



# **PowerHealth**

*"The Results Speak for Themselves"*

## **Power Health Treatment Program**

### **Power Health Rehab & Wellness Center**

1175 Harvard Way  
Reno, NV 89502

Tel: 775. 329. 4402  
Fax: 775. 329.8545

[PowerHealthReno.com](http://PowerHealthReno.com)  
[PowerHealthTalk.com](http://PowerHealthTalk.com)

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Thank you for your interest in the comprehensive program offered at Power Health.

Power Health has been in existence in Northern Nevada since 1980 and has been under the direction of Dr. Martin Rutherford, D.C., Certified Functional Medicine Practitioner, for the entirety of that time. Starting in 2007 Dr. Rutherford studied under multiple doctors to hone his skills in both Functional Medicine and Functional Neurology to help patients with chronic pain, autoimmune disease, peripheral neuropathy, balance disorders, endocrine abnormalities, and many other neurologic and metabolic issues.

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## Physician Biographies

### **Martin Rutherford, D.C., CFMP, Clinic Director of Power Health**

Dr. Rutherford earned his B.A. degree from Wilkes-Barre College in 1974 and a B.S. in Human Anatomy and Biochemistry, as well as his Doctor of Chiropractic degree from National Chiropractic College in 1978. He moved to Reno in 1980 and took over an existing chiropractic and nutritional practice. Through the 1980's and 1990's, Dr. Rutherford had primarily a musculoskeletal practice focusing on traumatic spinal injuries and scoliosis patients. Due to his curiosity regarding why some of his autoimmune patients did not respond to manipulative therapy, as well as his personal experiences with many autoimmune issues, he began to study functional medicine under the direction of world renowned thyroid expert, Dr. Datis Kharrazian. From there, Dr. Rutherford went on to complete 300 post graduate hours in functional medicine. To date, Dr. Rutherford has supervised over 35,000 patients at Power Health, given over 800 health lectures, has served on the Chiropractic Physicians Board of Nevada, authored the book "Power Health Back to Basics" and owned and operated Power Health since 1980.

### **Richard Ketring, D.C., CFMP**

- Dr. Richard Ketring, D.C., is a Certified Functional Medicine Practitioner, who has worked at Power Health since 2002 and works hand in hand with Dr. Rutherford to help walk our patients through the many different aspects of our programs to help ensure they are able to achieve the best results possible.

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## Description of our Facilities

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Power Health Reno occupies approximately 8000 square feet of diagnostic and treatment facilities. Our treatment area is divided into departments of manual therapy, brain-based therapy as well as peripheral nerve rehab, and relaxation.

**Our office is 45 minutes from beautiful Lake Tahoe. Fantastic sightseeing, hiking trails, and skiing are well within an hour's drive.**

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## Description of the Power Health Functional Medicine Program

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### **A. Mission Statement:**

The goal of these programs is to determine the cause of the disorder for which you are being managed, and then to employ specific strategies targeted at the cause, while engaging the brain in rehabilitative exercises either to activate areas of the brain that are under activated or to dampen overactive areas of the brain.

### **B. Initial Consultation:**

We are located in Reno, NV; however, we treat patients from all regions of the United States and Canada. If you live in Northern Nevada or would like to travel to our facility, we do offer a free 30 minute in office consultation. However, for those of you for whom distance is a consideration, we have a process to determine if you are an appropriate candidate for our program and if it is worth your time, energy and financial investment to travel to our clinic for care.

#### **For those doing in office consultations:**

Please call our office at 775-329-4402 for an appointment and arrive 30 minutes prior to your appointment time to complete paperwork.

#### **For those interested in traveling to the clinic:**

In order for Dr. Rutherford to determine if you would be a good candidate for our program we will need the following:

1. A typed history of your condition. This is a chance for you to tell us your story so to speak. Please give us a detailed account of when your symptoms started, factors that you feel provoked your condition, and any other information you feel is pertinent to give us the best chance to properly evaluate your case.
2. Our basic consultation paperwork as well as our 24-page history packet filled out completely. This history is perhaps our most valuable diagnostic tool and it is vital that it be completed as thoroughly as possible. Both can be found online at <https://powerhealthreno.com/paperwork>

Once all this information is received, we will call to schedule a half hour Skype consultation with Dr. Rutherford. Dr. Rutherford will thoroughly go through your history ahead of time so that a targeted conversation can take place between you and him, all for the intent of determining whether you are a potential candidate for our program.

The cost of this service is \$500. If it is deemed that you are a candidate for our program, then at that time we would recommend going through our in-office comprehensive evaluation.

