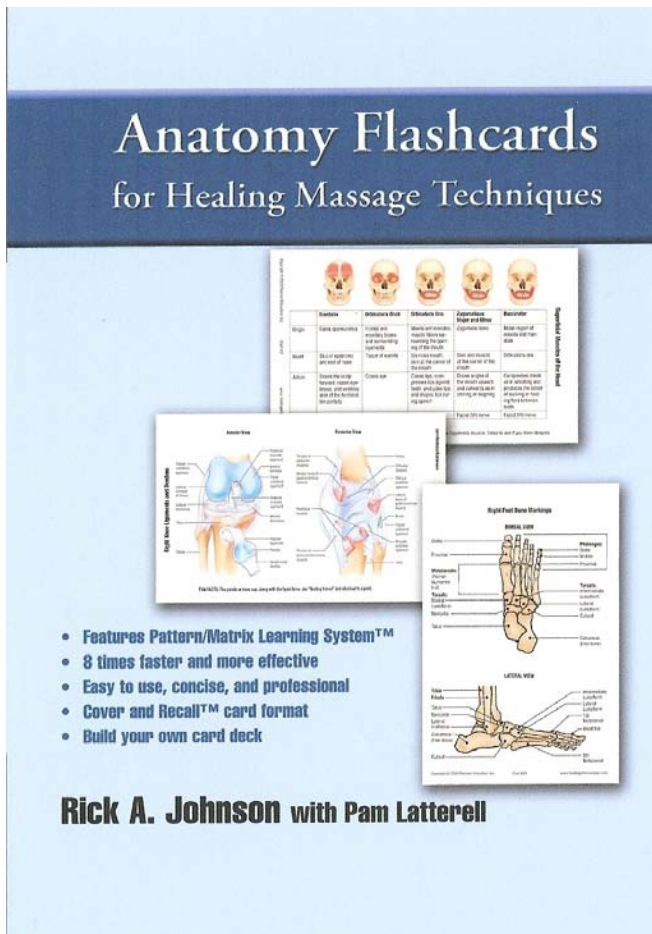


Anatomy Flashcards for Healing Massage Techniques by Rick A. Johnson

Upper Saddle River, NJ and Prior Lake MN – Pearson Education/Prentice Hall, the world’s leading educational publisher, and the Healing Arts Center, an industry leader in clinical massage and bodywork, are pleased to announce the release of **Anatomy Flashcards for Healing Massage Techniques**. **Anatomy Flashcards for Healing Massage Techniques** illustrate essential information for any health care professional, including anatomy, physiology, palpation sites, synergistic muscle group demonstrations, and joint/ligament details. These innovative flashcards feature the Pattern/Matrix Learning Systems™, where information on each side of the card is displayed together with illustrations. Experts claim that this system can be eight times faster and more effective than rote memorization flashcards that contain less data per card and require constant flipping back and forth. In addition, Johnson’s flashcard layout better facilitate adult learning methods like Cover and Recall™ and anatomy games such as fill-in-the-blank, hangman and Jeopardy. Johnson’s flashcards retail for \$19.95, ISBN# 0-13-233468-2 (ten digit) or 97-8013233468-6 (thirteen digit), and are also available in value-packs with some of Pearson/Prentice Hall’s top selling textbooks. Schools and customers can place orders through one of Pearson/Prentice Hall’s 3,000 sales representatives, at the www.prenhall.com website or by calling customer service at 800-922-0579. Be sure to indicate the following textbook titles and associated value-pack ISBN#s for discount pricing.



★ **Tappan's Handbook of Healing Massage Techniques: Classic, Holistic and Emerging Methods, 4/E** by Patricia J. Benjamin and Frances M. Tappan, ISBN#s 0-13-159018-9 or 97-8013159018-2

★ **Medical Terminology: A Word-Building Approach, 6/E** by Jane Rice, ISBN#s 0-13-235471-3 or 97-8013235471-4

★ **Essentials of Anatomy & Physiology, 4/E** by Frederic H. Martini and Edwin F. Bartholomew, ISBN#s 0-32-150840-8 or 97-8032150840-9

★ **Anatomy and Physiology for Health Professionals: An Interactive Journey** by Bruce J. Colbert, Jeff Ankney and Karen Lee, ISBN#s 0-13-512988-5 or 97-8013512988-3

★ **Essentials of Human Anatomy & Physiology with Essentials of InterActive Physiology CD-ROM, 8/E** by Elaine N. Marieb, ISBN#s 0-32-151019-4 or

97-8032151019-8

Healing Arts Protocol by Rick A. Johnson

Johnson has also documented the **Healing Arts Protocol**, in the July 2006 issue of MASSAGE Magazine, www.massagemag.com. The Healing Arts Protocol is a defined, step-by-step approach to providing healing massage techniques; see **Ten Steps at a Glance**. This ten step protocol allows the therapist to identify problematic areas, treat associated soft tissue (e.g., muscles, tendons and ligaments) and document results. Further, the protocol helps integrate multiple healing massage techniques like Swedish massage, shiatsu, sports massage, myofascial techniques, acupressure, trigger point therapy, deep tissue/muscular therapy or others into a multi-modality methodology for **Area Specific Treatments**.

