

Perfect awareness with Perfect Bounce

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COVER STORY

Dr Richa Singh receiving India Leadership Award 2019 for Best Specialised Physiotherapist in Bangalore at the hands of cine artist **Dia Mirza**

Enterprising physiotherapy exponent Dr Richa Singh wants to take its healing power to the grassroots level

BY SMITI JAIN NARAYAN

With the recently concluded World Physiotherapy Day on Sept 8, attention is once again drawn to healing through physiotherapy, with passionate exponent Dr Richa Singh expounding on its holistic power.

The enterprising lady has been extolling the virtues of this non-invasive treatment range for over a decade now. Meet the effervescent and supercharged Dr Richa Singh who has made it her life's calling to educate and bring about awareness of the tremendous potential of physiotherapy in dealing with chronic pain management. Modern day stresses and sedentary lifestyle have made people sitting ducks for a host of ailments and pains in varying degrees that assault them. Surgeries and invasive procedures are advised at the drop of a hat. And yet, explains Dr Richa, a majority of such cases can be treated without having to undergo the knife or resort to extreme medications, with some simple yet consistent physiotherapy tools that can alleviate even the most severe cases. The human body needs to be treated holistically and scientifically, harnessing the power of physiotherapy. No invasive surgeries, no costly hospitalisation bills, and certainly none of the associated side effects of knee-jerk reactionary medical practices.



Founder and Chief Physiotherapist at Perfect Bounce, the renowned Dr Richa Singh is now driven to take physiotherapy to the grassroots. While she specialises in sports physiotherapy and works closely with athletes and sportspersons, she has also been on a mission to popularise this genre of treatment so that it can percolate down to tier-2 and tier-3 towns and rural areas where awareness is non-existent or very low at best.

“Physiotherapy is still vastly under-explored wellness methodology in our country,” she laments. *“So many people go through their entire lives suffering, whereas a few rigorous sessions of physiotherapy is all that they may need to restore balance in their lives and free them from a disease that they have surrendered to due to lack of knowledge. So many unnecessary surgical interventions can be avoided if patients just opt for the right physiotherapy treatment!”* She is vehement and impassioned and pained at the lack of awareness on this whole treatment option that is globally acknowledged and used abroad increasingly, either as a standalone treatment or in conjunction with conventional treatments to speed up the process of healing.

“This is the difference I find in developing countries as compared to the developed and more advanced countries where they have embraced physiotherapy and actively recommend it to patients. But in India it is still a vastly uncharted territory and still has a long way to go before it becomes accepted as mainstream treatment.” A visionary to the core, Dr Richa dreams of this treatment percolating down to all categories of patients who can recover so easily and spring back to life unfettered with problems that they have learnt to endure rather than treat.

Physiotherapy takes a holistic approach to the human body with specifically targeted treatments with zero side effects. In India still people are opting for robotic surgery, for instance, which may be completely avoided. Even now people often think of physiotherapy as massages which is a maddeningly uneducated viewpoint, says Dr Richa. All pain and disease emanate from accumulation of toxins within the body due to poor lifestyle choices, stress of urban living,

pollution in our environment, and many other factors, many of which are in our control and also many which we have no control over. Minimising the ill effects of these toxins build-up and releasing them from the body is the main aim of physiotherapy, in order to restore balance and health, with advanced, scientific approach-based integrative physiotherapy which is the next level of healing.

Dr Richa Singh has worked with many international players like Ajay Jayaram, Ashwini Poannappa, Tanvi Lad, Parupalli Kashyap, plus many others from different sports and helps them in recovering from injuries, giving them a

perfect bounce in their sport. She is Chief Sports Physiotherapist at Bangalore’s well known Tom’s Badminton Academy, and has tied up with Indian Wheelchair Cricket Team and many running groups like Bhasin Sports. Dr Richa Singh has rich work experience at best known hospitals in India including Sparsh Hospital Bangalore, KEM Hospital Pune, Nanavati Hospital Mumbai, and others, with many prestigious certifications to her name, too long to list here! Her expertise lies in the specialised therapies of Dry Needling, Myofascial Release, Dry Cupping, Dynamic/ Sports Taping, Manual Therapy and sports injury. In a career spanning 10 years, she has made it her mission to not just treat people who are suffering from various ailments but also to spread the much-needed awareness of physiotherapy and the wonderful ways it can heal the body without any invasive procedures or surgeries. It’s a field that is waiting to be embraced by the people at large and she is doing everything in her power to create this awareness and promote it to the grassroots level. She is of the strong opinion that everyone can benefit from the power of physiotherapy if properly applied and wants desperately for it to percolate down to the lowest levels, villages and rural areas as well. In urban cities the awareness of physiotherapy is slowly picking up but even here we have only scratched the surface she feels. Knowing her passion to create awareness, she has been invited to give corporate talks at leading companies like Tata Technologies, Morgan Stanley, Times Inc and others, to sensitize and educate executives about the importance of ergonomic postures and the tremendous potential of physiotherapy to treat problems like



Dr Richa Singh with Olympic Bronze Medalist in Badminton **Ashwini Ponnappa**



Dr Richa Singh receiving the prestigious “Einstein of Physios” award from **Jaspal Rana**, Shooter & Arjuna awardee

chronic back pain, spinal injuries and other chronic problems that routinely assail the corporate crowd due to long hours sitting at the computer and other lifestyle related issues.

