

Meet Kinesio Taping®



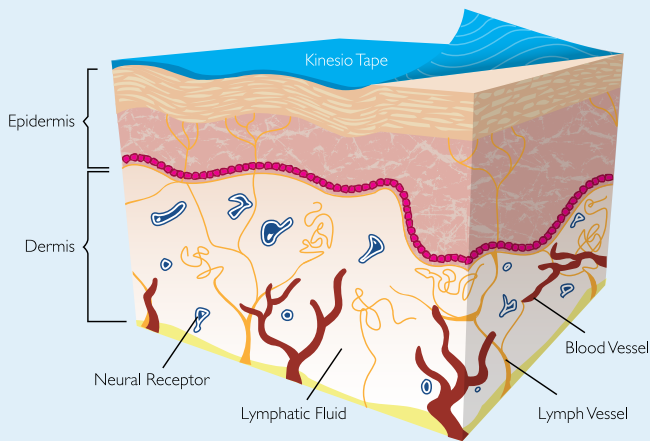
The Kinesio Taping® Method has taken the Rehabilitation and Sports Medicine world by storm. Developed by Dr. Kenzo Kase nearly 25 years ago in Japan, Kinesio Taping® has become the gold standard for therapeutic rehabilitative taping. Our proprietary method of taping uses a uniquely designed and patented tape for treatment of muscular disorders and lymphedema reduction.

Since the introduction of Kinesio Taping® into the US, medical practitioners from PTs, ATCs, OTs, DCs, MTs, to MDs have recognized and embraced this effective, safe, and easy-to-use modality. The method and tape allow the individual to receive the therapeutic benefits 24 hours per day because it can be worn for several days per application. Currently, Kinesio Taping® is used in hospitals, clinics, universities, high schools, and by professional sports teams.



The Kinesio Taping® Method involves taping over and around muscles in order to assist and give support or to prevent over contraction. The first technique gives the practitioner the opportunity to actually give support while maintaining full range of motion, enabling the individual to participate in physical activity with functional assistance. The second technique helps prevent overuse or over-contraction and helps provide facilitation of lymph flow 24 hours per day. It is most commonly used in the acute stage of rehabilitation. Correctional techniques include mechanical, lymphatic, ligament / tendon, fascia, space, and functional. Kinesio® Tex Tape can be used in conjunction with other therapies, including cryotherapy, hydrotherapy, massage therapy, and electrical stimulation.

How Kinesio® works



Kinesio Taping® alleviates pain and facilitates lymphatic drainage by microscopically lifting the skin. The taped portion forms convolutions in the skin, thus increasing interstitial space. The result is that pressure and irritation are taken off the neural and sensory receptors, alleviating pain. Pressure is gradually taken off the lymphatic system, allowing it to drain more freely.

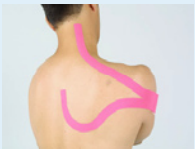


On The Left:

Over a contusion, Kinesio® Tex Tape demonstrates the ability to increase circulation and facilitate lymphatic flow. These results are seen within 12 hours of application. Fan-shaped Kinesio® Tex Tape was placed directly over the bruise.

Absolutely endless possibilities

Kinesio Taping® can be used for virtually everything. These are just a few of the clinical applications being used today.



