

THE POWER OF PMC



Official Physical Therapy
Partner



Here at MCR Chiropractic, we believe whole-heartedly in the importance of supporting and encouraging the health and happiness of the communities in which we live and work. Spurred by our mission to promote sustainable wellness, we often support our local communities and charity organizations by providing innovative education courses, volunteering our quality chiropractic services, attending events and fundraisers, as well as making various charitable contributions.

One of the most inspiring organizations we support is the Pan-Mass Challenge (PMC). Beginning over 40 years ago, the PMC is a two-day cycling event that raises money for cancer research and treatment at Dana-Farber Cancer Institute. 100% of every rider-raised dollar goes directly to Dana-Farber, and the PMC has raised \$767 million since its creation. This donation makes up 64% of the Jimmy Fund's annual revenue, and this event raises more money for charity than any other single event in the United States!

We are proud of our sister company, [Bay State Physical Therapy](#), for being the **Official Physical Therapy Partner for Pan-Mass Challenge**. They will spend the weekend of August 7-8 providing health and wellness services to over 6,800 dedicated riders at various stops along the route. They also have a team of 12 cyclists that will ride together to show their support for this incredible cause.

"This is one of our company's favorite times of the year—a time where we can put aside our day-to-day business dealings to simply focus on making a positive impact on our community," says President & CEO, Steven Windwer, PT, DC. "We're thrilled to partner with PMC for this event for our fourth year in a row, and can't wait to help all the courageous participants, including our Bay State PT PMC Riding Team, cross the finish line as we raise funds for Dana-Farber Cancer Institute."

INSIDE



01 KEY FEATURE:
THE POWER OF PMC



03 PMC SPOTLIGHT:
BSPT TEAM RIDER EDITION



04 PATIENT & STAFF SPOTLIGHT:
RICHARD H. - PATIENT OF
MCR STOUGHTON, MICHAEL
CHAPMAN - DC OF MCR
STOUGHTON



05 SEASONAL TIPS:
3 BIKE TIPS TO KEEP YOU
PEDALING STRONG



07 EXERCISES OF THE MONTH:
MAKE A SPLASH!



09 MEET OUR BSPT PMC RIDING TEAM:
WHAT INSPIRED YOU TO RIDE IN
THE PAN-MASS CHALLENGE?

19 CONVENIENT LOCATIONS NEAR YOU

REQUEST AN APPOINTMENT

(KEY FEATURE
CONTINUED ON PAGE 2)

LEARN MORE ABOUT OUR TEAM AND HOW TO DONATE!

CONTINUED FROM PAGE 1)

Even when the world was shaken by a global pandemic, the Bay State PT team stepped up to do their part for this life-saving event. In 2020, while participating in PMC Reimagined (a virtual reinvention of the traditional PMC), our Bay State PT riding team raised \$52,446 for Dana-Farber during our PMC initiatives! This year they're hoping to reach \$60,000! We're thrilled to support our sister company in their efforts to fight cancer.

"The PMC is an amazing opportunity for our companies to come together to help inspire real change," says Dr. David Smith, VP of Operations for MCR Chiropractic. "I'm looking forward to cheering on the Bay State PT riders and can't wait to support all the Bay State PT volunteers along the way."

“We're thrilled to partner with PMC for this event for our fourth year in a row, and can't wait to help all the courageous participants, including our Bay State PT PMC Riding Team, cross the finish line as we raise funds for Dana-Farber Cancer Institute.”

**- Steve Windwer, PT, DC
President & CEO of Bay State Physical Therapy & MCR Chiropractic**

Last year, on the team's Reimagined Ride, they utilized various BSPT and MCR clinic for water stops. The stops provided our team with the opportunity to refuel and receive preventative treatment and stretching from some of our supportive physical therapy and chiropractic staff members. Dr. David Smith VP of Operations for MCR Chiropractic, was stationed at one of the team's water stops to provide chiropractic care. One of our riding team members from BSPT Weymouth, Cara Gaziano (who is also riding this year) stated, "At mile 50 I started to get a headache which happens frequently during my long rides. At our Kingston stop, Liz, one of the Physical Therapists did some soft tissue work on my neck and I was adjusted by Dr. Smith. This helped me finish the rest of the ride without a headache and stay headache free, even after the ride. Thank you to MCR!"