Our long-distance program in most cases will only require you to make the trip to our clinic one time for 3-4 days and then we will be able to further your care via phone or Skype.

### **C. Comprehensive Evaluation**

If it is deemed that it is likely you are an appropriate candidate for one of our programs, the next step is to schedule for our in-office evaluation. We will perform an assessment which you can expect to last anywhere from two to three hours. This evaluation and assessment will entail a comprehensive neurologic evaluation, and a detailed functional general systems physical examination. This will also include a further review of your history and records and if a neurological component is involved in your treatment protocol further evaluation will be performed to determine the ability of your brain and nervous system to respond to our brain based therapies.

Once the comprehensive evaluation is completed the doctors will construct a treatment program based on their findings. Our programs run from 5 to 12 months and range in cost from \$8,000 to \$12,000 depending on what is indicated by your initial consultation and subsequent comprehensive examination findings. Insurance companies view functional medicine and functional neurology as elective similar to LASIK and plastic surgery so no coverage will be available. We do have many payment options to assist you in getting the care you need.

### **D. Understanding Our Treatment Philosophy**

The Power Health Treatment Program is a supervised and controlled program. It has been created and evolved over a period of years, and a considerable amount of time and effort have gone into refining it for the primary purpose of improved patient outcomes. We are fully committed to each and every case that we accept and expect all participants to make a similar commitment to their program. Our goal is not only to help you feel better, but to also educate you on how to hopefully continue to get better after you complete your program.

### **E. Laboratory Testing**

Lab testing is tailored to the patient's specific examination and history findings. We order specialized testing including autoimmune profiles, testing of food sensitivities, intestinal hyper-permeability, adrenal axis output, as well as heavy metals. We also use LabCorp for standard blood testing including metabolic panels, iron studies, inflammatory markers, thyroid functioning testing, complete blood counts with differentials, and urinalysis, and other specialty lab tests. Not all tests are ordered for all patients. Each patient's labs are ordered relative to the patient's case based on the initial paperwork and comprehensive evaluation findings.

## F. Why Such an Intensive Program?

Our program has been offered since September of 2008. It is the foundation of Power Health Reno and has been continually modified since then to produce optimal patient outcomes. The program will consist of the following:

**Functional Medicine**, also termed personalized and lifestyle medicine, focuses on getting to the true cause of the disorder and working with the patient to correct the underlying cause. Though this concept may seem incredibly simple, there are many situations in health care where this simple concept is not employed. Using high blood pressure as an example, the traditional approach is to give the patient a medication which will circumvent biochemical pathways allowing blood pressure to normalize. The Functional Medicine approach is to look at the multiple factors causing high blood pressure, two of which are obesity and stress, and to work intensively with the patient to rectify those factors so that the high blood pressure can be rectified. Functional Medicine uses standard and specialized lab testing to not only make a diagnosis, but also to determine how an individual's food, stress, and hormones and a multitude of other factors are influencing their physiology and creating their symptoms.

**Chiropractic Neurology**, also termed Functional Neurology, involves stimulating areas of the brain or peripheral nervous system (that of the hands and legs) that may be under activated. This is very analogous to strengthening a weak muscle. In that after it was learned in the 1980's and 1990's, with the 1990's being the decade of the brain, that the brain can become stronger in its connections by strengthening weak parts of the brain with exercise. Functional Neurology involves making the correct neurologic diagnosis, then employing non-drug treatment, exercise, and electrical stimulation strategies aimed at activating specific areas of the brain or peripheral nervous system. Once these parts of the brain "strengthen" or start firing properly symptoms caused by its malfunction resolve or greatly improve.

Based on your specific case, we will determine whether one or both of these methods are required in your rehabilitation and structure your program accordingly. We have found over years of experience that on average it takes us in general 5-12 months to make a significant long-term change in the physiology and symptoms of most individuals.

**1. Hours of operation at Power Health:**

- Monday-Thursday 8 am to 12:00 pm and 1:30 pm to 6 pm.

**2. Time Expectations:**

We recommend that patients who are visiting us from out of town plan on staying a minimum of three days and preferably four. This allows us to do the full evaluation on the first day, go over their findings and suggested treatment program regarding time and costs on day two. If at that point you decide to get started, we would be able to get the testing ordered and completed on day three and four as well as do a couple of visits in office to get through the introductory aspects as well as design your home program.

**3. Clothing:**

We recommend our patients wear comfortable clothing and no makeup, and bring a pair of shorts to the exam so that we can gain access to your extremities for purposes of nerve stimulation. Please also wear comfortable shoes that can be easily removed.