Brachial



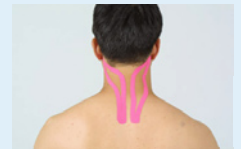
Hallux



Medial Lateral



Headache



Neck Pain



Achilles
Tendonitis



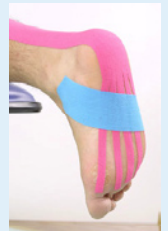
ACL



Bicep
Tendonitis



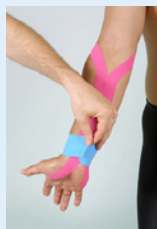
deQuervain's



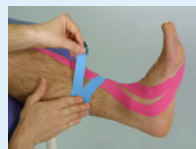
Plantar
Fasciitis



AC Joint



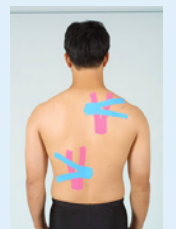
Carpal Tunnel
Syndrome



Shin Splints



Patella
Tendonitis



Scoliosis

Kinesio Taping® users



Discovery Cycling Team

Professional Soccer Players

Professional Volleyball Players

Professional Golfers

Professional Tennis Players

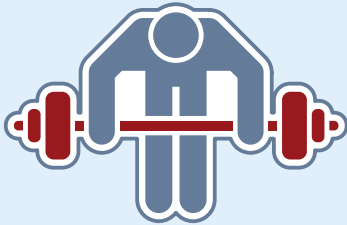
Marathoners

Over Half of the National Football League

One Third of the National Basketball Association

Two Thirds of Major League Baseball

Over 150,000 medical practitioners worldwide
and Counting.



The difference between this and other taping techniques?

There are three main taping techniques recognized in the United States: White Athletic Taping, McConnell Taping® Technique, and Kinesio Taping® Method.

White athletic taping

The most commonly used taping technique in the U.S. The tape is extremely rigid and requires a pre-tape prior to application to protect the skin from irritation. Irritation is caused by the entrapment of moisture, high latex content, and severe compression of skin, muscles, and joints. It is typically applied immediately prior to an activity to prevent and protect acute and chronic injuries, left on for a short period of time, and taken off immediately after conclusion of activity. There are no rehabilitative uses or benefits.

McConnell Taping®

A bracing or strapping technique using a super-rigid, cotton mesh, highly-adhesive tape (EnduraTape®, LeukoTape®). It affects the bio-mechanics of the patient and is most commonly used for patellofemoral and shoulder subluxation, as well as lumbar, foot, and hip impingement. It is typically left on for a shorter period of time (no longer than 18 hours) due to its constricting and suffocating feel and adverse skin reaction. The technique is primarily used for neuromuscular re-education of the affected condition and is widely accepted by the medical community.

Kinesio Taping® Method

A therapeutic taping technique not only offering your patient or athlete the support they are looking for, but also actually rehabilitating the affected condition as well. Using a highly specific tape design that works with the body, allowing full ROM (and in most cases improving ROM), KT will not affect bio-mechanics of the patient. Latex-free, Kinesio® Tex Tape is safe for sensitive skin and for populations ranging from pediatric to geriatric. There is no compression on the skin, making it "light to the feel" and allowing comfortable wear over a 3-5 day period. Its water-resistant fabric wicks away moisture and allows the patient to bathe or even swim as usual. Lymph and blood circulation are facilitated in order to rehabilitate and relieve pain. It is used for virtually all clinical conditions.

Kinesio® Tape is an easy sell

Four critical characteristics that distinguish Kinesio® Tex Tape as the breakthrough rehabilitative, therapeutic modality that patients and practitioners are demanding:

- Supports muscles and joints while allowing full range of motion
- No latex / Skin sensitive
- Rehabilitates the affected condition as well as relieves pain
- Stays on comfortably for 3-5 days

We have created the Kinesio Taping Association, or simply KTA, to provide state-of-the-art, hands-on educational seminars for practitioners. Our workshops and in-service presentations are additional tools to assist you in introducing the Kinesio Taping® technique. We stand ready to support and assist you in any way possible. Call us to set up one of these services in your area. We will take care of the rest.

Workshops and in-service presentations are an easy way to attract both the general population and medical professionals. On-site workshops hosted by schools, clinics, hospitals, and other facilities are a convenient way for patients and staff to see this product for themselves. Many community centers will allow you to use their facilities at no charge. Workshops can open doors for the immediate purchase of Kinesio Tape® on hand as well as encourage medical professionals to attend an upcoming seminar in the area. Advertising and networking opportunities are limitless.