TEN STEPS AT A GLANCE

Step 1, Client History – Complete health-history forms and review treatment history and documentation from doctors and specialists. Complete client interview and initiate S.O.A.P. notes.

Step 2, Analysis and Testing – Identify affected muscle(s), muscle groups, and areas of pain / dysfunction with postural analysis, range-of-motion testing, resistance testing and Asian testing methods.

Step 3, Warm Tissue – Start by gently massaging areas to be treated to give the client a comfort level with touch. Then use any number of techniques to warm the muscles, using light to moderate pressure.

Step 4, Stretching – Proprioceptive Neuromuscular facilitation (PNF) is very effective. Active isolated stretching is another highly effective method.

Step 5, Treatment of Muscles – Treat shortened muscles with trigger-point therapy, myofascial release, muscular therapy, acupressure, shiatsu and other types of deep-tissue massage. With deep-tissue massage, clients might actually feel sore for a couple of days.

Step 6, Treatment of Attachments (tendons and ligaments) – Reapply deep-tissue treatments, adding treatments to scar tissue and adhesions. Use resistance testing to isolate pain and dysfunction of attachments (tendons and ligaments).

Step 7, Reassessment and Stretching – Reapply advance stretching and palpation techniques. Check for bilateral range of motion (ROM) and muscle tension. Asking questions is part of this step as well (Repeat steps 3 to 6 as needed).

Step 8, Closing of Treatment – Use energy therapy such as Reiki, healing touch, spiritual healing and qigong, Chinese energetics, polarity therapy and myofascial unwinding to promote the client's overall health and well-being.

Step 9, Wellness Coaching – Finish with supplemental care. Examples include applying an ice pack, providing therapeutic products or recommending home-care. Incorporate movement awareness, including coaching, exercise, weight-training, stretching and/or referral to another trained professional.

Step 10, Post-treatment and Follow-up – Complete post-treatment evaluations and S.O.A.P. notes. Follow up by phone or some other agreed-upon manner.

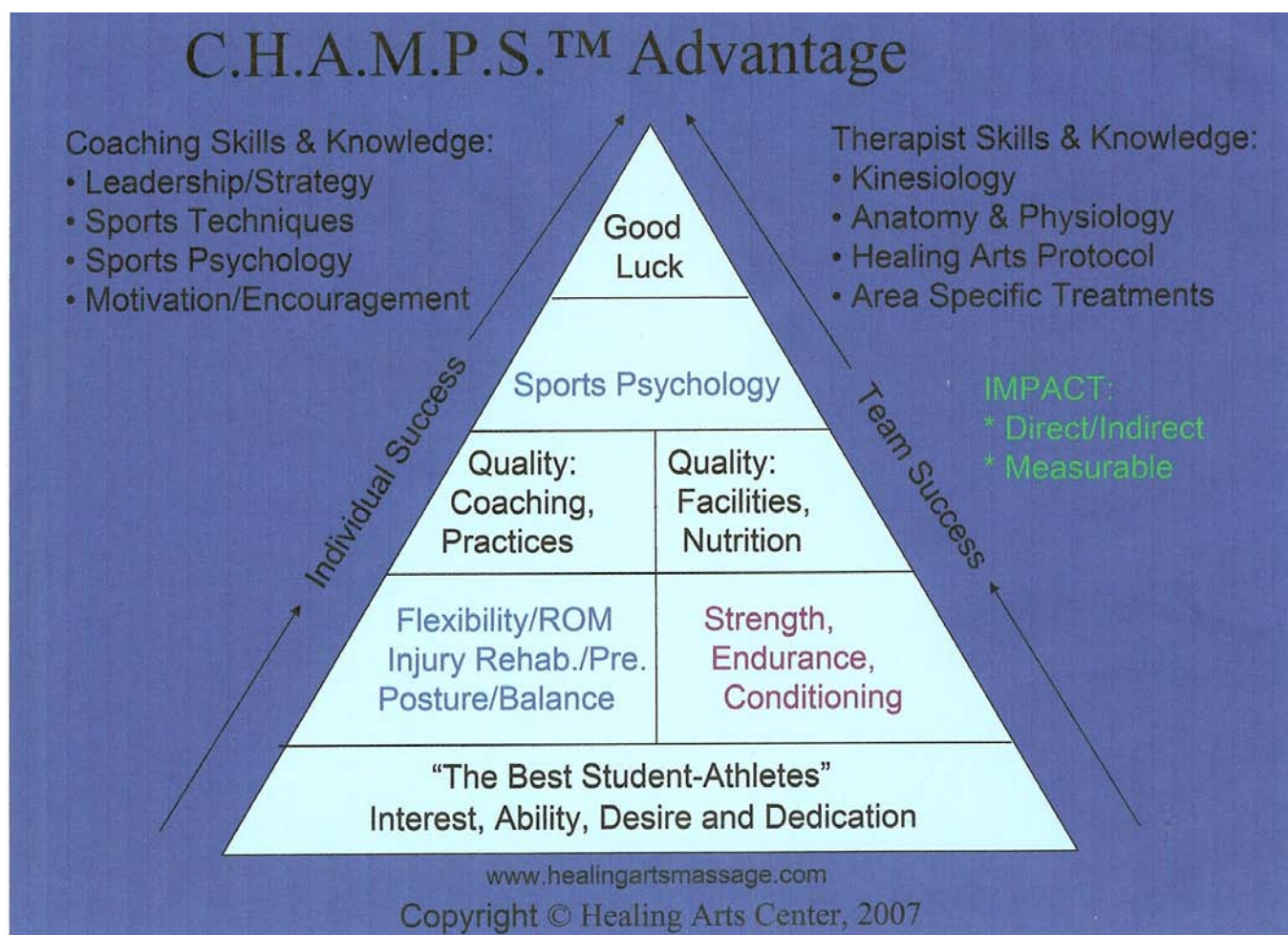
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C.H.A.M.P.S.™ Intellectual Model by Rick A. Johnson

