**\*\*FOR IMMEDIATE RELEASE\*\*** NAME OF MEDIA CONTACT

 EMAIL

 PHONE

**Physical Therapist Earns McKenzie Institute Certification**

<<CITY, STATE HERE IN ALL CAPS>> – <<YOUR PRACTICE>> is proud to announce that physical therapist <<NAME>> recently earned MDT Certification from The McKenzie Institute® USA Center for Postgraduate Study in Mechanical Diagnosis and Therapy® (MDT).

Physical therapists must complete a series of advanced postgraduate courses to become certified practitioners of the McKenzie Method® of MDT, an evidence-based patient management system proven to eliminate back, neck and extremity pain in fewer visits compared to traditional treatment.

The key distinction is its initial assessment component — a safe and reliable means to accurately reach a diagnosis that will guide an appropriate treatment plan. Rarely are expensive tests required, as Certified MDT clinicians have a valid indicator to know right away whether — and how — the direction-specific exercise treatment will work for each patient.

<<LAST NAME>> joined <<YOUR PRACTICE>> in <<YEAR>>. <<HE/SHE>> is a <<LIST OF CREDENTIALS>>specializing in orthopedic conditions <<and/or OTHER>>.

Contact <<YOUR PRACTICE>> at << EMAIL>>, XXX-XXX-XXXX or visit <<WWW.YOURURL.COM HERE>> to learn more about the method and set up an appointment for an MDT assessment.

–END–

**About <<PRACTICE NAME>>**

Write one or two sentences about your practice AND/**OR** use the MIUSA boilerplate copy below.

**About The McKenzie Institute**

Dedicated to ongoing education and research, The McKenzie Institute is the center for postgraduate study in Mechanical Diagnosis and Therapy. The McKenzie Method is a philosophy of active patient involvement and education for back, neck and extremity problems. Search the national certified provider directory at www.mckenzieinstituteusa.org