

# DOCTOR'S CORNER

Robert G. Silverman, DC, MS, CNS, DACBN, CCN, CSCS, CIISN, CKTP  
"Creating Health for Future Generations Starting Now"

## Keeping YOU on the Leading Edge in Healthcare

Welcome to another edition of our newsletter.

The information that Dr. Silverman has compiled and written is aimed at educating, enlightening, and even inspiring you to a better and healthier lifestyle! This e-newsletter is also intended to keep you abreast with the most up-to-date information pertaining to chiropractic care and nutrition, keep you informed about our office's events and happenings, advise you on his seminars, and last but not least, to keep you in the loop with your favorite chiropractor and nutritionist!

### **PART I                      WHAT'S HAPPENING AT NEW YORK CHIROCARE**

#### 1) In-House Seminars

**When:** September 17<sup>th</sup>, 2008: 7:00 PM - 8:15 PM (and on every third Wednesday of the month)

**Where:** 280 Dobbs Ferry Rd., Ste. # 204, White Plains, NY 10607; ph: (914) 287-6464

#### **What: *Stop the Pain!***

With all the news about the devastating side effects of pain relievers, it's important to know about safe and effective natural alternatives that also promote healing

**Wow!:** All day on Talk Days - take 10% off all nutritional supplements, and 10% off all nutritional programs when you start on this day

**October 15<sup>th</sup> topic:** "Beating the Cold and Flu with Practical Natural Therapies". With every new year, comes a newer and stronger strain of the cold and flu virus. Find out how to avoid catching them, and treat them naturally if you do.

#### 2) Syndicated TV Program - *Get Healthy with Dr. Rob*

*Get Healthy with Dr. Rob* is the name of the syndicated television program that Dr. Silverman has been doing. These programs aim to inform and educate the general public about some of the most up-to-date findings, and some of the most talked about topics on nutrition and sports injuries. Dr. Silverman periodically invites doctors and other health-oriented leaders of their fields for interview sessions.

A) **New Castle Channel 75** - Broadcasted from Ossining to Valhalla  
Tuesdays, Thursdays and Saturdays from 7:00 - 7:30 PM

B) **Town of Greenburgh**  
- **Channel 75** Mondays from 6:00 - 6:30 PM  
- **Channel 76** 1<sup>st</sup> and 3<sup>rd</sup> Thursdays of the month from 7:30 - 8:00 PM

C) **White Plains Channel 76**  
Mondays from 5:30 - 6:00 PM

D) **Scarsdale Channel 75 or 76 (public access channel)**  
Wednesdays - multiple showings scheduled throughout the day. Please check for local listing

## Kinesio Taping®: The Rage at the 2008 Olympics

Dr. Silverman is one of the only 2 practitioners in the Westchester County who is a Certified Kinesio Taping Practitioner (CKTP), which certifies him to assess and apply the Kinesio Tape.

### What it is

Kinesio Taping® was developed 25 years ago to support the body's healing processes to restore normal function in myofascial tissues and joints. Kinesio Taping® (KT) uses a uniquely designed and patented tape. It is designed to mimic the qualities of the human skin and has roughly the same thickness as the epidermis, and can be stretched between 130% - 140% of its resting length. KT involves taping over and around muscles to assist and give support to prevent over-contraction, and helps facilitation of lymphatic flow for an entire 24-hour period. This Tape can be used for muscles, joints, lymphatic drainage, ligament/tendon and fascial corrections.

### Benefits of Application

- i) Normal muscle function. The Tape is effective for reconditioning the abnormal muscle tension and strengthening the weakened muscles
- ii) To assist in the removal of edema by directing exudates toward a lymph duct
- iii) To create more space by lifting the fascia and soft-tissue above the areas of pain/inflammation
- iv) Helps correct joint restriction and improve proprioception
- v) To align fascial tissue

### What can Kinesio Taping Treat

- i) Postural dysfunction/distortions
- ii) Any joint/muscle/ligament/tendon injury
- iii) Swelling
- iv) Fascial alignment
- v) Headaches
- vi) Neck pain
- vii) Shoulder injuries - rotator cuff, impingement
- viii) Elbow injuries - Golfer's/tennis elbow
- ix) Carpal tunnel
- x) Neck/lower back injuries
- xi) Herniated disc/sciatica
- xii) Hip injuries
- xiii) All running injuries - ITB, shin splints, plantar fasciitis
- xiv) Excellent for ankle sprains
- xv) Etc...

