

Advanced Pain Treatment

Horizontal Therapy



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Horizontal Therapy

The following are some frequently asked questions from patients receiving Horizontal Therapy. The short answers summarize the more in depth explanation that follows. Please consult your health care provider for any additional clarifications.

What is Horizontal Therapy?

A powerful new treatment option for pain

Horizontal Therapy is a new, very specialized form of pain therapy that uses bioelectricity for pain management and circulatory disorders. It is similar to electrical stimulation therapy, such as found in TENS devices. Like TENS, mild electrical impulses are sent into the patient's body during the treatment to influence the human body's functions.

Can I benefit from Horizontal Therapy?



Most pain patients experience benefits from Horizontal Therapy

Any patient that experiences chronic pain and/or suffers from a circulatory disorder may benefit from treatment with Horizontal Therapy. Patients beginning a treatment course with Horizontal Therapy often experience significant benefits within the first three treatment sessions. Although results can vary depending upon the patient's condition, Horizontal Therapy has often proved effective as an alternative treatment when other treatment options have failed.

How does Horizontal Therapy fit into my total therapy regiment?

Horizontal Therapy works with and enhances existing therapies to create better results

Horizontal Therapy is a complete approach to improving health by providing four major benefits to the patient suffering from chronic pain and/ or circulatory disorders:



1. Instant Temporary Pain Relief.

Horizontal Therapy's powerful therapy treatments can provide that crucial first step for patient recovery; breaking the pain cycle. Similar to pharmaceutical based pain medications, Horizontal Therapy can provide immediate, temporary pain relief to the patient.

2. Improve the Condition.

Through successive treatments, Horizontal Therapy acts on the cause of the condition to provide improvement in the condition and deliver long-term relief to the patient.

3. Rehabilitate Muscles. Horizontal Therapy can strengthen muscles in patients that have not been active due to a painful condition.

4. Provide Maintenance Therapy.

Sometimes a patient's condition is so severe that the ultimate goal of therapy is to decrease pain to a manageable level. After reducing a patient's pain level, Horizontal Therapy can provide follow-up treatments that can sustain an achieved improvement in a patient's condition.

Is Horizontal Therapy new?

Horizontal Therapy is the latest advance in pain-management



Horizontal Therapy is the latest breakthrough in the science of electromedicine and the most advanced, and effective, form of bioelectric treatment available to date. Having been successfully used around the world for over five years, literally tens of thousands of patients have benefited from treatment with Horizontal Therapy. Its acceptance and use has grown dramatically in recent years as more and more clinical studies document and demonstrate the tremendous benefits of Horizontal Therapy to the medical industry.

Is Horizontal Therapy like tens?

Horizontal Therapy is more advanced than any other electromedical unit.

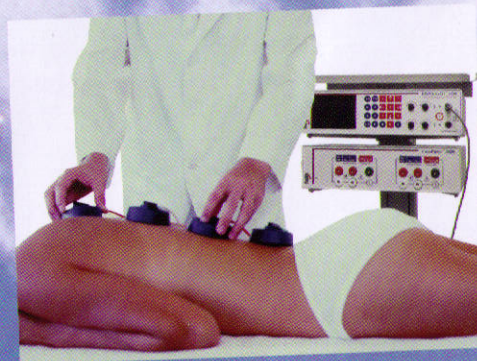


Although Horizontal Therapy uses electricity like TENS-units, muscle stimulators, or interferential machines, Horizontal Therapy delivers a distinctly different therapy form to produce superior results. Unlike other forms of electrical therapy that can only produce effects from one of two known classes of treatment at a time, Horizontal Therapy can deliver treatment effects from both classes simultaneously at the treatment site. This patented mechanism gives Horizontal Therapy the ability to help patients in ways no other device can.

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What will I experience during Horizontal Therapy treatment sessions?

Mild tingling often described as relaxing and comfortable



Depending on the area of your body that will be treated, a patient will usually receive treatment while either lying down or when comfortably seated. Anywhere from three to eight electrode pads will be placed around the treatment site.