Dr Richa also wants to bridge the gap that exists today between



Dr Richa Singh seen here on the field with Captain of Indian Wheelchair Cricket Team **Somjit Singh Gaur**



Dr Richa Singh with **Mukesh Bansal**, Founder of Myntra and Curefit

supply and demand of trained and qualified physiotherapists who do it right. While the demand for physiotherapists is increasing in India, at present there is a dearth of quality sports physiotherapy care, and demand is expected to surpass supply in the future. The sports physiotherapy space has been growing at 10% to 12% every year with significant increase expected in the years to come.

Physiotherapy has a pivotal role to play in community rehabilitation in India.

Dr Richa Singh is driven by her passion to fill these gaps that exist in the physiotherapy space. Not one to rest on her laurels, she is 100% focussed on achieving her goal of making it an integrative health approach for all, pan India as well as globally.

PATIENT TESTIMONIALS

Sushil Kumar Bhasin:

"I have been to Perfect Bounce after all my Ultra Runs, 100k to 500k. Dr Richa Singh has magical hands. My body becomes very relaxed after each session with Perfect Bounce. Their other physios are also very effective. I recommend Perfect Bounce strongly!"

Charan Singh:

"Problems: I had ligament tear in right shoulder down till bicep, both right and left ankles, and behind the knee till the calf. Duration: 5+ years, I still have some pain in bicep and left knee, but much better than earlier. Measures: Did X-ray, MRI, CT Scan, showed to all possible places and spent money without hesitation. I kept playing with ongoing injuries until it came to a point that all medication and treatments became unresponsive. Recovery: I went to Dr Richa at Perfect Bounce, inspired by the movie Karate Kid, and in reality she is better than Jackie Chan! I am too afraid of her needles and felt victim of her cruelty, but today because of her I am way better than ever before. I wish I had met someone like her in 2013 when I had my first injury."

Vikram Raman:

"I do long distance endurance running, cycling, trekking and am crazy about adventure sports. My first visit to Perfect Bounce was in September 2017. Since I was suffering from terrible lower back and heel pain. Dr Richa Singh did my assessment, explained the treatment process and told me clearly there was no need to drop my sports passion which gave me a lot of confidence. After a few sessions, I was able to participate in 1200 km Cycling Brevet events. All thanks to Dr Richa's magical touch!"

Kaushek Bandyopadhyay:

"If anybody talks about physiotherapy, the first thing that comes to my mind is Dr Richa Singh. I had severe lower back pain since 2010 and had consulted 4-5 physiotherapists in Bangalore, underwent treatments of all kinds, but none helped me as a long term solution. But right after my first session with Dr Richa Singh, I was able to stretch more, bend more, my lower back felt lighter than ever and I was able to do things pain-free which otherwise would have caused a lot of pain. I had heard many patients had life-changing experience after getting treated from her, and now experienced it myself!"

DR RICHA SINGH'S IMPRESSIVE TRACK RECORD

- Founder of Perfect Bounce- vision of a pain-free world and a healthy India – an organization specializing in physiotherapy
- IAPWC, Bangalore District Head – Indian Association of Physiotherapy- Women's Cell – has done many healthcare camps, awareness programs, awareness of healthy life
- Dry Needling Instructor, conducted workshops in Singapore, Philippines and several states of India
- Chief Dry Needling Instructor at Kinesio Prehab Institute
- Pan India vision, with a global mission
- Invited for talks to promote healthy and conscious living among corporates and companies
- Worked with Olympic players
- Working closely with several healthcare start-ups
- Has received Best Physiotherapist Award in THERACON in 2018
- Ultra marathoner

Dr Richa emphasises, *"With physiotherapy, one can root out musculoskeletal problems without any medicines or surgery. In fact, physiotherapy can be faster than surgery, with quicker results. Whether it is the cost factor or the time factor, it's time people realised the tremendous benefits of physiotherapy."*

The next decade belongs to sustained healthcare that detours from the conventional forms of medicine and concentrates on what is well on its way to becoming a booming industry – namely, physiotherapy. But still a lot more awareness and education on the holistic power of physiotherapy needs to be disseminated across strata and traditional mindsets. Dr Richa Singh has dedicated her life to bring about a transformation in this mindset and spread awareness pan India. A staunch supporter of Prime Minister Narendra Modi's Fit India initiative, Dr Richa Singh aims to make physiotherapy too an integral part of making India a fitter, pain-free country. *Bounce back to life with Perfect Bounce!*



Dr Sanjiv Kumar Jha (IAP President) and **Dr Ruchi Varshney** (IAPWC Central Head) with **Dr Richa Singh** (IAPWC Bangalore Head), at Karnataka IAPWC event

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