

PHS Chiropractic Is Exclusive Provider for FDA-Cleared iTrac™ Extension Traction Therapy System

iTrac™ is the only computerized system currently available delivering gentle, effective extension traction therapy.

Watertown, S.D., October 2014 — PHS Chiropractic, one of the U.S.'s largest manufacturers of high-quality chiropractic adjusting tables and equipment, has become the exclusive provider for the new iTrac™ Extension Traction Therapy System, which was recently cleared by the U.S. Food and Drug Administration for sales to health care providers.

More than 10 years of research went into the development of iTrac™, the only computerized extension traction system currently available that gently restores cervical curvature in patients with forward head posture, often caused by poor posture over time during work, school and our smartphone-centric culture. "Unlike existing systems, which rely on pulleys and lead weight bags, iTrac's fully computerized system gently delivers a gradual progression of traction forces throughout the treatment," said Dr. Jarrod Nichols, DC, CSCS. Dr. Nichols helped develop the initial concept, including the software application for the medical device, and partnered with PHS Chiropractic over the past six years to further refine it.



iTrac™ relies on a series of progressive sustained-pressure treatments that stretch the ligaments and muscles in the anterior cervical spine to correct cervical curvature and forward head posture.

iTrac's unique Variable Rate Progressive Traction™ prevents "muscle guarding," the body's natural response to abrupt

application of force, by slowly increasing the traction forces through an 8- to 12-minute treatment session. This feature allows the patient to stay relaxed and comfortable throughout the entire treatment to ensure they receive the greatest possible therapeutic benefit.

iTrac™ is not intended to replace existing clinical treatment protocols. Rather, it is designed to be an adjunct therapy to existing active protocols in chiropractic and physical therapy clinics to provide long-lasting relief and functional improvement to patients who suffer from cervicogenic conditions such as neck pain, headaches, migraines, upper back pain and TMJ disorders. Poor posture and abnormal cervical curvature are the main contributing factors in these conditions, and providing structural spinal correction allows patients to experience significantly reduced recurrence of cervicogenic conditions with minimal maintenance, even if they return to their forward-head posture habits. It's estimated that more than 80 percent of U.S. adults have some level of forward head posture, a number that will no doubt continue to rise due to a rapidly increasing, multigenerational reliance on hand-held digital devices and the negative postural stresses they can create.



The unique iTrac™ software also allows doctors to easily create custom treatment plans and reports for patients and referring health care providers. In addition, clinicians can choose to share aggregate, HIPAA-compliant data from treatments to a central database in order to continue to improve extension traction therapy and applications of iTrac™ over time.

The iTrac™ Extension Traction Therapy System is available now for chiropractic, physical therapy, orthopedic, and rehabilitation clinics. For more information, visit www.phschiropractic.com.

About PHS Chiropractic

PHS Chiropractic, by Pivotal Health Solutions, was formed with the mission to be the leading manufacturer of quality built, ergonomically sound chiropractic adjusting tables. The growth of our trusted brand began with the launch of Eurotech Tables and the acquisition of the Chattanooga ErgoStyle table line in 2008. Over the course of six years, Pivotal Health Solutions Chiropractic division has blossomed into one of the most comprehensive, quality built and ergonomically sound chiropractic adjusting table lines in the market today. For more information, visit www.phschiropractic.com. Or call Ron Heiser, 800-743-7738