On Saturday, August 7, our Bay State PT PMC Riding Team will be riding a 75 mile "reimagined" route that will include stops at various Bay State PT clinics such as, [Foxboro](#), [West Bridgewater](#), [Halifax](#), [Abington](#) and [Weymouth](#). One of our

THANK YOU TO OUR PAN-MASS CHALLENGE CORPORATE SPONSORS



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chiropractors will provide their services to the ride team at their Halifax water stop!

As part of the [Wellesley Century route](#) on Sunday August 8, the riding team will be starting and ending at Babson College, and logging 100 miles as we pass through many of the towns we serve, such as, [Westwood](#), [Walpole](#), [Foxboro](#) and [Easton](#). If there is a spot along the route that is convenient to you, we encourage you to join us curbside to cheer on all the riders that Sunday.

If you'd like to make a difference in the fight against cancer, please consider a donation to the Bay State PT PMC Riding Team. Please [visit their fundraising page](#) here to help fund a cure! Fundraising continues until October, so please consider supporting their team and this fantastic cause!

Click here to donate to the Bay State PT PMC Riding Team!

DONATE

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PMC SPOTLIGHT: BSPT TEAM RIDER EDITION

Erin Doherty

Marketing Manager of Bay State Physical Therapy, MCR Chiropractic, Cypress Physical Therapy, and MVPT Physical Therapy

"I joined the Bay State Physical Therapy Pan-Mass Challenge (PMC) Riding team in 2020, and it was one of the best decisions of my life. Even though I was nervous to join the team (I'd never even been on a road bike before!), I wanted to contribute to something bigger than myself. I not only wanted to ride to raise money to help fund cancer research, but I wanted to ride to show my support for all of those fighting the battle against cancer, as well as those who may have lost their battles.

I committed to the team when I heard amazing stories from my friend Holly, who had participated in 2019. I was very nervous to try cycling while clipped in. It took a little getting used to, but my motto was really 'I get knocked down, but I get up again.'

This year, training has been a little different. I like to consider last year a good stepping stone as my first PMC, with our re-imagined ride consisting of a one-day century ride. In the middle of quarantine, I had nothing but time to dedicate to spending the beautiful weekends between May and August to prepare for the PMC weekend.

Now with life returning back to normal, it's been harder to squeeze in the training rides to prepare my mind and body for the two-day, 175 mile trek. With that comes longer and more frequent training rides. Busy schedules start to get in the way, but I always bring myself back to my "why" of riding and make sure I get it done, because I'm supporting all of those who are fighting or who have lost their fight to cancer.

Luckily, I haven't had any specific injuries or conditions that I seek chiropractic care for. My experience with chiropractic care is more for my overall health and wellbeing to keep my body performing at its peak. Living an active lifestyle, I really appreciate the time and expertise our MCR chiropractors put in to helping me understand my body and how to take care of it to feel and perform my best.

“Living an active lifestyle, I really appreciate the time and expertise our MCR chiropractors put in to helping me understand my body and how to take care of it to feel and perform my best.”

Chiropractic care has been essential to my training. Working at our Corporate Resource Center has many benefits, especially having full access to some of our chiropractors in-house. I receive regular adjustments from our chiropractors to keep my body aligned. After



receiving adjustments for a few years now, I've started to notice when my body is in need of an adjustment. I always feel better once seeing one of our amazing chiropractors!

Our chiropractors also volunteered along our route last year, and it was game-changing to have Dr. Dave Smith at our lunch stop in Kingston. About halfway through the ride, I could feel my upper body starting to tense from my neck all the way through my low back. I received an adjustment from Dr. Smith and felt good as new. I don't think I could've completed the ride feeling as good as I did without that adjustment.

Chiropractic care was also a huge part of my post-ride recovery last year. After our century ride, the miles on a road bike definitely took a toll on my body. I made sure to check in with my chiropractors to help my body recover and feel my best.



If you've seen a chiropractor before, you most likely know the benefits of how chiropractic care can help you perform your best. Even if it's just a minor adjustment to your neck or back, that could drastically change your comfort level on a bike. If you haven't tried chiropractic care before, I'd definitely recommend setting up an evaluation with one of our chiropractors in any of our offices! They'll conduct a thorough evaluation to understand your health history and see how chiropractic care can benefit you and help you reach your goals.

