



7 MYTHS ABOUT ARTHRITIS AND JOINT PAIN YOUR DOCTOR ISN'T TELLING YOU



Myth #1: MEDICATION WILL FIX MY PROBLEM



FACT:

Medications don't actually "fix" anything. They simply manage symptoms. The truth is, taking medication can make the condition that's causing your pain worse!

Non-Steroidal Anti-Inflammatory Drugs (NSAIDs) are medications intended to stop inflammation and pain. But while it may seem logical to reduce inflammation - and it sure does feel better not to have pain! - NSAIDs ultimately prevent your body from healing itself.

Did you know that inflammation actually signals your natural healing cells (called "stem cells") to find and repair damaged connective tissue in ligaments, tendons, cartilage and muscle? So when you take that NSAID your doctor prescribed, your stem cells never get the signal that something is wrong. They don't know that they need to swoop in and work to repair the real source of pain.

Instead of masking the problem with medication, it is critical to address the root cause of your arthritis. Arthritis often involves a tear in the tissue, degeneration and thinning of cartilage, or damage from overuse. Once you've uncovered the reason you have joint pain, it's time to fix the problem itself.

Regenerative Medicine provides a better solution than medication. Regenerative cells can be injected into the injured area to help reduce inflammation and speed up recovery in your damaged tissue. At the same time, regenerative cells naturally reduce pain. Not only will you start feeling better - more safely and quickly - but you will not continually be causing repeat damage to joint tissue over time.

Myth #2:

CORTISONE SHOTS WILL GET RID OF MY PAIN



FACT:

A Cortisone shot may very well give you pain relief ... for a while. But the effect of a Cortisone shot will not last forever. Over time the relief wears off, and when it does you may be worse off than when you started.

Cortisone shots are the injection of a very powerful anti-inflammatory medication placed directly in the joint. As with NSAIDs, Cortisone shots will block the natural inflammation that your body needs to heal.

The big risk with Cortisone, if you do get relief, is that you may not know when you are hurting yourself. Cortisone does not magically regenerate cartilage; it only treats the symptoms of pain and inflammation. Normal activity can continue to harm your damaged tissue, even when you don't feel it. Just because the Cortisone shot helped reduce the pain doesn't mean the problem is fixed.

Cortisone also comes with potentially dangerous side effects, like:

- Reduced ability for the body to limit motion (risking further damage)
- Lowered immune system
- Increased blood pressure
- Increased blood sugar
- Increased risk of tearing tissue further
- Acceleration of Arthritis, worsening bone-on-bone friction

Unlike Cortisone shots, Regenerative Medicine works with your body's own stem cells to reduce inflammation so your body can start to heal itself. As they assist healing, regenerative cells relieve pain naturally, without the kind of risks that come with Cortisone shots.

Myth #3: MY DOCTOR SAYS MY ARTHRITIS IS BONE-ON-BONE



FACT:

60% of the arthritis cases we see in our office are not truly bone-on-bone.

A diagnosis of arthritis means there typically has been gradual destruction of the joint over several years or decades. Arthritis is not formed overnight, and once you have tearing of the tissue it is very unlikely it will heal by itself. By the time you begin to feel loss of function and pain it is already too late to stop the damage.