Seminars are by far the best way to teach the Kinesio Taping® Method to medical practitioners. Seminars provide a highly detailed and comprehensive hands-on experience that affords practitioners expertise with several applications that can be used immediately in their clinics or hospitals. CE credits and contact hours for KTA seminars provide another attractive benefit. Billing codes are available for reimbursement purposes.

"Take two minutes of your time for a lifetime of rewards"

Most applications take less than two minutes to apply, and it's safe and effective modality on all patient populations

With more than 150,000 practitioners using this tape, don't miss the boat

Frequently asked questions

1. Where did the name Kinesio® come from?

The name was inspired by the science of Kinesiology, because proper muscle function is the key to total health and well being.

2. What does Kinesio Taping® and Kinesio® Tex Tape do?

The Kinesio Taping® Method is applied over and around muscles to reduce pain and inflammation, relax overused or tired muscles, and support muscles in movement on a 24-hour-a-day basis. It is not a restrictive type of taping and allows for full range of motion. In contrast, traditional sports taping is wrapped around a joint strictly for stabilization and support during an athletic event. Kinesio® Tape is used to treat anything from headaches to foot problems and everything in-between. Examples include re-habilitation from sports injuries, carpal tunnel syndrome, lower back strain/pain (subluxation, herniated disc), knee and shoulder conditions, and many more.

3. What benefits distinguish Kinesio® Tex Tape from other tapes?

100% High Grade Cotton - for comfort and air-permeability, 140% Elastic - same flexibility as human skin and muscles
Heat Activated Adhesive - very light, mild, and hypo-allergenic.
Latex Free. Unique design - air permeable, microscopically lifts skin, channels away moisture. Durable - average usage allows 3-4 days per application. More Economical - usually 8-10 applications per roll of tape.

4. Is it the tape or the technique that gives such great results?

Without a doubt, the technique is the most unique; however, the full benefits were not possible until Kinesio® Tex Tape was developed. The taping method requires a tape that is patient and skin-friendly, possesses optimum elastic qualities, is the same thickness as the skin, and is durable enough to stay on for multiple days, even through sweating and showers.

5. How is the tape applied?

Without getting too technical, the tape is applied over and around the affected area with the muscles in a stretched position. Then the tape is applied from one end of the muscle to the other with very little to no stretch on the tape. The tape is applied from the ORIGIN to INSERTION of the muscle for SUPPORT and from INSERTION to ORIGIN for REHAB.

6. What are some suggestions for optimum taping results?

- Skin should be dry and free of oil, sweat, and lotion prior to application.
- After application, rub the tape to activate the heat-sensitive glue.
- Avoid extreme stretching of the tape during application to avoid skin irritation.
- Apply approximately 1 hour prior to activity or shower to allow glue to adhere properly.
- Skin irritation is extremely rare, but care should be taken with hypersensitive skin patients.

7. What is the difference between the colors?

There is no physical or chemical difference between the colors. The colors were developed to be compatible with color therapy. Color choice is a matter of individual preference. The colors can provide field advertising at athletic events, a conversational opener, and instant product recognition.

Reimbursement options for Tape Technique

Option 1: Insurance & Medicare Code Billing

Health Insurance companies and Workers Compensation:
This code can be used for supplies and material provided by the office as well as other supplements provided during an office visit. Billing extra time has also been used.

Miscellaneous Code: 99070 (supplies and materials - tape)

CPT 2007 codes:

97112 (Neuro-muscular Re-education)	29520 (Strapping of Hip)
97140 (Manual Therapy)	29530 (Strapping of Knee)
97110 (Therapeutic procedure/exercise)	29540 (Strapping of Ankle)
29200 (Strapping of Thoracic Spine)	29550 (Strapping of Toes)
29220 (Strapping of Lumbar Spine)	97799 (unlisted physical medicine/rehab service - specify)
29240 (Strapping of Shoulder)	97139 (unlisted therapeutic procedure - specify)
29260 (Strapping of Elbow or Wrist)	
29280 (Strapping of Hand or finger)	

Option 2: Patient Tape Sales & Education

Patient Tape Sales: Your facility or pharmacy may not be set up for direct patient sales. In this case, contact your local distributor for direct sales to patients.

