



PRIMAL REFLEX  
RELEASE TECHNIQUE™

# MEDIA INFORMATION SHEET FOR THE PRIMAL REFLEX RELEASE TECHNIQUE™

## WHAT IS PRRT?

Primal Reflex Release Technique™ is an exciting new technique that has the potential to revolutionize current treatment protocols for musculoskeletal pain. It is known by the acronym “PRRT,” pronounced as “pert.” The PRRT system is unique in its ability to quickly and economically evaluate and diminish pain in dramatic ways.

Musculoskeletal pain and its myriad of therapies are destined to bankrupt our health care system. PRRT live & home study courses are designed to offer the most rapid triage & innovative therapy in history. The Nocioceptive Exam is rapid, as is the treatment, taking only a few minutes. Results are usually lasting even with people who have been told their pain is chronic. What differentiates PRRT from every other therapy for pain is Iam’s commitment to first-session success. If a patient fails to respond, which is unusual, PRRT isn’t recommended for future sessions. The technique is used by thousands of pain-relief professionals around the world, including doctors, physical therapists, chiropractors, athletic trainers, and acupuncturists.

## ABOUT SUPERSPINE, INC.

The Primal Reflex Release Technique is a system of SuperSpine, Inc. a company devoted to researching, developing, and promoting devices and procedures that lead to faster, less-expensive, and more effective pain relief. Established in 1995, SuperSpine, Inc., has developed and marketed such products as: *The PRRT Home Study Premium Course*, *The Pivotal Therapy System* and *How to Grow the Practice of Your Dreams...At Stealth Speed System Home Study Course*.

## SUPERSPINE, INC. MISSION STATEMENT

The mission of SuperSpine, Inc., is to research, develop, and market products and innovative methodologies that promote healing and relieve pain and suffering. Additionally, we strive to offer effective and inexpensive alternatives to traditional treatment protocols that have the potential to dramatically cut the cost of treating and returning patients to a pain-free state.

## FACTS ABOUT PRRT

- PRRT training was first offered in 1995.
- PRRT consists of more than 100 unique and innovative techniques and maneuvers that together form a comprehensive system of pain relief.
- Over 2,000 practitioners have attended a live-training seminar to date..
- On average, three dozen live-training seminars are held each year in four countries.
- There are PRRT-trained practitioners in 15 countries around the world.

## PRRT TRAINING PRODUCTS

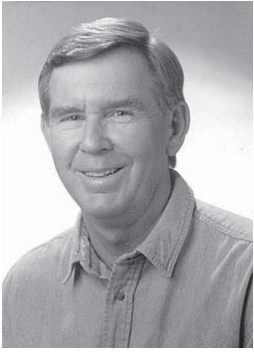
In an effort to efficiently and effectively train practitioners and advance the use of the Primal Reflex Release Technique™, a training system has been developed that combines the use of a home-study course and live-training seminars.

Practitioners who wished to be trained must first take the Home Study Premium Course to gain a foundational understanding of PRRT and learn a sampling of nine techniques that they can practice immediately.



**The Pivotal Therapy  
System**

[www.magistercorp.com/  
pivotal-therapy-system.html](http://www.magistercorp.com/pivotal-therapy-system.html)



After the Home Study Premium Course has been completed, practitioners are eligible to attend a Live-Training Seminar, offered in locations around the world on a regular basis. These two-day seminars are taught by highly trained PRRT practitioners, and offer a deeper understanding of the theory behind PRRT, a better understanding of the Nocioceptive Exam, and in-person training of an additional 30 techniques.

Once a practitioner has completed these two levels, he or she is eligible to attend the more advanced live-training seminars taught by John Iams himself.

## **ABOUT JOHN IAMS, CREATOR OF PRRT**

### **Education, Certifications, and Professional Societies**

- Pre-Physical Therapy Program, San Diego State University
- B.S., Physical Therapy, University of California, San Francisco
- M.A., Physical Therapy, University of Southern California
- Member, American Academy of Pain Management
- Member, International Association for the Study of Pain
- Approved Provider for Continuing Education for the National Certification Board for Therapeutic Massage & Bodywork

## **JOHN IAMS BIOGRAPHY**

Born and raised in San Diego, California, John Iams left his hometown to enter the Physical Therapy Program at the University of California School of Medicine in San Francisco. Upon graduation with a bachelor of Physical Therapy, Iams married his sweetheart, Vonnie Hardesty, and accepted a commission as an ensign in the U.S. Navy, where he served three years as a physical therapist during the Vietnam War.