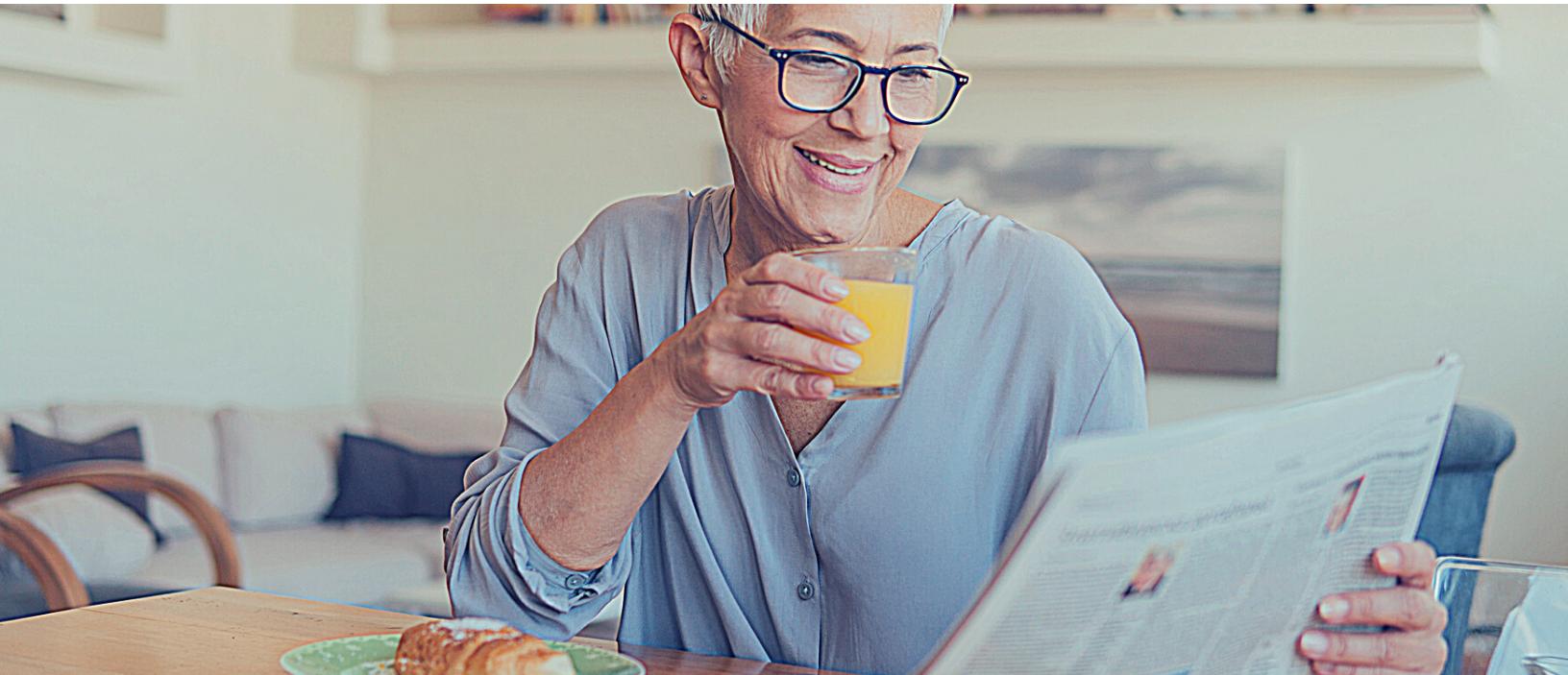
At Vitality Medical Group we gauge the severity of arthritis on a scale of 1-4, with Stage 1 being mild and Stage 4 needing surgical intervention. Regenerative Medicine has great success with arthritis in Stages 1 and 2, and in these cases we suggest treating it early and aggressively. Stage 3 is treatable

with Regenerative Medicine, but not all cases qualify. Stage 4 is indeed bone-on-bone and will need to be referred to an orthopedic surgeon for evaluation.

The truth is, no matter your pain level, you may only have Stage 1, 2, or early Stage 3 arthritis. Even if you've been told your condition is bone-on-bone, we encourage you to come in for an evaluation by our Regenerative Medicine team. We'll be honest with you; if you are Stage 3 or higher, we'll tell you whether or not Regenerative Medicine treatment might be an option for you.

Myth #4:

MY PRIMARY DOCTOR TOLD ME TO HAVE SURGERY, NOT REGENERATIVE CELL THERAPY



FACT:

If you are proactive in treating acute or chronic pain with corrective Regenerative Cell Therapy, it is likely you can avoid surgery. The truth is, the choice is yours. Surgery is not always your only option.



The advice we give to patients is this: Exhaust all conservative treatment options before you have surgery. It is likely that if you are reading this, you either don't like how drugs and Cortisone make you feel, or they have stopped working and you are looking for alternatives.

We recommend taking a proactive approach rather than a reactive one. Treat the problem early with corrective treatment like Regenerative Medicine, and it is likely you can avoid surgery.

It is true that Regenerative Cell Therapy is a fairly new science. Only about 5% of doctors in the United States practice Regenerative Medicine.

Some doctors have heard of stem cells and know that they can be beneficial to the body. In all honesty, a few will say that it is quackery and don't waste your time or money.

