Practitioner programmes

TRAINING
The technique for practitioners.

MASTERING
Additional opportunities for clinics.

The Niel-Asher Technique™
The Niel-Asher Technique™ is a 'natural' method utilising the body's own healing mechanisms. No drugs, no surgery. It utilizes a specific sequence of manipulations to the shoulder joint and its soft-tissues. This sequence is like a recipe. It is basically similar for all cases, but varies according to the presenting symptom areas, and may vary during the course of treatment.

Does it work?
A breakthrough for the treatment of Frozen Shoulder Syndrome, The Niel-Asher Technique™ usually takes between 4-9 half-hour sessions to complete. At as little as a quarter of the cost of alternative methods such as surgery and injections, the patient receives far better treatment whilst the practitioner can earn approximately $1,500 per patient using The Niel-Asher Technique™.

9 out of 10 of the cases treated have demonstrated a full recovery of movement with no residual pain*. Mostly, the pain disappears within 2 to 4 sessions. (Please note that in a phase 1, post-surgical/traumatic or in a diabetic frozen shoulder this may take longer.) As any doctor who knows about Frozen Shoulders can tell you, this is a very impressive statistic. A hospital clinical trial (Addenbrokes) demonstrated significance, showing the technique to be effective over and above both standard physical therapy and placebo. The Niel-Asher Technique™ has not only proven itself in the medical world – hundreds of previous sufferers around the world have found permanent relief from Frozen Shoulder Syndrome, among them a number of celebrities:

'I am delighted to recommend Simeon's work, I am sure you will all gain benefit from his new technique for treating your frozen shoulders.'

George Michael
(Singer/Songwriter)

'My shoulder had been painful for many years! Now I can do semaphore with flags. Finally ships understand me.'

Eddie Izzard
(Comedian)

'Muff respec - to the MacDaddy of de shoulders.'

Ali G
Aka Sacha Baron-Cohen
(Comedian)

'I am happy to recommend his work to a wider public and wish Simeon well with his revolutionary new treatment for frozen shoulders.'

Victoria Wood
(Comedienne)

'Simeon's was the strongest, most powerful form of treatment I have ever experienced. I highly recommend him.'

Martin Kemp
(Actor and former lead singer of Spandau Ballet)

We will be happy to supply further, more detailed testimonials from previous patients on request. Some practitioners' experiences are included at the back of this brochure.

*1st 100 cases The London Frozen Shoulder Clinic

Why is it better?
Traditional physical therapies, including Osteopathy, attempt to improve the range of motion by forcing the shoulder through the blockage; this in our opinion can make things considerably worse. The Niel-Asher Technique™ works differently. In a frozen shoulder there is masses of inflammation; on top of this, the brain starts to recruit the 'wrong' muscles to move the shoulder.

How does The Niel-Asher Technique™ work?
The technique 'fools' the body/brain into healing itself by working one group of muscles against another in a choreographed sequence. The technique works on stimulating a specific neurological profile at both central, brain-cortex and local, reflex levels in the spinal cord. The treatment works neurologically, each session reinforcing the previous. We have invented and developed this technology and have called it Cortical-Neuro-Somatic-Programming (CNSP™).

What does it do?
The technique addresses the two main components of the patient's problem - pain and stiffness. Initially the technique aims to significantly reduce pain by treating the swelling around various shoulder tendons (especially the biceps tendon). Following this, the technique moves on to rapidly defrost and improve the range of shoulder motion. Patients generally see a tangible improvement in their symptoms with each treatment session.

A recipe, handed down to the next generation of practitioners.

TRAINING
The technique for practitioners

Everything you need to know

The course is comprehensive and extensive, with a vast range of material provided and covered; it really does constitute the entirety of knowledge and expertise in The Niel-Asher Technique™ - and a host of other shoulder-related indications as well. A significant portion of the course is supported and illustrated by DVDs; the rest comprises clearly laid out and innovatively designed textual documentation. There are conferences, seminars, and online support forums to consult with and share yours and others' experiences as you study - and later practise - The Niel-Asher Technique™. Here is a synopsis of the 8 day course; there is also an (optional) conference to attend once the course is complete.