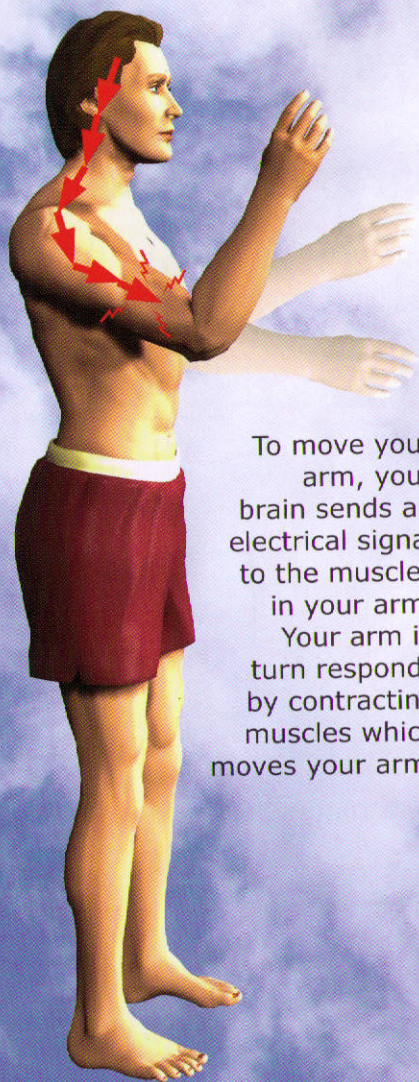
(Electrodes can be personal sticky electrodes, electrodes with sponges that will be wrapped around your body or vacuum electrodes that stick to your skin by using a vacuum effect.) When treatment begins the therapist will ask the patient to indicate when he or she first begins to feel a mild tingling sensation. Patients often describe the mild tingling sensation as being similar to when a part of your body falls asleep. It is important to accurately communicate to the therapist when this sensation is first felt in order to set the right dosage. In some cases the patient may experience mild muscle contractions or twitching in the treatment area. This is normal and will not hurt the patient in any way.

During a Horizontal Therapy treatment session, the patient may feel slightly different sensations, and sometimes no sensation. This is a normal reaction to the treatment, as the therapy switches from one form to the next to provide maximum benefit. Even when the patient feels no sensation, the therapy is working at full strength.

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How does Horizontal Therapy work?

Horizontal Therapy uses electricity to initiate your body's natural functions.



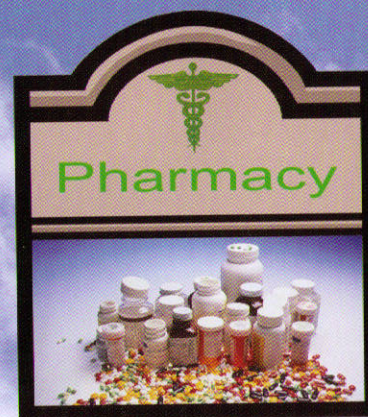
To move your arm, your brain sends an electrical signal to the muscles in your arm. Your arm in turn responds by contracting muscles which moves your arm.

The human body operates on a combination of electrical and chemical processes.

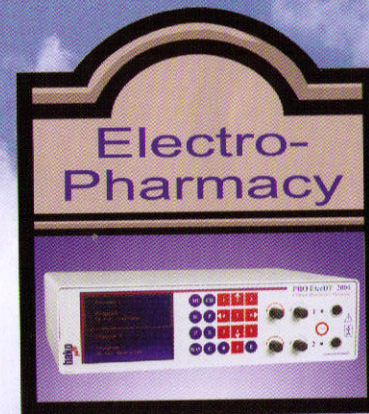
Current western medicine relies heavily on the use of pharmaceutical drugs to treat a wide variety of ailments. Drugs are chemical based and influence the body chemically. However, the chemical reactions of drugs also create electrical effects in the human body. Horizontal therapy works in a similar way, but it directly uses electricity to affect electrical and chemical processes in the body. No other form of bioelectric therapy can influence both electrical and chemical processes at the same time at the same treatment area giving Horizontal therapy a distinct advantage over other bioelectric therapies.

Just as a pharmacy has many different drugs to treat different ailments, Horizontal therapy has different electrical signals to influence the body in order to treat a wide range of ailments.

Horizontal therapy is not only highly effective at treating a variety of ailments it also has virtually no negative side effects. Your physician therefore has the ability to choose the best treatment options to achieve the best results while minimizing negative side effects that may occur with certain pharmaceutical products.



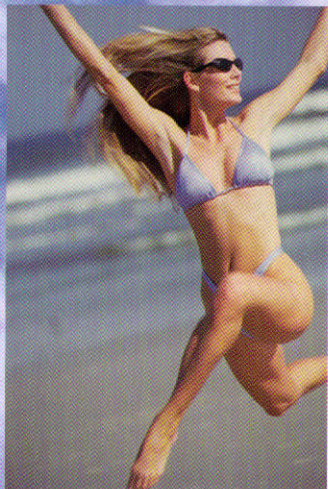
A Pharmacy has many different drugs that can treat a variety of ailments in the human body.



Horizontal Therapy, also includes many different types of treatments for a variety of ailments.

What results can I expect from the Horizontal Therapy treatment?

