

New WilloMD Pain Management Technology Holds Great Promise in Light of New Stanford Discovery Relating to the Cause of Osteoarthritis

MONROE, Mich., Nov. 14, 2011 /PRNewswire/ -- Physician's Technology, LLC welcomes and supports information released yesterday relating to the discovery of a new cause of osteoarthritis. Findings by senior investigator Dr. William Robinson at Stanford are reported in the journal Nature Medicine.

Over 100 million Americans are faced with the daily challenges of joint pain that produce signs and symptoms comprising Toxic Joint Syndrome. Pain is often worse after exercise and joints can become stiff and harder to move over time. Often, it presents as "morning stiffness," which may subside as the joints warm up. As underlying conditions and injuries progress, pain may interfere with sleep.

David B. Sutton, CEO, commented, "Recent research by Dr. William Robinson from Stanford University School of Medicine supports our research that inflammation and joint toxicity significantly contribute to the ongoing and deteriorating condition of diseased and injured joints."

OA may be diagnosed early in life and span 15 years or more and then may require joint replacement. During that time literally thousands of NSAIDS, analgesics and prescription medications such as Opioid Pain Relievers (OPR) can be ingested. Adverse effects of medication, drug reliance, and overdose often become complicating issues. This month the Centers for Disease Control reported that 14,800 deaths in 2008 were caused by overdose of OPRs.

Physician's Technology Medical Director Dr. Ronald Shapiro commented, "From a medical and scientific perspective, this new 'paradigm shift' from Dr. Robinson's report correlates well with the implication that Toxic Joint Syndrome (TJS) may be one of America's most pressing health care challenges. Robinson's data suggests that early intervention becomes essential in preserving joint architecture and performance. WilloMD technology stimulates bio-physiologic actions and is supported by extensive favorable clinical outcomes as well as a positive study. This provides additional validation that this technology offers significant opportunity to help preserve joints and improve the quality of life for many patients with Toxic Joint Syndrome."

Since joints are natural "shock absorbers" they take extreme stress from the activities of daily living, sports, obesity and disease. Recent studies have quantified joint stress for many activities. Even "joint friendly" golf produces extensive stress to joints. A swing off the tee can produce a force 4.5 times the body weight on the forward knee. For a 150-pound person that's 675 pounds of knee stress. No wonder America is a "Nation in Pain."

The growing epidemic of Toxic Joint Syndrome increases exposure to potentially

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toxic and habituating medication and OPR abuse. As implied by the Stanford findings, there is a significant opportunity to minimize OA progression and reduce exposure to medication with early detection and use of the effective and safe new WilloMD joint pain management technology. The WilloMD Sensorpeutic™ technology (<http://www.willomd.com> [1]) provides a meaningful non-drug alternative for long-term joint pain management including osteoarthritis (OA).

About Physician's Technology

Physician's Technology is a medical innovations company and is transforming the joint pain management industry with patented drug-free technology. Working with hospitals, clinics, and health care practitioners, protocols are developed for WilloMD users. The WilloMD is a computer for joint pain preloaded with intelligent therapy software called "Sensorpeutic Technology" which safely and effectively targets and treats joint pain without pills.

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