

HEALTH



Story by: Alyssa Leonard
Photography: Mediaduo Inc.

EXPERIENCE THE HANDS-ON DIFFERENCE

The Team at Pinnacle Physiotherapy is committed to ensuring that individualized patient care is our top priority. Offering numerous services, Pinnacle Physiotherapy is able to customize a treatment plan to suit your individual needs. This isn't a "one-size-fits-all" approach to physiotherapy. Instead, the Team at Pinnacle performs an assessment on each and every person that walks through the door at any of their three locations. This assessment is the basis for developing a plan that is tailored to suit your own personal needs. And considering that things may change from day to day, their experienced Team of therapists is poised to respond to those changes with your treatment.

What you may not know is that Pinnacle Physiotherapy actually began in 1991, focusing on ergonomics and injury prevention in the automotive industry. What founding partner Ritch Coughlin found is that there was a need for first-rate physiotherapy services in Windsor-Essex County. In response to this need, he launched Pinnacle Physiotherapy in 1999. The goal of the team of therapists at Pinnacle was and still is to help patients return to their previous activity levels for work and athletics. Ritch was later joined by partners Grant Gagnon, Registered Physiotherapist, and Mario Ruggirello, Registered Kinesiologist. Since that time, Pinnacle has added locations in both LaSalle and Lakeshore to better serve the local community.

Appointments are scheduled based on your unique needs to ensure ample time for quality treatment and also to ensure that you do not feel rushed. Regardless of whether you have extended health benefits, are receiving WSIB benefits, were involved in a motor vehicle accident, or have no coverage at all, you can rest assured that you will receive the same top-notch care. Because Pinnacle

Physiotherapy is not an OHIP clinic, they offer reduced rates for the uninsured. Ruggirello notes that while you do not require a doctor's note to begin physiotherapy treatment, your extended health benefits may require one under the terms of your coverage. What's more, it is your choice where you go for treatment, regardless of the clinic named on your doctor's referral.

Pinnacle Physiotherapy is proud to announce its collaboration with Windsor, Leamington, Chatham and London hospitals to bring patients a hospital-funded program. What this means is that if you undergo a hip or knee replacement at an affiliated hospital, you are eligible for post-operative treatment at any of our locations with no out-of-pocket cost to you.

Something that patients may want to consider, highlights Ruggirello, is that, "We also offer pre-operative treatment for those scheduled for surgery. Going into surgery the strongest you can possibly be is known to greatly enhance surgical outcomes. Some local physicians go so far as to prescribe this pre-surgical treatment, while other

TEAM MEMBERS

Grant
Gagnon, RPT
Registered
Physiotherapist

Mitchell
Van Teeling, RPT
Registered
Physiotherapist

Zikra
Nilam, BHK
Physiotherapy
Assistant

Jessica
Firman, RPT
Registered
Physiotherapist

Megan
Byrne, RPT
Registered
Physiotherapist

Devon
Younan, RPT
Registered
Physiotherapist

Cristina
Morasset, RPT
Registered
Physiotherapist



Ask us about **VIRTUAL PHYSIOTHERAPY** 1-on-1 personal attention with a Pinnacle team member in the comfort of your own home.



individuals may make the decision for themselves. This is definitely an area in which we are well-versed and able to offer our assistance.”

As for the most common injuries they see at the clinic, Ruggirello says it's based on the season. Through the winter, they often see back injuries from sports such as hockey or weekend ski trips or even from shovelling during the snowy months. In the summer, they treat many ankle, knee, and back injuries that come with the opportunity to be more active outdoors. In the 50+ population, it's primarily hips and knees. Since the beginning of the COVID-19 pandemic, Ruggirello says they've seen a significant increase in posture-related injuries from people working at home at desks or tables that are not set up ergonomically.

“Here at Pinnacle, everyone is treated like family. That's the Pinnacle difference,” says Mario Ruggirello. “I like to think of us like the *Cheers* of physiotherapy, where ‘everybody knows your name.’”

If you have ever walked through the doors of any of the Pinnacle Physiotherapy locations, you have likely heard the sounds of jovial conversation and laughter. What Pinnacle isn't is a sombre, quiet medical clinic. Instead, that social element carries into the treatment area, which results in a positive, upbeat atmosphere. Ruggirello notes that, “Laughter is always the best medicine. It helps patients who are putting in the hard work towards recovery to have something to which they can look forward. At Pinnacle, we recognize that we are treating a whole person, not just an injury.”

In response to the pandemic, Pinnacle Physiotherapy has adjusted its physical layout to ensure the health and safety of both its team and anyone who enters the clinic.

The clinics are now converted into individual zones with equipment in each zone for the exclusive use of the patient. The team brings thoroughly sanitized weights and any other required equipment to the patient to ensure that they remain safely within the zone. Pinnacle has also invested in virtual treatment software to assist patients who prefer to remain in the comfort of their own homes while still reaping the benefits of physiotherapy treatment.



Experience the Pinnacle hands-on difference today! With three locations around Windsor-Essex, Pinnacle is ready to help the community stay active and healthy.

Visit www.pinnaclephysiotherapy.com to find a clinic near you and book your appointment.



Jennifer
Chimienti
Administrator

Laura
Foot, PTA
Physiotherapy
Assistant, Office Manager

Mario
Ruggirello, R. Kin
Registered
Kinesiologist

“I would like to acknowledge and thank the frontline workers for all of their dedication and hard work during the last year and a half. I know that it is not easy being behind a mask and shield all day long, and I commend you for your commitment to keeping us all safe and healthy. I would also like to thank our community for their support throughout the pandemic. We had to make adjustments to the way we deliver our services, and we greatly appreciate everyone's patience and support.” - Mario Ruggirello

Windsor 1270 Walker Rd. (Ottawa St.) 519.252.1630	LaSalle 5935 Malden Rd. (Sprucewood Ave.) 519.250.1106	Lakeshore 1303 County Rd. 22 (Renaud Line) 226.363.0663
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