But the reality is, about half of doctors we speak with have heard of stem cells, feel positive about them, or at least have read positive things. They are just unable or unwilling to offer advice to their patients about the benefits of stem cells, simply out of bias for what they did not learn at medical school.

Doctors who practice Regenerative Medicine save people from undergoing needless surgeries every single day. We know that each patient responds a bit differently, and the more cases a doctor has seen the better they can estimate how your treatment will go.

Myth #5: MY DOCTOR SAID REGENERATIVE MEDICINE IS NOT PROVEN



FACT:

There are over 4,500 research papers, dating back to the late 1990's on the effectiveness of Regenerative Medicine.

And while clinical research is critical to the practice of medicine, it is also critical to understand the difference between clinical research and the clinical practice of producing successful outcomes for patients.

Debate always occurs with every new treatment being introduced, and the discussion about Regenerative Cell Therapy is no different. If your doctor is telling you Regenerative Medicine is unproven, you need to be sure (s)he's been keeping up. For more than 20 years these peer-reviewed studies, done by researchers at major research hospitals and archived by the National Institutes of Health (NIH), have shown marked advancement of Regenerative Cell Therapy from year to year.

As with any treatment options you consider for joint pain relief, it is important to know these things about both medical research and Regenerative Cell Therapy:

The main criticism of Regenerative Medicine is centered around the *issue of control studies, where some patients receive an active medication and others receive a placebo*. The problem is, both active medications and placebos can be reported to reduce or eliminate symptoms. Unlike medication,

Regenerative Cell Therapy focuses on fixing the underlying cause of a problem, not just eliminating symptoms.

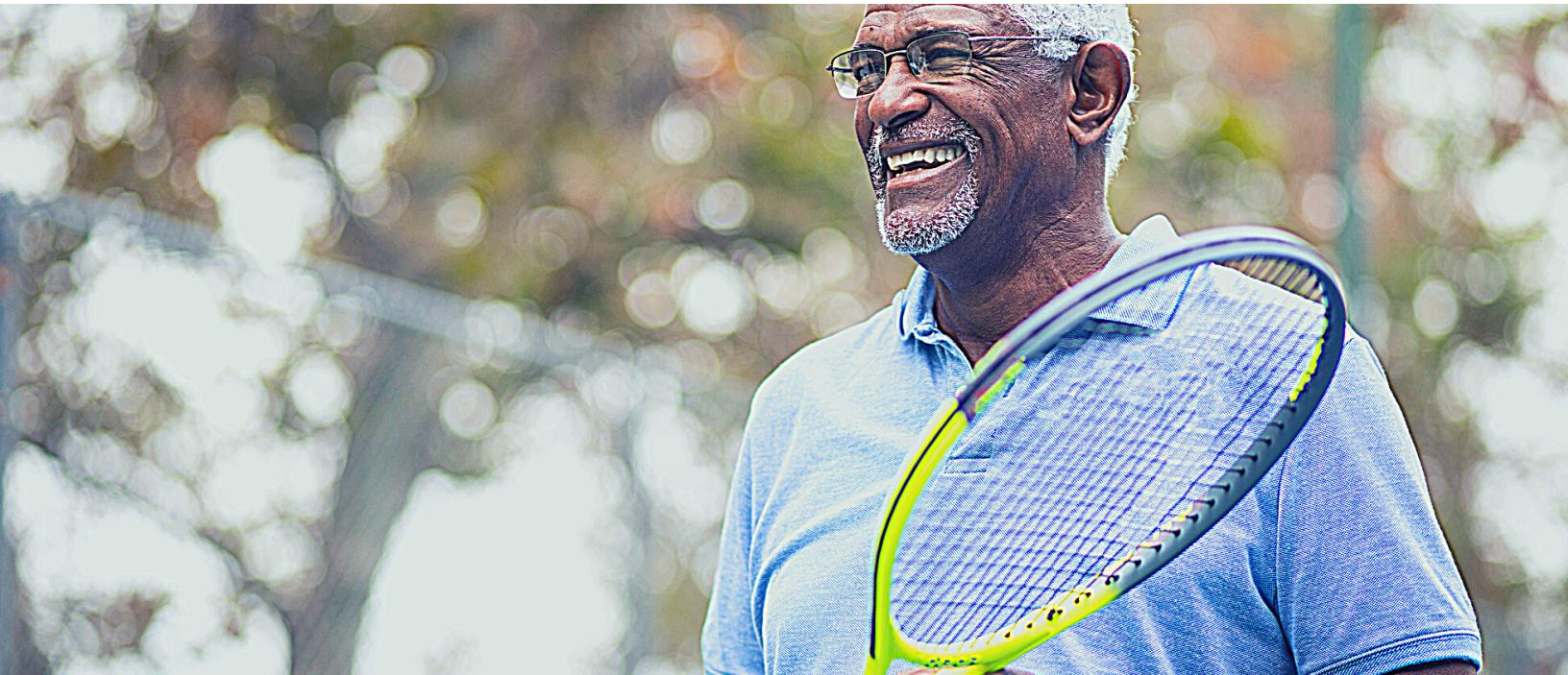
Placebo-controlled studies are not based on patients or patient care. There is a reason clinical practice is called "practice." Doctors must not only use the science of medicine but the art of it. The ones who master the art and science are the ones who produce successful outcomes for their patients. Regenerative Medicine is a science and an art.

