

SRA Update Newsletter

Hello Friends,

We have been very busy these last several months! We're expanding our facility, creating new support programs and products, travelling the world to use SRA on clients and athletes, and of course, developing the SRA Protocols to deliver even greater results!

One new development involves using the SRA IP Thermoscan unit not just to locate indicator points, but also to find the specific muscle attachment points as you work the ASR pattern. It's pin point accuracy eliminates guesswork, prevents excess wear and tear on your hands and decreases discomfort to the client/patient.



Manual palpation to locate attachment points

This issue has lots of news, information and products designed to help you enhance your practice improve your results and offer your clients and patients the best possible care.



Using SRA Thermoscan to locate attachment points

*Enjoy and Explore!
Dr. Frank Jarrell*

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Dr. Frank Jarrell travelled to California in February 2007 for the Tour of California to use his SRA Performance Protocols on the entire Discovery Channel and members of the Toyota United Teams!

Levi Leipheimer who won First Place, Jason McCartney - Third, Tom Danielson, Ivan Basso, George Hincapie, Antonio Cruz, Brian Vandborg, and even some of the support staff lined up each night to get their share of the benefits of SRA.

Dr. Frank also worked with members of the Toyota United Team, 2005 US National Champion Chris Wherry, Henk Vogels and Heath Blackgrove.

Working in general to increase power output, ROM and endurance, inter-stage recovery, and with each athlete specifically to correct or alleviate the issues and pains that confronted them, Dr. Frank worked late into each night consistently delivering the almost unbelievable relief and results we have come to expect from SRA. Based on his findings with each athlete, he recommended specific exercises from his SRA Core Strengthening program, to help them maintain the gains they realized with SRA treatment during this race.

Travelling between stages, Dr. Frank spent his time problem solving and exploring new directions with SRA to continually enhance the effects of SRA for these riders. One very promising technique involving up and down regulation of Sympathetic and Parasympathetic Nervous Systems to match performance goals was discovered during this race. Dr. Frank continues to explore and refine these concepts for inclusion in the ever expanding SRA Education system.

These benefits are powerful and exciting to the athletes and the practitioners who work with them, but these powerful benefits are available to anyone who uses SRA. Each and every one of your clients, athlete or not, can experience pain relief, greater range of motion, freedom of movement, improved balance and coordination, increased energy and less fatigue during activity.

SRA Core Strength and Stability Exercises Developed by Dr. Frank Jarrell for your Patients and Athletes



Tom Danielson of Discovery Pro Cycling Uses SRA Core Exercises!



Benefits include:

- Increased Range of Motion
- Increased Power
- Efficient and Smoother Joint Motion
- Faster Recovery
- Greater Balance
- Reduced Risk of Injury

Now Available on DVD in a Kit for resale to your patients and clients!



Kit includes:

- **SRA Core Exercise DVD** (2 hrs 27 min.)
Pro-Cyclists Tom Danielson, Shonny Vanlandingham, Todd Wells, Kristin Danielson, Chris Wherry, Kristi Lewis and Troy Wells

- **Therapeutic Exercise Band** - utilized in this program

SRA Core Exercise Kit \$69.95 Retail
Available in bulk orders.
Discounts for resale to patients.

Spinal Reflex Institute Intl is expanding!

The Spinal Reflex Institute is expanding to encompass more facility space for on site classes, our Internship Program, and demand by patients and practitioners for SRA treatment at our Durango facility.

In the coming years we will be scheduling most of our SRA Basic and Advanced Seminars here in Durango, as well as all of our Internship Programs. We will also be adding a variety of new courses that build on and support Basic and Advanced SRA, and adjunct movement and therapy programs.

We are continuing with our SRA Self Care Clinics for practitioners and their family members to come for assessment and treatment of specific issues, and are now offering in clinic appointments with Dr. Jarrell for your 'unresponsive or difficult' cases. As their practitioner, you can refer your clients and patients that are particularly unresponsive or difficult to assess, to the Institute for advanced assessment and care. This opportunity offers you and your client a powerful ally in achieving the best possible results.

First Internship for "SRA Certified Health Care Specialist" a success!

Our first Internship for Certification was held in March and was a great success. Outside of the SRI Staff, we now have our first 3 SRA Certified Health Care Specialists. Each Intern program is limited to five students. Our August program is nearly full and we will offer a June session to accommodate demand.

Dedee Gilbertson, MT, HCS, of Lincoln NE, Joan Vogt, MT, HCS, of Elmwood NE, and Ben Acree, DC, HCS, of Fort Dodge IA all successfully completed a rigorous 5 day program and received their SRA Health Care Specialist (HCS) certification.