If you're interested in helping the [Bay State Physical Therapy team](#) reach our fundraising goal of \$60,000 this year, please visit our [team fundraising page](#) or [my personal fundraising page!](#)

19 CONVENIENT LOCATIONS NEAR YOU

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PATIENT & STAFF SPOTLIGHT

Patient Spotlight: Richard H.

Patient of MCR Stoughton

"I've had chronic lower back and neck pain for many years. My current work situation, as a pharmacist had triggered another acute episode, so I sought out chiropractic care with Dr. Michael Chapman at MCR Stoughton. I have had many prior experiences with chiropractic care and have been to other chiropractic offices, so this was not my first experience with chiropractic care. Knowing that there was an office in the town I live in made it a very easy decision to seek treatment at MCR Stoughton.

My pain has limited my ability to perform my favorite activities, which include walking, bike riding, and golfing. Seeking out chiropractic care has helped me a great deal. It has improved my range of motion and my pain has gone from a 10 to 3. Chiropractic care helps to not only relieve my pain, but helps provide me with the ability to perform the activities I enjoy most!

Upon my initial evaluation, Dr. Chapman sat down and listened to all my issues, my working conditions, and my daily activities. From there he explained to me the different steps he would take to alleviate the pain. Not only was his expertise and professionalism outstanding, but the office staff were all very professional and always addressed me by name.

I plan on continuing chiropractic services for maintenance and preventative care, and if I ever develop other issues, I would not hesitate to seek out Dr. Chapman's care. My overall experience with Dr. Chapman has been exceptional. He is quite knowledgeable in his profession, and I see him as part of my healthcare team and trust him immensely. I would highly recommend Dr. Chapman to my friends, family, and associates."

Staff Spotlight: Michael Chapman, DC

Chiropractor of MCR Stoughton

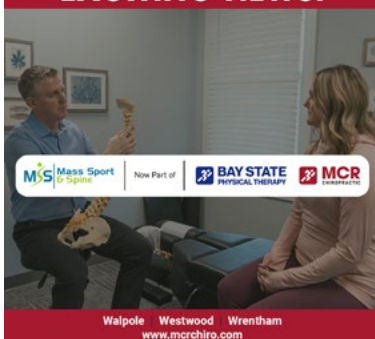
Dr. Michael Chapman is from Eastford, CT and graduated from University of Bridgeport School of Chiropractic with his Doctor of Chiropractic degree. Dr. Chapman has completed clinical rotations at Stony Brook University in Neuroradiology and their Outpatient Clinic. He enjoys treating a wide range of patient populations, but his passion and clinical interests lie in the world of sports chiropractic. As part of his care plans, he likes to analyze movement patterns as they pertain to the patient's chief complaint and designs corrective exercise training programs that not only improve their symptoms, but get to the root of and solve the problems that are directly related to their original pain point. His patient care plans and training programs are designed to meet the individual goals of the patient as they relate to their everyday life, or whichever sport or activity they participate in, in addition to relieving the original chief complaint.

Dr. Chapman's primary chiropractic techniques include [Diversified Manipulation](#), [Pin and Stretch Technique](#), [Post-Isometric Relaxation](#), and [Instrument Assisted Soft Tissue Mobilization \(IASTM\)](#). Dr. Chapman's primary objective is to not only relieve his patients' pain but create a tailored care plan that will get to the root cause so that his patients can live life to the fullest and perform the best they can.

Contact Dr. Chapman at drchapman@mcrchiro.com or give the [MCR Stoughton clinic](#) a call at 781-436-0531. To schedule an appointment, [click here!](#)



EXCITING NEWS!



Clinic News:

Mass Sport and Spine is now Bay State Physical Therapy and MCR Chiropractic

Last month, we announced our partnership with Mass Sport & Spine. We are thrilled to have Tom and Eileen Murphy and their teams as part of the Bay State PT and MCR Chiropractic family. We now have three MCR locations in [Walpole](#), [Westwood](#), and [Wrentham](#)! All of these locations offer physical therapy services, in addition to their Foxboro Sports Performance Center location.