No two arthritis patients are the same. You cannot offer the same treatment to 2 patients and expect to get the same outcome. Each type of arthritis requires a different treatment approach for the patient, as well.

Bottom line: You can't judge results on clinical research alone. The best way to know if Regenerative Cell Therapy works is to ask experienced doctors who provide the treatment - and their patients who have received it - about their outcomes.

Myth #6:

MY JOINT REPLACEMENT WILL LAST A LIFETIME



FACT:

No one can be certain that a hip replacement, knee replacement or spine surgery will be the only operation needed on that joint.

No surgery is 100% guaranteed, either. Successful outcomes depend on a combination of factors: surgical technique, surgeon experience, and attending staff experience all play a part. Add in your personal health factors like age, weight, and activity level, and there's no telling how long a replaced joint will last.

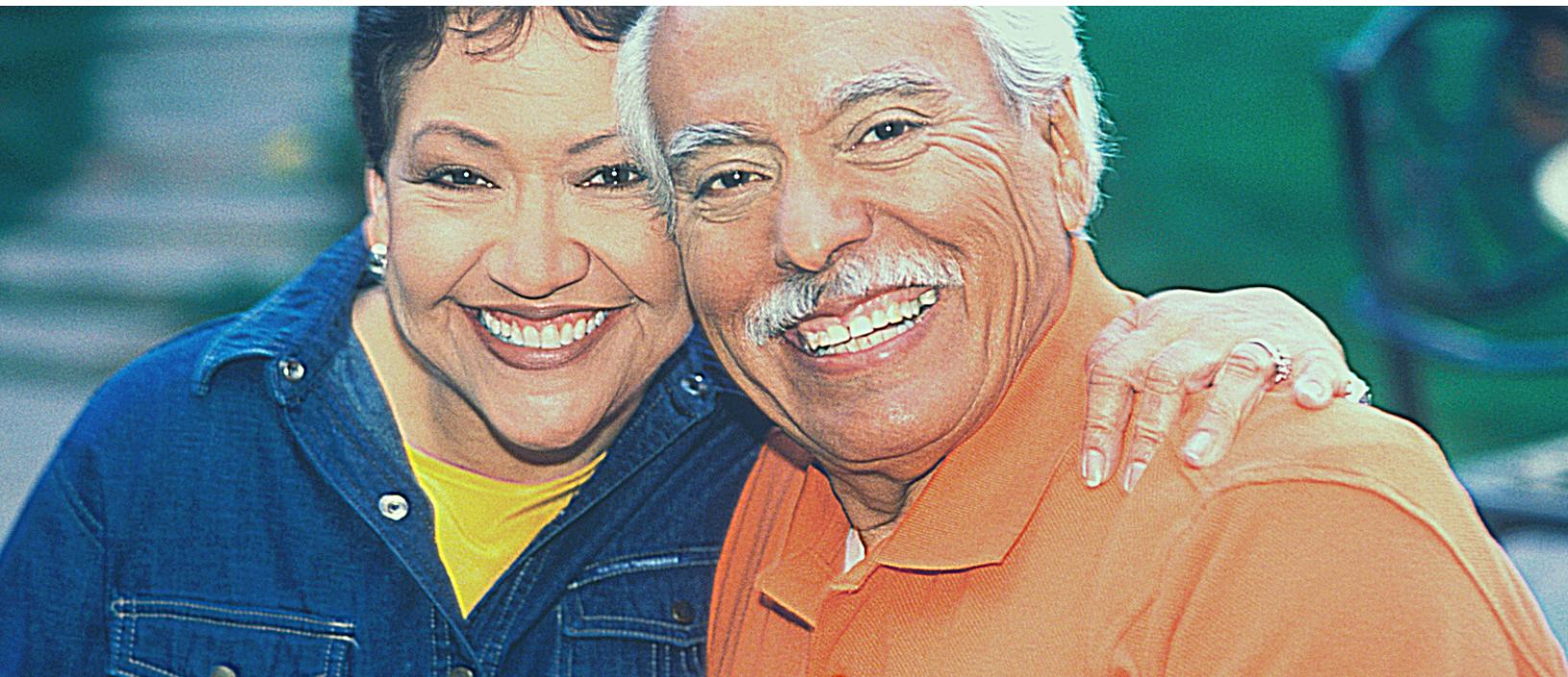
On average, the life expectancy of a joint replacement is 10-15 years. Each year we see the average age of patients having joint replacement surgery get lower. Patients who have joint replacement surgery in their early 50's stand a greater likelihood of needing revision surgery within their lifetime.