Learn the technique, see the results.

Module 1- The Niel-Asher Technique™

Day 1

What is a frozen shoulder?
Background
Pathophysiology
Epidemiology
Aetiology
Natural History
Clinical Findings
Current treatment
Evidence base for current treatment
Conclusions on current treatment
Costs of current treatment

Anatomy
Practical

Day 2 - What is The Niel-Asher Technique™ and how does it work?

The Technique

Direct & Indirect Techniques
Trigger Point Inhibition
The basic moves - **DVD 1**
Step 1
Step 2
Step 3
Step 4
Step 5

Module 2 - The Case History

Day 1

The case history - **DVD 2**
Medical History
Signs & Symptoms
Analysing the case history
Examination of the Frozen Shoulder
Diagnosis – Anterior/Posterior and Lateral

Day 2 - Treatment

Anterior-Posterior-Lateral - **DVD 2**
The Lateral trigger points
Treating prone
Frequency of treatment

Prescribing exercise

Phase specific exercise programmes

Module 3 - Differential Diagnosis

Day 1

Differential Diagnosis – of the frozen shoulder

Differential Diagnosis – of other (related) shoulder problems

Day 2 - Other shoulder problems and The Niel-Asher Technique™

Rotator Cuff Tendinopathy – diagnosis and treatment
Osteoarthritis
Hemiplegic shoulder
Acromio-clavicular dysfunction
Biceps tendonitis
Triceps tendonitis
Reflex Sympathetic Dystrophy RSD
Subacromial bursitis and Impingement syndromes

Clinical Testing - how to perform them and what they mean - **DVD 3**

Module 4 - Troubleshooting

Day 1

FAQ's

Typical appointment sequences

Other shoulder problems and The Niel-Asher Technique™ - **DVD 4**

Day 2 - The complex patient

The difficult patient
The Diabetic Patient
The stuck patient
Intractable pain
Post-traumatic
Case histories
DVD videos of Simeon Niel-Asher treating a difficult/stuck patient

Treatment reactions

2-person techniques

NEW SKILLS, NEW TOOLS, NEW OPPORTUNITIES

Licensing and certification
At the end of the course you will receive your annually-renewable certificate which is your licence to practise The Niel-Asher Technique™. This may well count towards your CPD requirements (approximately 48 hours).

Ongoing support
You will also benefit from ongoing support through Seminars and workshops. A unique online practitioners' resource centre offering Q&A forum with Simeon Niel-Asher and other Practitioners, Case histories, Online training, Resource packs. New advances and developments will be available to you online, via our regular newsletter or through conferences/ workshops.

Know more, make more.

As well as your name being seen by 10,000 prospective patients a month, you will be able to generate business from your qualification at the point of treatment:

High margin treatment products
Niel-Asher Technique™ products will be available at a 33% discount to RRP from the online practitioners' shop. These include:

books
exercise sheets
illustrated exercise "prescription" pads
branded brochures
journal/article copies
DVD seminar notes
Rep bands
self-help products
various marketing materials and resource packs.

Billing your patients
We suggest that you charge between $150 - $180 for a half hour session; most cases will require somewhere between 7 and 12 sessions (most usually 10-12). This rewards you for training in The Niel-Asher Technique™ and the patient receives a considerably cheaper and more effective treatment than surgery.

Defrost Network
Once qualified, you will be invited to join our international 'defrost network'. This enables the furthering of bonds and increased support structures between licensed practitioners.

Website profile
Your name and contact details (plus a photo or logo) will be listed on the licensed practitioner pages of our website www.frozenshoulder.com for all to see.

Additional opportunities for clinics.

Mastering Seminars
If you want your clinic to become known as a centre of excellence in the treatment of a wide range of shoulder problems then the MASTERING programme is for you. It allows for a number of qualified practitioners via a clinic-wide licence and offers business development advice and marketing support. Moving from TRAINING to MASTERING is simple, too.

MASTERING gives you access to optional but highly recommended seminars. Comprising small working groups, these will answer your marketing and operations questions as well as workshops on Research, Branding and Networking. There will also be small, hands-on practice groups led by our most experienced trainers.