19 CONVENIENT LOCATIONS NEAR YOU

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SEASONAL TIPS

3 Bike Tips to Keep You Pedaling Strong

As we roll into these summer months, it's more important than ever to ensure a smooth transition into one of our favorite means of aerobic exercise—biking. Whether you're cruising on a nearby path or cruising hills on the stationary bike, we must consider how to best prepare our bodies for the activity ahead. Some of the most [common cycling injuries](#) include knee, neck, or back pain, and wrist and forearm pain or numbness. To make sure we're ready for the fun-filled months ahead on the bike, we'll discuss some helpful exercises to incorporate into your daily training regimen to keep you riding off into the summer sunset.

We recommend doing these exercises in a safe and comfortable setting. Check with your chiropractor if you have any questions or concerns when performing these exercises.

NECK PAIN

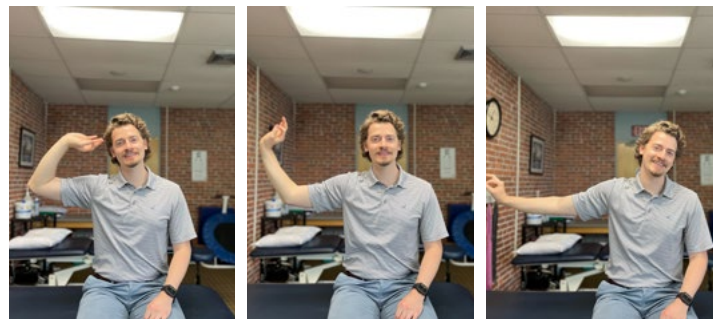
While riding your bike, it's extremely important to keep an eye on the road ahead. Aside from an improper handlebar position, posture is often a culprit of neck pain. As we fatigue on the bike and lose awareness of our posture, our head falls into an excessively extended position. Maintaining this position over time leads to increased muscle tension and joint stiffness through our cervical spine. Below is an exercise to address the strength of our deep neck flexors (the muscles responsible for maintaining a neutral cervical spine).



- Lie on your back and face the ceiling
- Relax the shoulder muscles surrounding the neck
- Gently tuck your chin down (as if drawing it towards the floor)
- Hold this position for 5 seconds
- Perform 10 repetitions

ELBOW/WRIST PAIN

With the proper setup of the bike, riders should be positioned with the elbows slightly bent and wrists in a neutral position. The elbows are particularly important for absorbing force through the handlebars. For those riders who experience wrist pain or numbness, it's critical to position your bike correctly. With our biking posture and hand position, our ulnar nerve is at particular risk of irritation, because it passes from our neck down to our pinky and ring fingers. To avoid injury in this area, perform the nerve-glide stretch listed below. This stretch is designed to provide moderate tension through the forearm and fingertips, but shouldn't be painful at any time. If pain is noted, reduce the intensity of the stretch.



- Start with your elbow bent and the tip of your thumb in contact with your index fingertip
- Slowly extend your elbow straight as you bend your neck to the opposite side
- Hold this position for 5 seconds prior to returning to the start position
- Perform 10 repetitions to reduce tension through the wrist or forearm

(SEASONAL TIPS CONTINUED ON PAGE 6)

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(SEASONAL TIPS CONTINUED FROM PAGE 5)

| KNEE PAIN

The knee is the most common site for overuse injuries in cyclists. Because of the repetitive nature of biking, our knees can become an area of concern. To maximize our knee health, we must consider an appropriate seat height. Proper seat height includes having roughly a 25-35° knee bend while at the bottom of a pedal stroke. Often, knee pain related to biking is caused by muscular tightness as the muscles are stressed. Being in a seated position leads to increased hip flexor and quadriceps tightness, which can cause abnormal stress through the knee joint. The stretch below is designed to address both hip flexor and quadriceps tightness.



- Begin lying down on your back, towards the edge of the table or bed with both knees bent
- Apply strap (dog leash, beach towel) around foot
- Using arms, slowly pull foot back while relaxing thigh down towards the floor
- Hold this position for 45-60 seconds, feeling a stretch along front of thigh/hip

The stretch below is designed to address both hip flexor and quadriceps tightness. Perform this movement within tolerance as stretching should never be painful.