Education: The benefits of the taping procedure are explained to the patients, and the patient is asked to purchase a roll of tape either from the clinic for from an outside source. The application is taught to the patient for aftercare application.

Patient Tape Prices (Current Range \$15-\$20/ Roll): NEW!!! Specific code for Strapping, Taping & Kinesio Taping® to provide support or stabilization of an extremity. These are NOT timed codes.

HPCPS 2007 Codes:

29520-29590 & 29200-29280 (same as CPT codes)	A6441 (Bandage, non-elastic, non-sterile)
A4450 (Tape, non-waterproof)	A6442 (Bandage, non-elastic, non-sterile)
A4452 (Tape, waterproof)	A6443 (Bandage, non-elastic, non-sterile)

Verify which codes are applicable in your region before submitting claim.

These codes are general for the tape and the areas that you tape and are not timed codes. If you find codes that work better than others or use codes that work with specific insurance carriers, please let the Kinesio Taping Association know so that we can share this information with other practitioners.

What your peers are saying

"I have been using Kinesio Taping® in my practice for about 4 years. Frankly, I cannot think of another adjunct for my practice which has had a more readily visible impact on the patient. Using Kinesio Taping® elevates us to a new level by increasing relief and stability of myofascial support elements and assisting rapid recovery. Use it today. Use it NOW!"

-George Stribling, DC, CCSP, CKTI

"I started with the books and some tape; less than a week later I could not believe the great results. The #1 thing to understand is that this is NOT [just] taping. This is a great treatment adjunct."

-Bob Allen, DC, CCSP, CKTAP

"There is a true analgesic effect associated with Kinesio® Tape. I call it the 'Mother's Hand' effect. Kinesio Taping® extends the efficacy of our treatment and releases tension for relief of spasms."

-John Hanks, DC, DABCO, CCSP, CKTI

"It's easy to learn, takes a few minutes to do, uses only a few strips, and consistently produces superior clinical outcomes."

Team Chiropractor for the US Postal Cycling Team

-Jeffery Spencer, DC, MA, CCSP, CKTP

"I just wanted to write and tell you how pleased I am with the results we are receiving from Kinesio® Tape. As I continue to learn and use the techniques of Kinesio Taping®, I am certain that the results will continue to be positive."

-Rick Griffin, Head Athletic Trainer—Seattle Mariners

"We have been using Kinesio® for 3 years now. The Kinesio Taping® books have been extremely helpful in providing acute injury & preventative taping. It definitely helps our players stay on the field."

-David Price, Head Athletic Trainer—New York Jets

"Kinesio Taping® provides a most unique means for therapeutic taping [of] musculoskeletal complaints and post traumatic injuries. It provides support, relieves stress, and most importantly enhances recovery in both Primary Care and Orthopedic practice."

-Frank Turner, MD, CKTI

"Kinesio Taping® is very versatile, and the tape supports the injury while maintaining full range of motion and comfort. The fact that you use less tape than traditional methods and that you don't have to re-apply the tape [as frequently] makes this tape a great choice for treating chronic injuries."

-Jerri Hestwood, ATC

"As an alternative to McConnell [taping], Kinesio Taping® has impressive results not only for the serious athlete, but also for the weekend warrior. Of course, everyone knows it's great for knees, but what surprised me was the great results for the shoulder."

-Michael Call, MS, ATC, SCS

"I have been a Physical Therapist for 27 years. Kinesio Taping® has been one of the most dramatic techniques that I have seen in the past 5 years. Kinesio Taping® has filled in a missing link with my therapy. It continues the relaxation of the spasms and decreases the swelling between the therapy visits."

-Ken Lamm, PT, CKTI