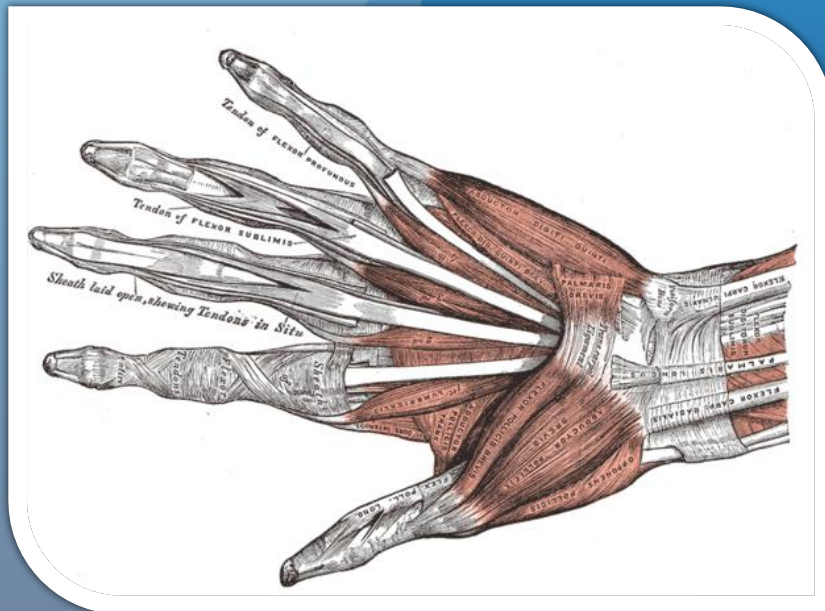
EMPLOYEES 25-34 (1631)	93% Improvement 3.21 visits per case.
EMPLOYEES 35-44 (2472)	93% Improvement 3.55 visits per case.
EMPLOYEES 45-54 (3242)	92% Improvement 3.68 visits per case.
EMPLOYEES 55 & OVER (1764)	92% Improvement 3.71 visits per case.



# AGING, FACIA & MYOFIBROBLASTS

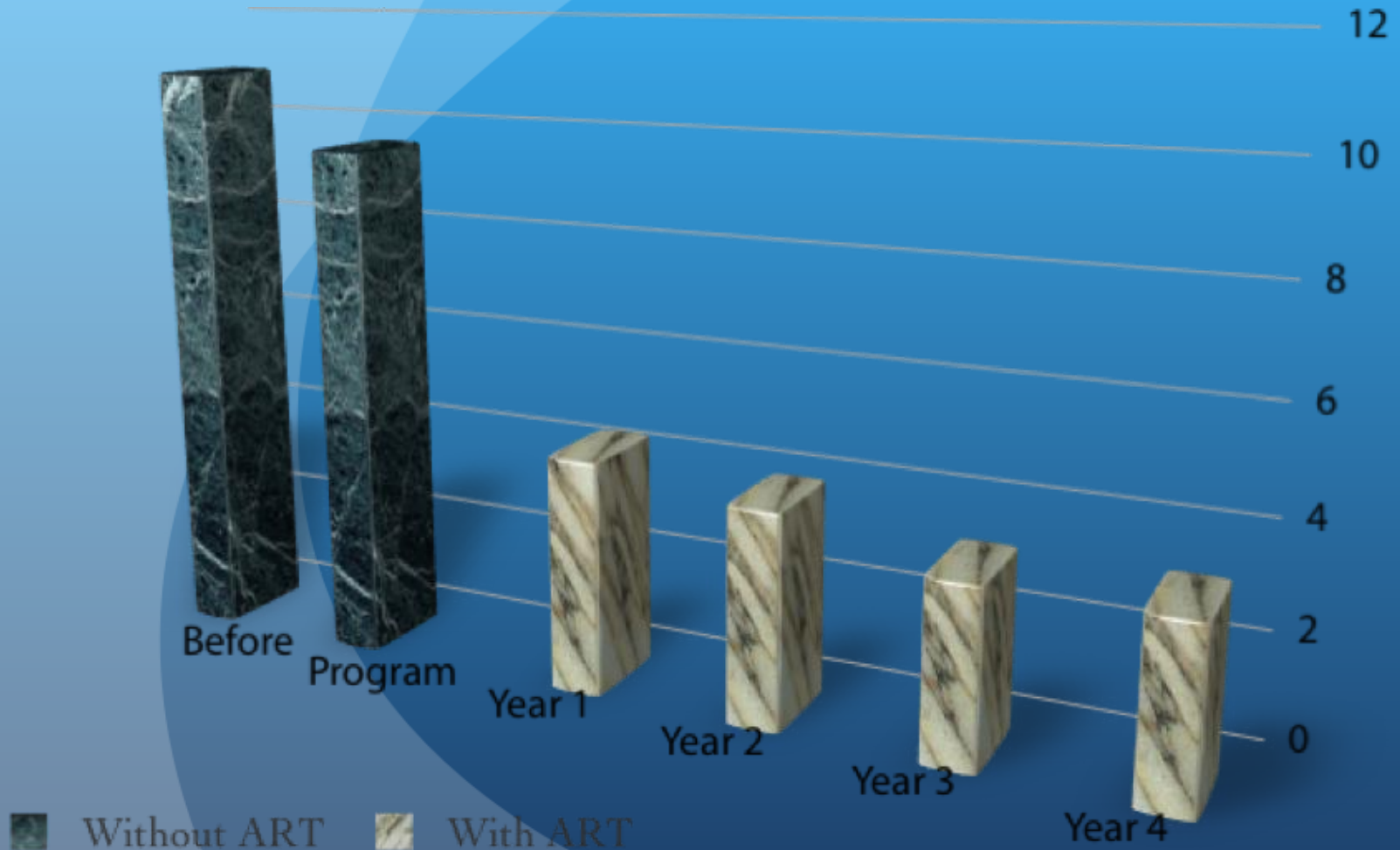
Our fascia can and does contract and relax.