Iams completed his tour of duty as the Chief Physical Therapist at Corpus Christi Naval Air Station Hospital, and returned to Southern California to continue his education at the University of Southern California (USC) School of Medicine; there he completed a Master's Degree in Physical Therapy.

While at USC, John was fortunate to work directly with Jacqueline Perry, M.D., as her teaching assistant. Iams was invited to attend the surgical anatomy lectures for the medical orthopedic residents at Rancho Los Amigos, where Dr. Perry's work in musculoskeletal rehabilitation has become renowned.

Iams' interest in anatomy grew as he continued to attend advanced anatomy and neuro-anatomy courses at the USC School of Medicine. Iams left USC qualified to teach anatomy and neuro-anatomy courses at the college level. He returned to San Diego to direct the Physical Therapy Assistant Program at San Diego City College.

After three years as director, Iams desired to return to patient care, and founded the Physical Therapy Institute, Inc., in Poway, California. There Iams ran a successful private practice until 2005, when he retired from full-time patient care to concentrate on SuperSpine, Inc., his inventions, and his innovative pain release techniques.

As an inventor of pain relief products, John has created dozens of innovative devices and therapies. He holds a half-dozen patents, including the Pivotal Therapy System, which has been marketed worldwide for two decades.

Iams now divides his time between lecturing, researching, writing, and mentoring instructors for PRRT Seminars. His life work and passion is developing and advancing methods to ease the pain and suffering of mankind.

# FAQS ABOUT THE PRIMAL REFLEX RELEASE TECHNIQUE™

## **Why would an already-successful practitioner want to learn PRRT?**

PRRT has the potential to help a practitioner get great results faster and have them last longer. With the first evaluation and treatment, PRRT lays a foundation to “neurally reboot” any protective reflexes—such as the startle and withdrawal reflexes—that may be causing pain and restricting motion. Eliminating these restrictions will allow the practitioner to progress more rapidly with the patient with any other approaches he or she chooses to use.

## **How long does it take for PRRT to be effective in treatment?**

Unlike virtually all other manual therapies for pain, PRRT produces a marked improvement on the first visit or it's not likely to be the solution for that patient's problem. Obviously, the more skill a practitioner develops in assessment and treatment with PRRT, the more quickly and effectively will the results be manifest.

## **Does PRRT Replace Other Treatment Methods?**

Not at all. PRRT blends seamlessly with whatever techniques a practitioner currently uses. In fact, when a practitioner begins with a few minutes of PRRT assessment and treatment, he or she will see dramatically faster results with the subsequent techniques used on the patients.

## **Does PRRT take a long time to learn?**

The PRRT Home Study Premium Course takes only a few hours to complete. A practitioner will be able to use the techniques to release pain at reflex speed before finishing the course. We regularly receive emails and phone calls from practitioners around the world relating how quickly they have seen success and how thrilled their patients are. The most common complaint we hear from practitioners is that they wish they had known about PRRT long ago when they first began their practice.

## **What makes PRRT unique and able to frequently relieve 50% or more of a patient's pain on the first visit?**

PRRT teaches a practitioner to simply and easily identify and release protective reflex influences that virtually all patients have. These reflexes, when in a facilitated state, manifest with restricted motion, pain with motion, and reduced spontaneity of motion. PRRT is designed as a first-session system that lays the foundation for success with other treatments. When PRRT is added to a practitioner's existing manual skills, he or she may realistically anticipate having patients walk out with a 50% or more improvement in their level of pain and ease of movement, on the first visit.

## **Is PRRT easy to learn and apply?**

Yes! In a matter of minutes a practitioner will be able to apply the techniques he or she has learned. And perhaps more importantly, PRRT is a gentle and light technique that is easy on both practitioner and patient. It reduces the toil on body and energy compared to most manual therapy approaches, and PRRT rarely results in flare-ups or exacerbations in patients after treatment.

## **Why had no one before John Iams discovered how primal reflexes influence pain?**

Other researchers and practitioners have focused on and developed ways to assess and treat muscles, tendons, ligaments, fascia, nerves, lymph, joints, and other systems of the body. Iams was merely the first to ask, “Why not assess and treat the neural control of movement?” His seminal work has cracked the code on finding and releasing protective reflexes, often relieving pain within moments.