Although these exercises are designed to reduce risk of injuries related to cycling, it's important to consult with your chiropractor to develop a comprehensive plan of care. Chiropractors are experts in the musculoskeletal system, so they can help address your concerns while optimizing your ability to return to your favorite activities. Ride responsibly!

If you are looking for more tips and tricks to reach your optimal health, visit our [Health Blog](#). There, you can find new information to help you live an active and motion-filled life.

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EXERCISES OF THE MONTH

Make a Splash with Aquatic Exercises!

Let's face it, August is hot—so it's the perfect time to go for a dip! Nothing feels more like summer than being near the water. Summer travel can make it challenging to stick to your exercise routine, but don't let that stop you from getting in some exercise where you can. Aquatic exercise is the perfect solution to the 'dogdays' of summer. In fact, [studies have found](#) that "water-based exercise can be beneficial for many people whose movement is limited by pain." Aquatic exercise is a safe and effective method for healing injuries, restoring patient confidence, and increasing mobility. It also feels great!

Whether you're out enjoying a pool, lake, or the waves of the ocean, there are plenty of exercises you can perform that will challenge your body. Here are a few we've selected to get you started!

Please keep in mind, we recommend you do these exercises in a safe and comfortable setting. Check with your chiropractor if you have any questions or concerns when performing these exercises.

I HELPFUL HINTS:

Placing your arms and hands above the surface of the water will make these easier. For more of a challenge, place your arms at your sides with your hands submerged. Keep in mind that the motion of the water, which may be increased by other pool users, will increase the difficulty of this activity.



FORWARD WALKING

Why: Targets lower extremities with a gentle warm-up in preparation for activity

How:

- In waist-deep water, walk forward with a normal gait, with each foot passing the other during a full step
- Focus on taking full steps and maintaining your core to assist with balance
- Perform this activity in each direction for 1-2 minutes

STANDING HIP FLEXION

Why: Strengthening exercise for hips, glutes, and low back

How:

- Stand with a wall to your left side, using your left arm for support
- Lift your right leg while bending your right hip and knee to finish in a "marching" position
- Return to starting position
- Perform 2 sets of 10 repetitions on each leg
- Maintain good upright posture with your upper body (don't lean as you perform this activity)



(EXERCISES OF THE MONTH CONTINUED ON PAGE 8)

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(EXERCISES OF THE MONTH CONTINUED FROM PAGE 7)

SQUATS

Why: Strengthen your lower extremities and your core

How:

- Stand in chest-deep water with your feet shoulder-width apart
- Squat down into the water like you're going to sit in a chair
- Make sure your feet stay flat on the ground (don't let your heels come up)
- Try to go down as far as the water level will allow
- Use arms for support on wall or a floatation device as needed
- For additional challenge, move to a shallower location of the pool (with less of your body submerged, you'll have more work)
- Perform 2 sets of 10 repetitions



WALL PUSH UP

Why: Upper body strengthening of your arms and shoulders

How:

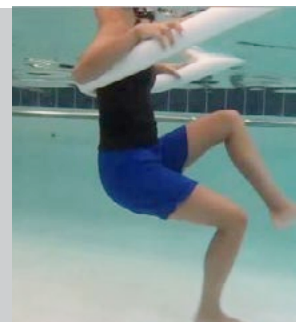
- Stand alongside the pool wall with both hands placed on the wall or railing
- Slowly bend your elbows out to the side, lowering your chest toward the pool wall
- Maintain a tight core and push your arms straight to return to the starting position
- For additional difficulty, move your legs farther from the wall
- Perform 2 sets of 10 repetitions

BICYCLE WITH A NOODLE

Why: Hip mobility and core activation

How:

- Utilizing one or more flotation noodles placed under your arms, move your legs in a full cycling motion just like if you were pedaling a bike
- Try to maintain a tight core and limit your trunk motion throughout this activity
- Perform for 1-2 minutes



If you have questions about these activities or how you can benefit from aquatic exercises, contact your chiropractor.

DON'T DELAY YOUR CARE –
contact MCR Chiropractic today to get started!

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19 CONVENIENT LOCATIONS NEAR YOU

LEARN MORE ABOUT OUR TEAM
AND HOW TO DONATE!



