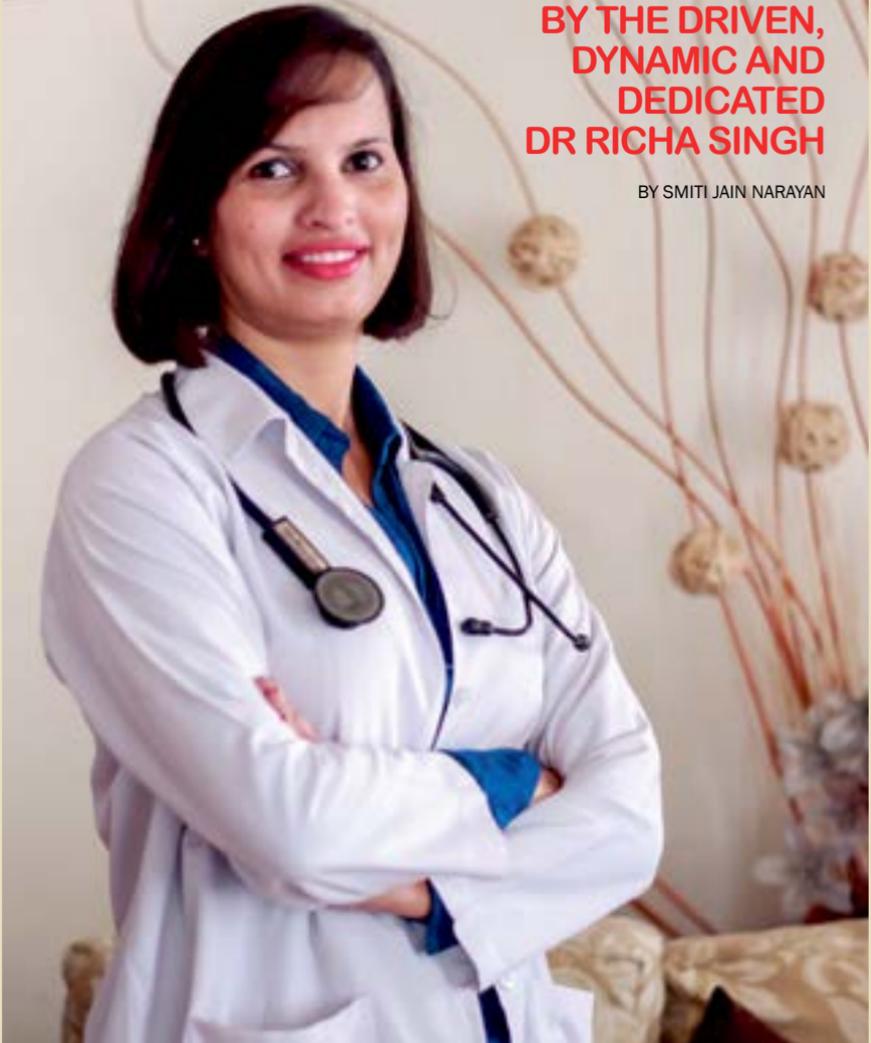


EXPLOSIVE POWER OF PHYSIOTHERAPY

BROUGHT TO LIFE
BY THE DRIVEN,
DYNAMIC AND
DEDICATED
DR RICHA SINGH

BY SMITI JAIN NARAYAN



Chronic pain management and the stresses of modern life can be released without going under the knife or resorting to extreme medications – this is the mantra that drives Dr Richa Singh and the philosophy that she so passionately expounds. Treat the body holistically, scientifically with the power of physiotherapy at your fingertips. No invasive surgeries, no costly hospitalisation bills, and certainly none of the associated side effects of knee-jerk reactionary medical practices that abound these days. Meeting Dr Richa Singh, Chief Physiotherapist at Perfect Bounce, is an enlightening experience. So much power, so much relief from chronic pains and problems, so much to gain with so little pain – and you wonder why you never discovered her before. “Physiotherapy is still such a vastly unexplored, or under-explored wellness methodology in our country,” she laments. “So many people go through their entire lives suffering things that they don’t need to. 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 simply surrendered to, most often due to lack of information. Even so

“Physiotherapy works as a preventive as well as a curative treatment”