### Different from Commercial Tapes

- i) Kinesio Tape is latex-free and the adhesive is 100% acrylic and is heat activated
- ii) The 100% cotton fibers allow for evaporation and quicker drying, thus allowing the Kinesio Tape to be worn in the shower or pool without having to be constantly reapplied
- iii) Prescribed wear-time for 1 application is longer - usually 3 - 4 days
- iv) Lastly, KT can be applied to virtually any muscle or joint on the body

### Kinesio Taping® in the News

- i) Most recently at the 2008 Beijing Olympics:
  - a. Women's beach volleyball US gold-medalist Kerry Walsh
  - b. US women water polo team
  - c. Jamaica's track and field team
  - d. Spain's silver-medal men's basketball team

- ii) Women's tennis: Serena Williams, Justin Henin
- iii) PGA
- iv) PGA Jr. Tour
- v) Lance Armstrong/Discovery cycling team at Tour de France
- vi) David Beckham
- vii) Lance Armstrong at the New York Marathon
- viii) NFL - NY Jets
- ix) Division 1 athletics
- x) MLB - Seattle Mariners
- xi) Olympic training center

**Findings:** Subjects with shoulder pain and clinical diagnosis of rotator cuff tendinitis demonstrated an immediate improvement in pain-free abduction ROM (range of motion) after a therapeutic Kinesio Taping® application. (Journal of Orthopedic and Sports Therapy. Vol. 38)7\_, July 2008, p. 389-396)

*"Good health begins with prevention" Smart patient*

Dr. Silverman would love to hear from you. Feel free to send us an e-mail if you have any suggestions, ideas, comments, or if you have any relevant questions that you would like posted on the newsletter.

Please respond to [info@DrRobertSilverman.com](mailto:info@DrRobertSilverman.com)

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*Dr. Robert G. Silverman graduated Magna cum Laude from the University of Bridgeport, College of Chiropractic. He is a Certified Nutrition Specialist, Certified Clinical Nutritionist, has a Masters of Science in Human Nutrition, is a Certified Strength and Conditioning Specialist, and is a Diplomate with the American Clinical Board of Nutrition. Dr. Silverman is also a Certified Sports Nutritionist from The International Society of Sports Nutrition, and is a Certified Kinesio Taping Practitioner. He specializes in the diagnosis of joint pain and soft-tissue management and its treatments with an innovative, established and well-researched approach to non-surgical care, while incorporating proper nutrition protocols. He is board certified in Active Release Technique® (ART®), Graston Technique®, and cold-laser therapy. Dr. Silverman is a nationally known speaker, and has published numerous articles on treating and preventing sports injury, joint pain, and on nutrition, in addition to giving seminars on injury-related preventions, treatments and nutrition for various organizations and Fortune 500 corporations. He is a post-graduate instructor at the University of Bridgeport, College of Chiropractic. Dr. Silverman also serves as a chiropractor and sports injury consultant for basketball players, professional wrestling organizations, local, collegiate, and professional sports teams, professional tri-athletes, body-builders, martial artists and acted as the team doctor for the Amino Vital pro-cycling team. He serves as a member of the medical team of New York City's Triathlons and Marathons, Westchester Triathlon, multiple international Iron Man events, and local sports venues. Dr. Silverman appears on Westchester's channel 76 - Beyond the Game, as a sports injury consultant, and as a pain-management and nutrition consultant on radio 1460 AM, and as a health expert on 1230 AM "Ask the Expert". He has his own syndicated talk show on Westchester's channel 75 called "Get Healthy w/ Dr. Rob". In addition, Dr. Silverman was also a featured guest on Westchester's Channel 12 as their Nutritional Weight Loss expert and was also chosen as the national spokesperson for the Vitamin Ester-C.*

*Dr. Robert G. Silverman (914) 287-6464 e-mail: [info@DrRobertSilverman.com](mailto:info@DrRobertSilverman.com) website: [www.DrRobertSilverman.com](http://www.DrRobertSilverman.com)*