The Healing Arts Center is now promoting a new intellectual model for athletes, coaches and teams called **Care, Healing and Athletic Maximization Program for Sports (C.H.A.M.P.S.)™**, see illustration. Preliminary research, using goniometric measurements before and after 3 to 4 one hour treatments, indicates the following:

- ★ Increases of “chin tuck” ROM from 11% (7°) to 50% (28°), averaging 30%
- ★ Increases of left/right neck flexion ROM from 5% (2°) to 46% (19°), averaging 30%
- ★ Improvements in forward head posture from 0% (0°: ideal) to 100% (25°), averaging 46%
- ★ Improvements in left/right, internally rotated, hand posture from 0% (0°: ideal) to 151% (53°), averaging 63%

Healing massage techniques with the **Healing Arts Protocol** and **Area Specific Treatments** indicate expedited injury rehabilitation / prevention, improve flexibility / balance and positive influences on strength, endurance, conditioning and sports psychology.





Rick A. Johnson is the owner and lead therapist at the Healing Arts Center. Johnson earned his Master's degree from Metropolitan State University. Johnson is certified by the National Certification Board of Therapeutic Massage and Bodywork (NCBTMB), Sr. Rosalind Gefre Schools and Clinics and the City of Prior Lake. Johnson specializes in working with high school and college athletes. Co-author, Pam Latterell has training and expertise in physical therapy, athletic training and orthopedic massage. Latterell is an active instructor and former director of a massage school in St. Paul. Johnson and Latterell have published **Anatomy Flashcards for Healing Massage Techniques** (PEARSON/Prentice Hall), **Healing Arts Protocol** (MASSAGE Magazine), **Prevention and Care of Wrestling Injuries** (theguillotine.com), **Healing Arts Handbook** and **Healing Arts Techniques Flashcards**.

Seminars for the **Healing Arts Protocol™** and **Area Specific Treatments** are available at www.healingartsmassage.com or by contacting the Healing Arts Center at 952-447-3636. **Healing Arts Protocol**, **Healing Arts Seminars** and **Care, Healing and Athletic Maximization Program for Sports (C.H.A.M.P.S.)** are registered trademarks of the Healing Arts Center, www.healingartsmassage.com. **Pattern/Matrix Learning System** and **Cover and Recall** are registered trademarks of PEARSON/Prentice Hall, www.prenhall.com, and the Healing Arts Center, www.healingartsmassage.com. Media contacts for this press release are Mark Cohen, Senior Editor, Pearson/Prentice Hall @ cohen@prenhall.com or 201-236-7906 and Rick A. Johnson, CMT/MBA/NCTMB @ healingartsprotocol@gmail.com or 952-447-3636.