**4. Housing and Hotels:**

Our office is approximately a mile and a half from the Reno Tahoe International Airport. Below is a list of hotels that are near our office. Since we are a tourist town rates can vary widely depending on availability.

Holiday Inn Express & Suites Reno Airport  
(Nearest to the office)  
1-775-229-7070

Hyatt Place Reno-Tahoe Airport  
1-775-826-2500

Grand Sierra Resort Casino  
1-775-789-2000

Atlantis Casino Resort  
1-775-825-4700

Peppermill Resort Spa and Casino  
1-775-826-2121

**5. Where to Buy Groceries:**

- |                   |                                      |                |
|-------------------|--------------------------------------|----------------|
| • Whole Foods     | 6139 S Virginia St, Reno, NV 89502   | (775) 852-8023 |
| • Trader Joe's    | 5035 S McCarran Blvd, Reno, NV 89502 | (775) 826-1621 |
| • Natural Grocers | 4819 Kietzke Ln, Reno, NV 89509      | (775) 448-9828 |

## 6. Restaurants:

There are a variety of healthy restaurants in the Reno area. Below are some of our favorites. You also can not go wrong with any of the bigger casinos as well as Midtown for restaurants.

- Great Full Gardens 555 S Virginia St, Reno, NV 89501 (775) 324-2013
- Whole Foods 6139 S Virginia St, Reno, NV 89502 (775) 852-8023

## 7. Reno Weather:

Reno Weather can vary by the minute. It has snowed in Reno every month of the year, and therefore it is best to plan for extremely frigid temperatures in the winter and hot to cool temperatures in the spring and summer. The average temperatures for Reno are:

	<b>AVG. HIGH</b>	<b>AVG. LOW</b>	<b>MEAN</b>	<b>AVG. PRECIP</b>	<b>RECORD HIGH</b>	<b>RECORD LOW</b>
<i>JAN</i>	46°F	25°F	36°F	1.03 in.	71°F (2003)	-17°F (1916)
<i>FEB</i>	51°F	29°F	40°F	1.06 in.	75°F (1986)	-16°F (1989)
<i>MAR</i>	58°F	34°F	46°F	0.76 in.	83°F (1966)	-3°F (1897)
<i>APR</i>	64°F	38°F	51°F	0.47 in.	90°F (2012)	13°F (1956)
<i>MAY</i>	74°F	46°F	60°F	0.49 in.	98°F (1910)	16°F (1896)
<i>JUN</i>	83°F	52°F	68°F	0.51 in.	104°F (1940)	25°F (1954)
<i>JUL</i>	92°F	58°F	75°F	0.18 in.	108°F (2007)	33°F (1976)
<i>AUG</i>	91°F	56°F	74°F	0.23 in.	105°F (1983)	24°F (1962)
<i>SEP</i>	82°F	49°F	66°F	0.35 in.	101°F (1950)	20°F (1965)
<i>OCT</i>	69°F	39°F	54°F	0.51 in.	93°F (2010)	8°F (1971)
<i>NOV</i>	55°F	31°F	43°F	0.82 in.	77°F (2005)	1°F (1958)
<i>DEC</i>	46°F	25°F	36°F	1.03 in.	71°F (1940)	-16°F (1972)





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Reno, NV. 89502  
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## **Patient check list for scheduling a Skype consultation**

In order to be eligible to schedule a Skype consultation, we require the following steps be taken prior to scheduling. Please use the following check list to help guide you through this process. First off please be sure to read through all of the literature sent to you via e-mail especially the distance brochure.

All paperwork needed can be found at <http://powerhealthreno.com/paperwork>

### **COMPLETE AND/OR SIGN THE FOLLOWING DOCUMENTS**

- Consultation paperwork
- NP Neurological Exam Packet (26 pages)
- Records Release form signed and a list of doctors we should request records from
- A type written history of your condition, telling your health story, in your words
- Use the following link to pay for your Skype consultation (\$250)
  - Via credit card online at <http://powerhealthreno.com/consult> or
  - Contact the office to pay with a credit card over the phone or
  - Make a check out to "Power Health" and mail it to the office
- Submit the completed version of the items listed above. These documents can be submitted to the office in one of the following ways. By using our secure web server at:
  - <http://powerhealthreno.com/upload> or
  - Fax them to 775-329-8545 or
  - Mail them to the office (address listed above)

Once you have completed **AND** submitted all of the items on this check list, **AND** it has all been received by our office staff, please call us to schedule your Skype consultation. Please feel free to contact the office if you have any questions and or concerns regarding the requirements listed above.