Horizontal Therapy aims to provide short-term as well as long-term pain relief



Horizontal Therapy's primary objectives are to provide immediate temporary pain relief and to gain long term pain relief by treating the condition causing the pain. A patient should immediately experience one of three possible results:

1. Decrease in pain.

Many patients feel an immediate reduction of pain that usually continues throughout the treatment regiment.

2. No change in pain.

A patient may feel no change in pain immediately after treatment. However, within 24 hours a change of pain sensation should take place as Horizontal Therapy continues to have an effect even after the treatment has finished.

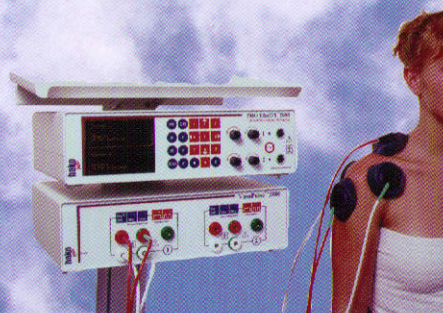
3. Increase in pain.

This is a rare occurrence but it is not necessarily a negative one, as patients may experience a significant decrease of pain within 24 hours or with an additional treatment.

As the treatment regiment continues the patient's pain usually decreases with each additional treatment and may disappear completely. In some cases regular maintenance treatments may be required to keep the patient pain free.

Can I move during Horizontal Therapy treatments?

You can do some movements with caution



Please keep in mind that any movement may affect the tissue under the electrodes. This may result in the patient experiencing a different sensation; in some cases it may feel like more or less electricity is being

applied. Although it is not recommended to move around too much during therapy, these sensations are perfectly normal and do not interfere with your treatment.

How often will I receive Horizontal Therapy?



The frequency and duration of treatments will be prescribed by your physician and depend on a number of factors including the type of ailment, the severity of the ailment, and treatment site on the

body. Generally, treatments take between 10 minutes to one hour per session. A typical course of treatments would involve one to three sessions a week for about one to three months.

Are there any reasons I should not receive Horizontal Therapy?

Do not use Horizontal Therapy if you have any of the following contraindications:

Horizontal Therapy is very safe. There are virtually no negative side effects when Horizontal Therapy is used during normal treatment with patients that don't suffer from the following contraindications;

- Thrombophlebitis
- Manifest thrombosis
- Cardiac demand pacemaker
- Acute danger of hemorrhage
- Disturbances in cardiac rhythm
- In tetany, caution should be exercised in dosing.
- Acute local inflammatory processes caused by bacterial or viral infection (for example: furuncle phlegmon, herpes simplex, acute herpes zoster)
- Should not be used on cancer patients.



Are there any negative effects?

Rare cases may experience minor side effects.

If a patient does not suffer from any of the listed contraindications there can still be rare instances of the following side effects:

- Light muscle soreness may be experienced. This should subside within a few days.
- Slight marks may occur if vacuum electrodes are used. These marks will go away in a few hours.
- Skin irritation occurs in rare cases when the patient's skin is too sensitive to stimulation. Very few patients may experience a blistering or minor burn on the skin. This is just temporary and should be reported to the physician as soon as it is noticed.

Does Horizontal Therapy interfere with my other treatments or medications?

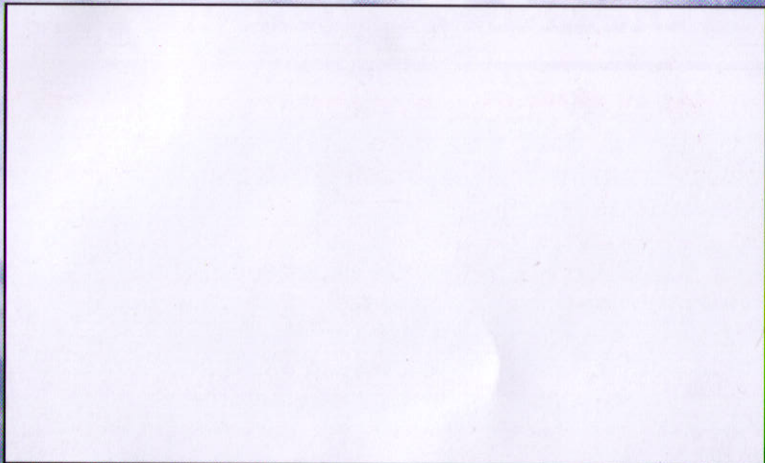
Horizontal therapy may enhance effects of some medications



Horizontal Therapy usually does not interfere with the application of most other types of therapy, as there are virtually no negative side effects from Horizontal Therapy. In some cases,

Horizontal Therapy may actually enhance or amplify the effects of medications a patient is taking. Always consult with your physician before beginning a course of treatment with Horizontal Therapy so that you may discuss what other treatments or medications you are currently receiving and how they may affect your Horizontal Therapy treatment.

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