Extra help
The extra help you receive as a MASTER clinic will allow your business to confidently treat just about any shoulder complaint that comes through your door.

Patient referrals
Your clinic will becoming integrated into www.frozenshoulder.com, having its own page on the site providing details and photos as well as a direct e-mail link. As well as being seen by 10,000 prospective patients a month, anyone in your catchment area who signs up for our automated newsletters will be directed to your Practice. Press, media events or interviews with Mr Niel-Asher could also be used to give your Practice exposure. You will benefit from our media team that is continually promoting the technique and, where the opportunity arises, your Practice.

Branding
As a licensed MASTER clinic, you will be free to use all of the livery and branding that the Niel-Asher Technique™ offers. We will help with all that you require to reflect your Practice's membership of the Defrost Network in your locality, including links from frozenshoulder.com to your own website.

The results make it all worthwile.

WHAT THE PRACTITIONERS SAY

"Extensive"

‘Your method continues to prove successful, time and again. What continues to amaze me is the number of shoulder problems – other than frozen shoulder – that can be addressed and alleviated with the use of your method.’

Ann Szumanski - P.D.M.T - USA

"Ecstatic"

‘An amazing technique! I have used it on a number of my patients with amazing success! Up until now, I have referred such problems to local physios since I had such little success with them. Our patients are ecstatic. Thank you so very much!’

"Excellent"

‘Another success with your technique! A lady who has suffered for two years left-sided frozen shoulder and De Quervain's tenosynovitis - after treating her with about 10 soft tissue treatments (my old way), it hit me that she likely had chronic frozen shoulder, classic anterior.... One treatment later, she can now sleep on that shoulder and much less pain....she is astounded....and I am again humbled by your excellent technique.’

Dr. Kathy Versati - Chiropractor - Canada

"A miracle?"

'Thank you for your work in this area. I have dealt with many frozen shoulder problems over the years. The really bad ones end up having steroid injections or manipulation under anaesthesia. The worst case I ever had came to my office last year.

She had zero range of motion and any movement created unbelievable pain. I recommended the above treatments because her situation looked impossible. She refused. I began to work with your technique. Three weeks later she was out of pain completely. Three and a half months later she had a full ROM.
What can I say? A miracle.'

R. W. DC, FIAMA

"Success"

'I have had great success with clients with frozen shoulders. A client with bilateral shoulders is completely free from pain and has greatly increased mobility; after only 8 sessions, he says he has forgotten about the pain he used to have and occasionally stretches out to reach something without thinking. This treatment is wonderful.'

V.S. - Therapist, UK

"Wonderful"

‘My husband and I are massage therapists; David relieved my FS within a few weeks. In our Practice we see many people with FS and we have been extolling the virtues of your technique and the wonderful results.

Once again THANK YOU for assisting my body to re-gain its mobility.'

Trisha and David Seymore - Massage therapists

See what others think of it.

THE PRACTITIONER PROGRAMMES
The next step

Please contact us for pricing information.

Who can apply
The TRAINING & MASTERING programmes are open to the following registered practitioners:

Medic (MD)
Osteopath
Physiotherapist
Chiropractor
Massage Therapist
Acupuncturist
Other disciplines - please enquire.

NB All practitioners/their practices must be able to submit evidence of current indemnity insurance and will be required to sign a licence agreement.

Terms and Conditions - Payment and renewals
Payment can be by cheque, credit card or instalments. Cancellation after registration will result in a 25% administration fee. You will receive a reminder a month before your annual renewal fee is due for payment.

Maintaining your certificate
As part of our ongoing attempts to improve our service to patients and practitioners we regularly send patients questionnaires about their treatment. Like all healthcare professionals, we are keen to maintain the highest professional standards of procedure and patient care; if a practitioner is reported to have fallen below an accepted standard they will be offered mentoring and/or may be asked to leave the register. Non-payment of licence fee will also result in removal from the register.

How to apply:
If you are ready to book a course, please contact:
Julia Spicer, the course registrar at **registrar@frozenshoulder.com**

Or, if your queries relate to business development issues and opportunities, please contact:
Jamie Pearson, our business development manager at **jamie@frozenshoulder.com**

The ingredients you need to put in.

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