For the aging workforce this is probably one of the most significant findings in the last 30 years.



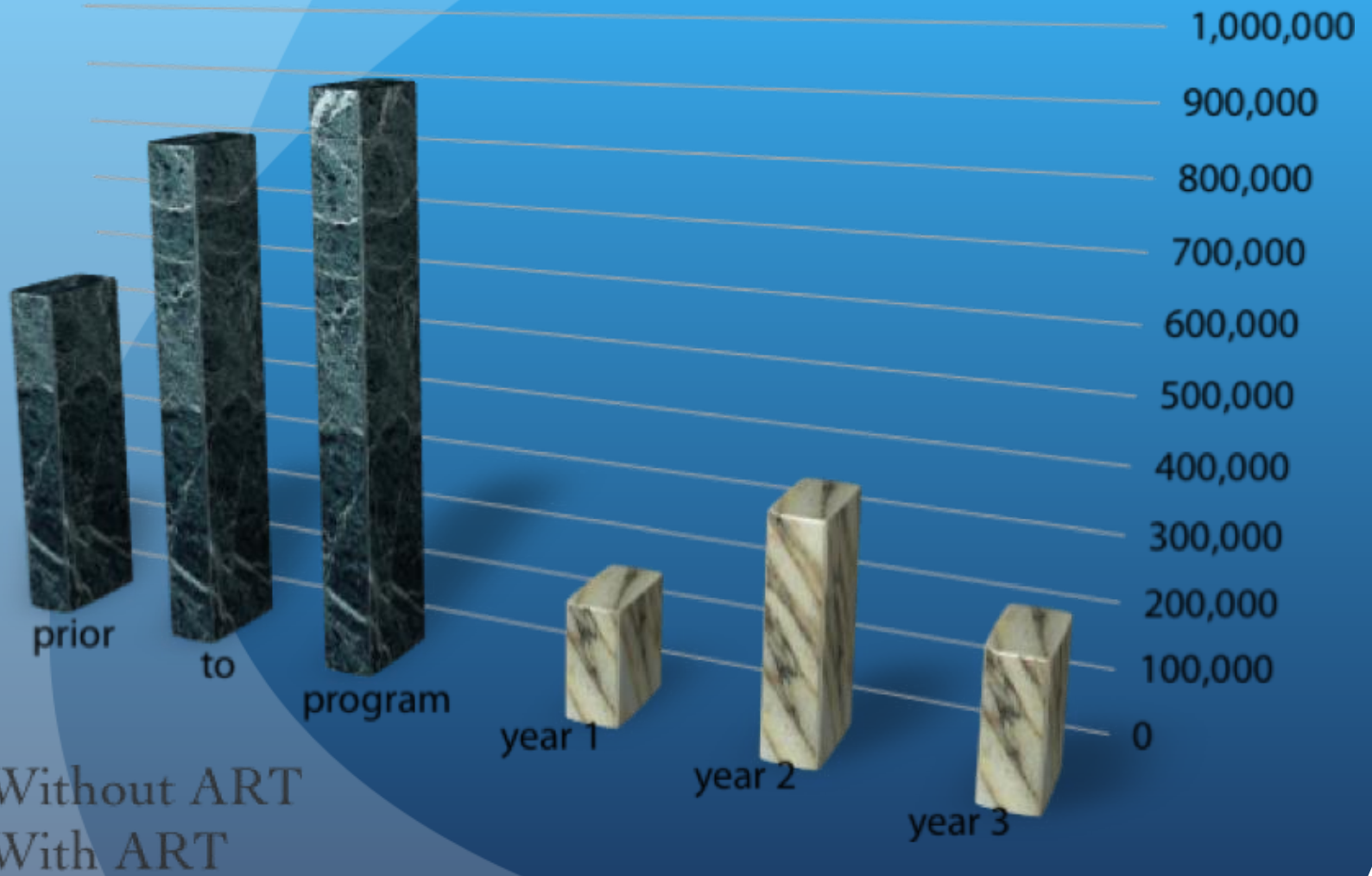


# OSHA Recordable Rate at Sanmina-SCI





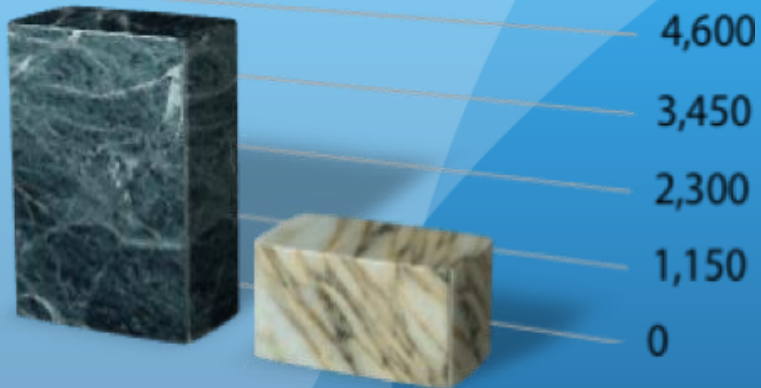
# Worker's Comp Cost at Sanmina-SCI



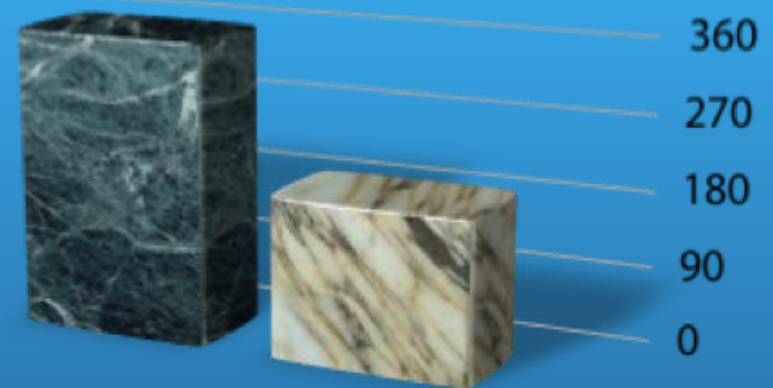
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# Cobe Cardiovascular Inc.



Days of Job Transfer or Restriction



Days Away from Work



WC Cost

# Time Away From Work





# OSHA Interpretation

“OSHA finds that ART is considered first aid for injury and illness record keeping purposes”

-Edwin G. Foulke Jr. - Former Assistant Secretary of Labor  
for OSHA

[ July 24, 2006 ]



# WHAT DO INJURIES REALLY COST?

(When they enter the Work Comp System—without ART)

Resource: **OSHA's SafetyPays Advisor** (at a 10% net profit margin)  
[www.osha.gov/dcsp/smallbusiness/safetypays/index.html](http://www.osha.gov/dcsp/smallbusiness/safetypays/index.html)

Injury	Instance	Direct \$	Indirect \$	Total \$	Addl Sales (Indir)	Addl Sales Total
CTS	1	\$24,695	\$27,164	\$51,859	\$271,645	\$518,589
Sprain	1	\$23,098	\$25,407	\$48,505	\$254,078	\$485,050
Strain	1	\$27,363	\$30,099	\$57,462	\$300,993	\$574,620

Direct costs: Lost time, reduction in productivity, medical costs, direct costs per event. (These costs depend on the companies WC Ins policy)

Indirect costs: Injured worker lost profits, co-worker time, management time, general losses, property losses, indirect cost per event. (The employer always pays the indirect costs.)



# What is the Return On Investment? (ROI)

- ART estimates that a manufacturing company utilizing ART for the recommended number of hours per week will realize a \$10 saving for every \$1 spent.
- A non manufacturing (white collar) company will realize \$3 to \$5 savings for every \$1 spent.