The more active you are, the more stress you put on your joints. If you're having trouble now, you risk having to endure years of pain, inflammation, discomfort, and loss of mobility if you opt for surgery when something goes wrong.

The longer you can keep your joint tissue healthy, the better quality of life you will have. If you are dealing with chronic or acute joint injury pain, Regenerative Medicine offers a much less invasive option. Regenerative Cell Therapy produces long term results naturally, reducing inflammation and relieving pain so you can maintain healthy joints.

Myth #7:

REGENERATIVE MEDICINE IS EXPENSIVE



FACT:

Regenerative Medicine is a new and emerging field of medicine with about 10 years of clinical use.

The reality is, it is unlikely we will see insurance companies paying for Regenerative Cell Therapy treatments anytime soon.

So if you're paying out of pocket, how much does Regenerative Cell Therapy cost? Remember: Each patient gets an individual care plan, so cost will vary based on your needs! But in general, here are ballpark estimates based on our experience:

- 60% of patients will spend \$5,000 or less
- 30% of patients will spend \$5000 to \$10,000
- 8% of patients will spend \$10,000 to \$15,000
- 2% of patients will spend \$15,000 or more

As you consider your traditional medicine vs. Regenerative Cell Therapy options, it is important to add up what each will cost you in the long run - and in more than just financial terms.

When you choose a treatment involving surgery and/or medication, even with insurance covering a portion of the bills the cost becomes more considerable over time. Deductibles and co-pays for doctors, facilities, and pharmacies add up, and they'll keep going up the longer the core problem goes unsolved.

Should you consider Regenerative Cell Therapy only if your insurance company pays for it? Our doctors say that if they were in a patient's shoes - knowing what they know about how Regenerative Medicine can change a person's life - they would not even consider following the health insurance companies' approach. You can take pills, have Cortisone shots, and endure physical therapy, and 5 years later finally qualify for a joint replacement. And along with it, you suffer worsening pain the entire time.



THE BOTTOM LINE

THERE IS HOPE FOR ARTHRITIS PAIN

The unfortunate reality of the healthcare system in the U.S. is that it is driven more by pharmaceuticals and politics than it is by patient care. Regenerative Medicine offers a solution that keeps patients healthier because they can stay more active, for longer in life.

We understand that those who read this may not feel as strongly. But we hope that by debunking these myths you now have more of the facts you need to make a better-informed decision.

Call us today to start on the road to regaining your health and vitality! Schedule your consultation and we'll give you a complete evaluation. Once we know the stage of your arthritis, we'll be able to help you decide if Regenerative Cell Therapy is the right choice for you.



WE CAN HELP

Finding the best solution to your arthritis pain is incredibly difficult and can be demoralizing. We understand. That's why we use 15 years of experience to provide innovative, multi-disciplinary treatment options customized just for you, to heal the root cause of your pain and bring relief.

Call us today to schedule a free consultation and get on the path to the vibrant life you've been dreaming of!

SCHEDULE YOUR FREE
CONSULTATION



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