



**Ian A. Cyrus, MS, L.Ac., ATC**

Is nationally certified by the National Commission for the certification of Acupuncture and Oriental Medicine (NCCAOM) in Acupuncture and Asian Bodywork Therapy and is a Chinese Herbalist. He is an honors graduate of the Tristate College of Acupuncture where he earned his MS in Acupuncture and Oriental Medicine. He has also earned a BS, Physical Education with an emphasis on Athletic Training and Sports Medicine and is an ATC (Athletic Trainer Certified). He also earned a MS, Biomechanics both from Temple University, Philadelphia, PA.

Mr. Cyrus is the founder and innovator of a unique approach to Acupuncture and Oriental Medicine (AOM) known as Oriental Medicine – Physical Medicine (OM-PM). OM-PM combines the best Oriental Medicine and Physical and Orthopedic Medicine in the treatment of musculo-skeletal and myofascial pain and dysfunction. He Teaches OM-PM to students and professionals in order to increase their clinical effectiveness.

## Next Lecture

**When: January 21-22, 2012  
9:00 AM – 5:00 PM**

**Where: Won Institute  
137 S. Easton Road  
Glenside, PA 19038**

**Contact: Prof. Ed Cunningham  
267-415-4272**

**Oriental Medicine-Physical  
Medicine  
Acupuncture & Oriental Medicine  
Center, LLC  
P.O. Box 341  
Glenside, PA 19038  
267-342-5880**

**Visit our Website:**

**[www.eastasianmed.com](http://www.eastasianmed.com)**

**Registration and more info**

**Oriental Medicine**

–

**Physical Medicine**

**Ancient Approach**

**Modern Application**



**Ian A. Cyrus, MS, L.Ac., ATC**

**NCCAOM APPROVED  
(15 PDAs/CEUs)**

## OM-PM

Is an integrative system of medicine combining the best of classical Oriental Medicine and Western Medicine to arrive at an integrated method of treatment. OM-PM focuses on re-establishing the significance OM as an approach to physical medicine through truly understanding the “Tendino-Muscular Channels (and other relevant channel systems) with respect to pathologies, diagnosis, and treatment. Diagnostic methods unique to both OM and physical medicine (orthopedic, neurologic, palpation, and manual muscle assessment methods are employed and reframed into the OM paradigm in order to broaden diagnosis and treatment options.

### OM-PM is taught in four (4) modalities:

1. Introduction to OM-PM
2. Treatment of the dorsal zone
3. Treatment of the ventral zone
4. Treatment of the lateral zone

**Introduction to OM-PM** focuses on defining “what is myofascial pain”, re-establishing significance of this precedence in OM found in truly understanding the Tendino-Muscular Channels with respect to pathologies, diagnosis and treatment. Related theories of Peripheral and central sensitization, gate control theory, somato-visceral versus viscerosomatic reflex, current of injury, segmental facilitation, and an overview of related theories. Mechanism of

injury and diagnostic criteria will be explored. General treatment modalities will be discussed. Fifteen (15) basic neurologic, orthopedic, and manual muscle tests will be taught

**The “Dorsal Zone”** module focuses on pathologies (pain and dysfunction) of the head (posterior aspect), neck (posterior), back (upper, middle, lower), and extremities (legs-posterior). Pathologies include but not limited to head pain, cervical radiculopathy/neuropathy, rotator cuff injuries, dorsal pain, low back pain, lumbo-sacral pain, sacro-iliac pain, spondylolysis, spondylolesthesis, bulging disc, disc herniation, and lumbar radiculopathy. At the end of the “dorsal zone module”, the participant will be able to assess and treat complaints and diagnosis of the cervical, thoracic, and lumbo-sacral spine, scapula, ilium, sacrum and pelvic utilizing an integrative physical medicine approach.

**The “Ventral Zone”** module focuses on pathologies (pain and dysfunction) of the ventral aspect of the head/face, neck, shoulder, chest, abdomen, and extremities (ventral aspect). Pathologies include but not limited to frontal head pain, sinusitis, temporal mandibular joint syndrome, whiplash syndrome, thoracic outlet syndrome, bicipital tendonitis, tennis elbow, carpal tunnel syndrome, gastro-intestinal disturbance, urogenital pathologies, and reproductive pathologies.

**The “Lateral Zone”** module focuses on pathologies (pain and dysfunction) of the lateral zone of the head (lateral aspect), neck (posterior), shoulder, flank, hip pain, and knee pain. Pathologies include but not limited to lateral (temporal) head pain, neck pain, shoulder pain, rib pain, hip pain, arthritis of the major articulations.

## Testimonials

“I found Dr. Cyrus’ ability to take difficult to grasp Western Medical concepts, principles, and theories and reframe them to make them relevant for Oriental Medicine practitioners exceptional”.

Dr. Yang Dong Ja, President  
Virginia University of Oriental Medicine  
Fairfax, VA

“Dr. Cyrus, is an extremely thorough and knowledgeable instructor and practitioner. I was fascinated by the information presented and will be able to use the knowledge gained in my practice immediately”.

Rachel Weissman, MS, L.Ac.  
Iowa City, Iowa.