- This estimate is based on the difference between caring for symptoms early with ART vs. cases escalating and becoming recordable and workers' compensation injuries.



Michael Haefner  
SVP of HR for Sabre Holdings

Three years ago, while at Sabre Holdings (a white collar company), I brought ART on-site to treat soft tissue symptoms as part of a corporate wellness program to reduce our medical costs as well as reduce lost time due to injuries that occur both inside and out of work. **Our results were nothing short of amazing.**

During a one-year measurement period, Sabre achieved a **3X ROI** and extremely positive employee feedback. In addition, **workers comp claims for upper extremity conditions dropped by 54%**. Productivity gains and lost time reductions were significant but not tracked. Very positive effect on employee morale and engagement.

Sabre was **recognized as one of the 15 most fit companies in the US by Men's Fitness Magazine in Feb of 2008** (ART was recognized as a contributing factor).



# A Paradigm Shift: Reactive versus Proactive

The Value of the ART Soft Tissue Management Program is recognized when a company shifts the paradigm from reactive to proactive care for employees muscular health.

- ART is non-invasive, less expensive and results are fast.
- Client companies will realize a 50% to 90% reduction in OSHA recordable injuries and expenses in the area of soft tissue.



# QUESTIONS & Sample Sessions

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# The Law of Repetitive Motion

$$I \approx \frac{NF}{AR}$$

- I = Insult to Tissue
- N = Number of Repetitions
- F = Force required for each Repetitions
- A = Amplitude of each Repetitions
- R = Amount of Rest between each Repetition

# The Cumulative Injury Cycle