MEET OUR BSPT PMC RIDING TEAM

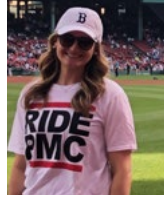
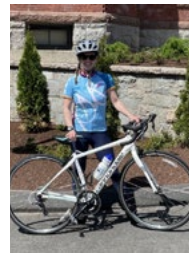
WHAT INSPIRED YOU TO RIDE IN THE PAN-MASS CHALLENGE?

Cara Gaziano, PT, DPT of BSPT Weymouth: My sister Andrea lost her battle to Leukemia in 2006. My dad rode the PMC for years with his two brothers to raise money and give back to the Jimmy Fund. My mom, my brother, and I volunteered for 10 years as well at the Family Finish in Provincetown. My uncle Chuck, who rode the PMC for years and has always been one of my biggest supporters, passed away suddenly this year from a rare disease called Creutzfeldt-Jakob disease (CJD). This year I ride not only in memory of my sister Andrea, but also for my Uncle Chuck. Every dollar I raise goes to the Andrea Gaziano Memorial Fund. This is a fund my parents set up in memory of my sister and the money goes directly to childhood cancer research.



Lexi Windwer, PT, DPT of BSPT Weymouth: This will be my second PMC ride. Last year, when we did the PMC Reimagined (due to COVID-19) I missed out on the energy of the normal PMC weekend. That said, our event last year was spectacular! I'm excited to see what this year brings. I ride for the individuals we've lost to cancer and those who are still fighting. What keeps me riding is thinking about how the money I'm raising could be what funds the research that finds the cure!

Jenn McBride, PT, DPT, CSCS of BSPT Foxboro: I'm riding in memory of my grandfather, Jack Shea, who lost his battle with Pancreatic cancer. I'm also riding in support of the countless family members, friends, and patients who I know whose lives have also been touched by cancer.



Erin Doherty, Marketing Manager at Bay State Physical Therapy's Corporate Resource Center: The reason I joined our BSPT Riding Team and chose to participate in PMC is because I wanted to contribute to something bigger than myself. I not only wanted to ride to raise money to help fund cancer research, but I wanted to ride to show my support for all of those fighting the battle against cancer, as well as those who have lost their battles.

Sara Ryan, Physician Liaison at MVPT Physical Therapy (sister company of Bay State PT): The PMC is really such a great cause, with 100% of all rider-raised funds going towards cancer research and treatment at Dana-Farber. Like many others, I have family members and friends who have been impacted by cancer. Some unfortunately lost their battle, and others are survivors. I'm riding for all of them—those who have lost their battles, those who are survivors, and those who are currently in the fight for their lives!



Holly & Adam Petersen, PT, DPT, Bay State Pan-Mass Challenge Riding Team: Both of my parents rode as a part of the PMC, combined for over 20 years, and when BSPT started a team it seemed like a great way to continue the family tradition as cancer impacts each and every one of us in one way or another.



19 CONVENIENT LOCATIONS NEAR YOU

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KEEPING YOU SAFE



BEFORE YOU ARRIVE

- 1 Prescreening phone call prior to appointment
- 2 All patients will receive appointment & safety reminder
- 3 Patients requested to attend session alone

CHECK-IN

- 1 Patients will wait outside of clinic until appointment time
- 2 All patients wear masks when entering the office & throughout session
- 3 Patients will have temperature checked and asked screening questions
- 4 Contactless payment options offered

IN-SESSION

- 1 Staff clean surfaces prior to each patient session
- 2 Patients & staff wash hands prior to each session
- 3 Limited number of patients in clinic at one time



PREPARATION & SAFEGUARDS

All employees trained in COVID health precautions

All employees are screened upon arrival and are prohibited from working if unsafe

All staff wear masks at all times

All staff wash/sanitize hands between client interactions

19 CONVENIENT LOCATIONS NEAR YOU

Attleboro • Brockton • Dorchester • Fall River • Newton • Norwell • Pembroke • Quincy • Raynham
Saugus • Somerset • Sterling • Stoughton • Taunton • **Walpole** • **Westwood** • West Roxbury • Weymouth • **Wrentham**

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