



LOARING
PHYSIOTHERAPY
& HEALTH CENTRE

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ONE LOOK AT ITS NEW FACILITY reveals that Loaring Physiotherapy & Health Centre is a can-do kind of place. Throughout the open, airy spaces, awash with natural sunlight, men, women and children are regaining mobility lost in accidents, building core strength to alleviate aches, and improving independence and fitness through exercise.

Flat screen TVs play segments featuring ordinary local people doing active, healthy things. Racing bicycles dangle from the ceiling, suspended, art ready, for motion. The reception room doubles as a gallery, displaying part of the Loaring family's Olympic memorabilia collection, including souvenirs brought home by John Loaring, Charlotte's grandfather, and Canadian Olympic track and field champion, who took silver in the 1936 Berlin Games.

Motivation is everywhere, in the stimulating design of the building and on the determined faces of clients. "I know what we're doing works because every year, we get more people addicted to what we love - a healthy and active lifestyle," says Charlotte Loaring, Registered Physiotherapist and owner of the centre.

Formerly located on Howard Ave., Loaring Physiotherapy & Health Centre moved into its new home Sept. 29th, 2008. "Our staff and clients had a lot of input regarding the design of our dream facility," Charlotte says. She compiled the many valuable suggestions, entrusted them to local architect Joseph Passa, and builder Davide Petretta, and watched with growing excitement as Loaring Physiotherapy & Health Centre came into being.

The final result pleases original and new clients. Health professionals throughout

Ontario are coming to the centre for tours and to host future courses. "We really tried to make it something unique; something Windsor does not have," says Charlotte. Feedback clearly indicates the Loaring team succeeded.

With 5,400 square feet, nearly double the size of the original building, "we have a lot more room to breathe and move," Charlotte observes. The well organized, attractive space has permitted more staff, more services and extended hours, including early mornings, late evenings and weekends.

The centre now offers clients the advantage of four physiotherapists, two full time massage therapists and two personal trainers. "All Loaring staff have post graduate manual therapy training, including one on-site therapist with Part B experience - one of only a few in the city," says Charlotte.

The multi-discipline team members



communicate with one another to work collaboratively on clients' health issues and rehabilitation or fitness goals. Through integrated care, plus a lot of one-on-one time with each client, the team is able to give clients the level of professional, helpful attention they require.

Some clients are recovering from a workplace injury, a motor vehicle accident or surgery. Others are looking to take their fitness goal or game to the next level. Since physiotherapists are primary health care professionals, a doctor's referral is not required.

"We deliberately keep our client volume down so the client's experience and treatment is individualized and not rushed," Charlotte says.

The centre provides a spectrum of services to improve function, fitness, sports excellence and optimal health, including registered manual physiotherapy, registered massage therapy, spinal mobilization and manipulation, core stability training, acupuncture, personal coaching, personal training, and running/walking gait analysis.

Education is important at Loaring Physiotherapy & Health Centre, where the public and medical professionals are invited to attend lectures and seminars led by guest speakers from the Windsor area and throughout North America. On Sunday mornings throughout the winter, the centre runs free multi-sport training sessions to help people of all ages and abilities get conditioned. Charlotte leads the core stability, biking and running workouts, which are designed by her brother, James Loaring, head coach and owner of Loaring Personal Coaching (LPC).

The centre takes part in various national and provincial studies. Currently, Loaring Physiotherapy is collecting data for a



University of Western Ontario study on the effects of whiplash. "The aim is to improve treatment and the ability to predict a client's return to full potential," Charlotte says.

Loaring Physiotherapy also gives back to the community by providing student educational opportunities for local university and college students. "We were recently given a top honour when the UK Sports Therapy Program chose Loaring Physiotherapy as the choice location for an international internship for its top graduate, scheduled for the summer of 2009," says Charlotte.

Noting the international accolades, Charlotte says, "I think Windsor-Essex can be extremely proud that it has a facility and staff of this calibre."

Beyond its own doors, Loaring Physiotherapy is active in providing voluntary medical coverage at several community sporting events, including last year's Olympic Trials for Track & Field.

Then there is the Loaring Triathlon, held at the family's cottage on Lake Erie, near Colchester. What began in 1999 as a celebration of fitness evolved into a memorial to Elena Loaring, the mother of Charlotte and James. In 2004, before Elena died from breast cancer, her children told her they would be dedicating their efforts to her memory. "We set up a memorial fund in her honour at the University of Windsor. She was very proud," Charlotte recalls. In 2008, with eight events to their credit, the Loaring family and triathlon participants/supporters realized their goal of raising \$100,000 for this fund, which provides scholarships for University of Windsor graduate students studying in the area of breast cancer research. "This is a legacy to our mom, and is aimed at also encouraging our talented medical students to remain in our community," Charlotte says.

She is delighted to see that Windsor-Essex's interest in better health through fitness is increasing, as evidenced by the popularity of Loaring Physiotherapy & Health Centre's e-newsletter. More than 2,500 people receive the free online publication. To subscribe or to learn more about Loaring Physiotherapy & Health Centre, visit www.loaring.com