The program included thorough review of level 1 and 2 material, in depth skills testing, advanced assessment, treatment, case management and support protocols, and lots of hands on treatment, case studies and one on one with Dr. Jarrell in a clinical setting. The program not only teaches many new concepts and skills, it is designed to thoroughly test knowledge and application of SRA Protocols, case management, and allows each Specialist to represent SRA at it's finest.

Our next Internship programs in 2007 are scheduled for July 16-20, August 6-10, 2007 (only 2 seats left) and October 8-12, 2007. All Internships are limited to 5 students and it is recommended that you register early before seats are taken.

New Products Reg / InClass

Minimal Classroom Package

ThermoScan+Flip Charts \$375/\$249

Office Package

TS+PDA+Charting Software+Table Mount+6 months updates \$949 /\$849

Clinical Package

TS+PDA+Chart/Test/Doc Software + Kybrd/Mouse + 6 months updates
\$1500 \$999

Educational Package

TS+PDA+\$ Modules 1-4 (L1, L2, Test/Doc, Exercise)+Kybrd/Mouse Video/DVD Unit, DVDs, Support
\$3995 /\$250 class discount

Add ons

- a. Kybrd/Mouse \$249
- b. Table Mount \$99
- c. Video/DVD Unit \$799
- d. Wall Mount System \$250
- e. Software Upgrades \$399
- f. Software Support and upgrades (annually) \$250
- g. ThermoScan \$225
- h. Exercise DVD Kit 69.95
- i. Pre-Certification Course Fee \$450
- j. Internship (5 day) \$2000



2 *Packages for every budget & practice preference*

Using Support Strategies for Your Clients/Patients

There are several good reasons for using support strategies with your clients and patients. When appropriately selected and carefully followed, they can bolster the results of your therapy or treatment sessions, improve client/patient response, provide the client / patient with tools for self maintenance and increase their satisfaction and confidence in you and your care. Financial benefits to you as a result of this can be increased referrals and direct revenue from sales of support products and training services.

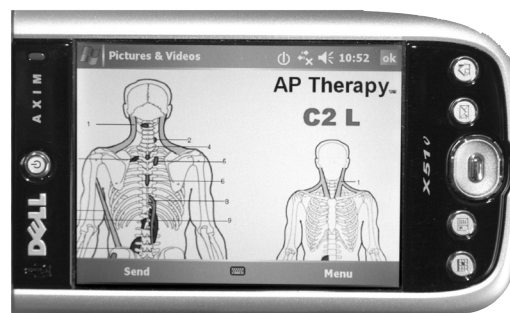
Some examples of valuable support strategies are nutritional supplements, core strengthening exercises and postural and ergonomic assessment and correction. Each of these strategies, when appropriately selected, improves the overall outcome of their care and empowers them with tools to help manage aspects of that care at home.

Dr. Jarrell has always understood how important it is to educate and empower patients to achieve the best possible results in their health care. He has utilized a variety of successful support strategies to this end, many developed directly out of his work in Spinal Reflex Analysis. For example, SRA Core Strengthening Exercises are specifically designed to strengthen and stabilize the core muscles of the spine and help reduce the effects of ASR's. When properly performed, these can significantly improve function and comfort.

Two very important points to remember when using support strategies with your clients, 1: Stay within the Scope of Practice for your profession. It is critical that you do not extend beyond your field of expertise, experience and training. (Our SRA Level 2 training thoroughly covers exercise and ergonomic support strategies and how to implement them.) And 2: Select products and programs from sources you trust to be safe and reliable.

SRA Charts Now Available on PDA

Compact and easy to navigate, keep your SRA Treatment Charts with you always. Office Pack comes complete with ThermoScan, Table Mount & 6 Months Updates

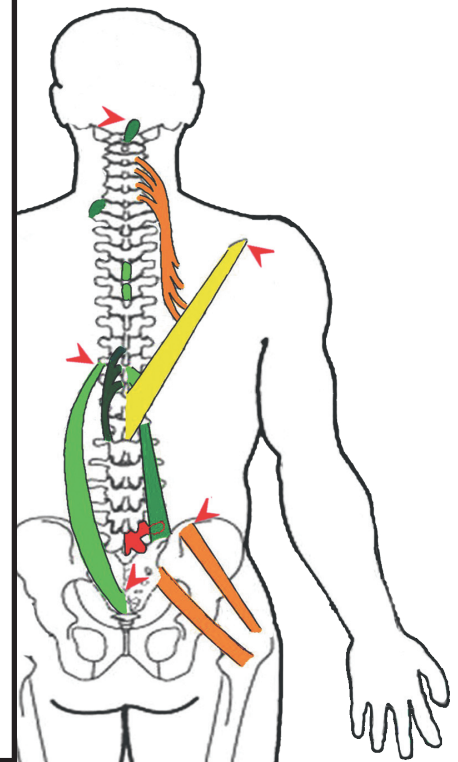


Office - ThermoScan +PDA+Charting Software+6months updates
Reg \$949 In Class \$849

Set Yourself Apart with SRA Training!