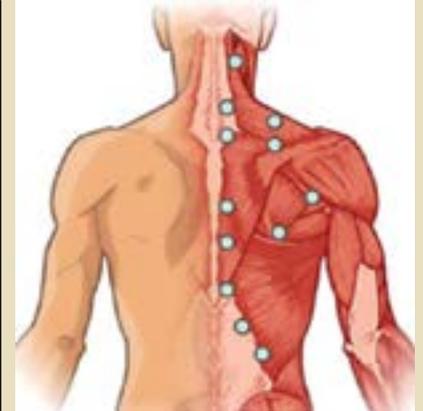
many unnecessary surgical interventions can be avoided if patients just opt for the right physiotherapy treatment!” She is vehement and impassioned and pained at the lack of awareness on this whole treatment option that is globally acknowledged and used increasingly, either as a standalone treatment 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.” Education and awareness on the effectiveness of physiotherapy is the need of the hour and slowly but surely the winds of change are afoot with dynamic and passionate exponents like Dr Richa Singh who has made it her life’s mission to popularise and proliferate the power of physiotherapy among the people across the spectrum, and not just a select few. A visionary to the core, Dr Richa dreams of this treatment percolating down to all types



KEY TREATMENT TECHNIQUES:

DRY NEEDLING

An intervention therapy to treat musculoskeletal pain that affects muscles and joints. The process involves insertion of small, monofilament needles directly into the tissue and manipulated to make the muscles relax, resulting in pain relief and improved body function.



CUPPING

A therapeutic treatment that involves placing glass cups on the skin, which create a vacuum, which allows the tissue to be drawn up into the cup. This increases blood flow, loosens connective tissue and stimulates healing.

MFR (MYOFACIAL RELEASE)

A hands-on technique which is very effective, and involves applying gentle sustained pressure into the myofascial connective tissue restrictions to eliminate pain and restore movement.

IASTM – INSTRUMENT ASSISTED SOFT TISSUE MOBILISATION

This is largely based on manual therapy skills and is a popular treatment form. IASTM uses specially designed instruments to provide a mobilising effect to scar tissue and myofascial adhesions.

SPORTS TAPING

Dynamic Tape designed to work mechanically, to alter movement patterns while absorbing load and re-injecting that energy back into movement. The tapes work neurophysiologically, interface with the skin to alter pain perception, address lymphatic drainage, and normalise neuromuscular function.

MANIPULATION, HVT & MOBILISATION

Manual therapy and soft tissue massage, High Velocity Thrust and joint mobilisation.





Dr Richa's goal:
**Integrative
 physiotherapy with
 global mission and
 pan-India vision**

often think of physiotherapy as massages which is a maddeningly uneducated viewpoint, says Dr Richa.

All pain and disease emanated 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.

There is also a concept of socio-psycho bio feedback that is used in physiotherapy, which is to make the pain leave the mind even after it has left the body! Many cases

of patients who can recover so easily and spring back to life unfettered with problems that they have learnt to live with rather than treat.

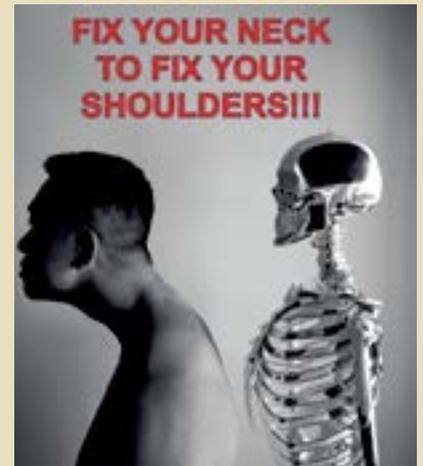
Worldwide, research has shown again and again that a vast number of patient problems can be cured or at the very least, reduced and relieved with certain proven techniques. Physiotherapy takes a holistic approach to the human body with specifically targeted treatments with zero side effects. In India still people are opting for robotic surgery, for instance, which may be completely avoided. Even now people



have been recorded where a patient is fully cured of a chronic pain in the body, but that pain refuses to leave their mind. This is similar to the ghost pain that is felt by a person, which is a well-known phenomenon. For example, a soldier who suffers a battle wound in his foot may continue to feel the pain of the bullet in his leg even after the leg has been amputated. In less extreme cases, patients often feed off each other's stories on their chronic pains and problems. So the system of socio-psycho bio feedback is a very crucial method to draw the patient's mind away when the physical pain has left his or her body.

These and many other such revolutionary concepts are what Dr Richa Singh is on a mission to make people aware of and popularise with the general populace as well and not just with the educated or privileged few. Her zealous efforts are concentrated on bringing these powerful physiotherapy treatments available to everyone down the rank, from the richest to the poorest, from the urban to the rural and from the aware to the unaware, equally and unequivocally.

More power to the bullish Dr Richa Singh, the lady with a vision and a mission to get physiotherapy its due, down to the grassroots level.



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