“When all the other doctors around the team and at the hospital were saying ‘you have a bruised vertebra, you will have to go home,’ it was great to see SRA and the patterns go to work and eliminate the problem immediately.”

Tom Danielson, Discovery Channel Pro Cycling, Vuelta de Espana 2005



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Two Paths to "SRA Certified Health Care Practitioner" Certification now offered.

There are now two paths available to those of you who want to train for SRA Health Care Specialist (HCS) Certification, that allows you prepare for the Internship with seminar training or self-paced home study, whichever you prefer.

Path 1 - A. Complete SRA Level 1 Basic and Level 2 Advanced Seminars
 B. Complete 5 day Internship for Certification

Path 2 - A. Complete SRA Self Paced Training Program (6, 12 & 18 month options)
 B. Complete 5 day Internship for Certification



SRA Core Strength and Stability Exercise Program Now Available on DVD

Developed by Dr. Frank Jarrell SRA Core Exercises are significantly more effective because they evolved directly out of years of high impact injury recovery application, axial spinal reflex therapies, and pro-athlete performance. These exercises are fast, efficient, can be used anywhere, and are highly effective for stabilizing and strengthening the spine, arresting the axial spinal reflex, and increasing power, endurance, and recovery. They can be used for all ages, all skill levels, and will show notable effects in as little as three days. Used as general exercises, or detailed for specific performance by your SRA trained provider, SRA Core Exercises are a critical part of a winning health care strategy!

The Kit, which includes the 2hr 27 min DVD and Deluxe Therapeutic Band with padded handles is available in bulk orders (5 or more) at a discount for resale to your patients and clients.

SRA - The Complete Package!

- **Powerful**
- **Precise**
- **Reproducible**

Spinal Reflex Analysis Health Care and Performance

Protocols set a new standard in patient outcomes!



SRA Complete Self-Paced Training Package!

*For less than the cost of traveling to a distance seminar you can learn Spinal Reflex Analysis in the comfort of your own office! **

Kit includes: SRA Software, PDA, LCD-VGA Monitor w/ DVD & TV, Bluetooth Keyboard & Mouse, Hand-Held ThermoScan, Educational Modules 1-4, Evaluation and Testing Support and all materials. (over \$2000.00 in equipment!)

Modules include: SRA theory, assessment, techniques, documentation, physical testing, strengthening, research and case management.

\$3995.00 Complete

Complete your program in 6, 12, or 18 months for as little as \$399.00 down. Easy payment plans available.

* Estimated expenses for comparison include airfare, auto lease, hotel, food, course fee, materials and lost income totalling \$5-\$7,000 if you travel to continuing education seminar.

SRA Calender of Events

May 5-6 Glenwood Springs, Colorado / Level 1 Colorado Chiropractic Assoc

May 18-19 Las Vegas, NV / Level I

May 20-21 Las Vegas, NV / **Level II**

June 8-9 Boston, MA / Level I

June 10-11 Boston, MA / **Level II**

July 16-20 Durango, CO / **Internship for Level III Cert**

June 28-29 Columbus, OH / Level I

June 30-July 1 Columbus, OH / **Level II**

August 6-10 Durango, CO / **Internship for Level III Cert**

October 8-12 Durango, CO / **Internship for Level III Cert**

Remember, All Internships are limited to 5 students, register early to insure your place!

(Prerequisites - Completion of Basic & Advanced Seminars or Completion of SRA Self-Paced Training Package)

SRA Education Session \$149.00

5 hrs/5 ceecs

Attend the Classroom Session of SRA Level 1 Basic!

Includes SRA foundation principles, science of ASR's, theory, concepts, relevant anatomy and syllabus.

At the end of the session you may register and remain for full course, equipment and materials, space permitting.

Feature Case Study: by Dr. Frank Jarrell

Forty seven year old male with chronic right knee medial knee pain greater than six years. No direct trauma, but states having played professional soccer for approximately 23 years.

Extensive history of medical and physical therapy intervention with marginal benefit. Final recommendation "medial knee osteotomy" for removal of bony section of the medial tibia to reduce meniscal stress and slow degenerative changes.

SRA procedures and management was provided through multiple sessions over four months.

Immediate increase in knee flexion from 70° load bearing to 110° was noted after second session.

Walking farther than one block or one flight of stairs resulted in significant pain initially. After four months of intermittent SRA, he was able to run 2.5 miles on trail and avoided unnecessary surgery.

He continues to enjoy knee function with minor discomfort after ten months of intermittent SRA care.

