

For Immediate Release

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New Hope For The 20 Million Women Who Suffer From Incontinence

New Program Introduced Today; Designed To Help Women Take Control of Their Pelvic Health

hab^{it}

CHICAGO, IL / Tasha Mulligan is a physical therapist, athletic trainer and mother of three. After giving birth to her first child, Mulligan's pelvic floor began to weaken, which led to a grade three prolapse of her bladder. She began to search for solutions, but found it difficult to find good information and to make matters worse, she found that even broaching the subject with her closest friends and family was somewhat taboo.

"I was afraid and confused," said Mulligan. "I had always been very active and I didn't know if this was something I'd have to deal with for the rest of my life."

Very simply, Mulligan was not willing to accept her diagnosis as a life sentence. She used her physiological training to create a new physical therapy program to treat her disorder. Now, she is bringing her life changing program to the millions of women who suffer from pelvic floor disorders, including incontinence, through an in-home program used independently or in concert with a physical therapist, entitled **Hab It Pelvic Floor** (www.hab-it.com).

"I was very surprised by how few resources were available for the treatment of pelvic floor disorders," said Mulligan. "I was fortunate to have the physiological training to approach the problem and the solution more clinically, which

resulted in a physical therapy program that literally changed my life. The goal of **Hab It Pelvic Floor** is to provide expert instruction that focuses on the specificity of each exercise for maximum benefit. Whether done independently or in conjunction with a physical therapist, this program is a good first course of treatment for anyone suffering from a weakened pelvic floor."

The National Institutes of Health and Kaiser Permanente recently conducted a study of 4,000 women, 80 percent of which had given birth. The study, published in the March 2008 edition of *Obstetrics & Gynecology*, found that 37 percent of women reported suffering from one or more pelvic floor disorders.

Pregnancy and childbirth can trigger incontinence, as can menopause, when the loss of estrogen is thought to weaken bladder-control muscles. According to studies published in *Neurological Urodynamics and Urology*, over a woman's lifetime, 11 percent are likely to have pelvic surgery for urinary incontinence, and 29 percent will have multiple surgeries for pelvic floor disorders.

"This very thorough video can enhance patients' understanding of the function and anatomy of the pelvic floor and how pelvic floor exercises and improved posture can have a positive

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impact on incontinence and pelvic support,” said Dr. Sandra Valaitis, Associate Professor of Obstetrics & Gynecology at the University of Chicago Medical Center. “By watching the demonstrations of appropriate posture and practicing along with the lessons, patients can gain a better understanding of their condition and begin to achieve better control of their pelvic floor dysfunction.”

The DVD, which can be purchased for \$29.95, comes complete with a medium-tension exercise band, which along with a Swiss ball or chair and a soft ball or pillow, are the only pieces of equipment needed.

The pelvic floor responds to exercise in a similar way as the rest of the body. It takes four to six weeks of performing the exercises consistently, three times per week, to see the neuromuscular adaptations that are required for increased strength and control.

“Tasha Mulligan is one of those rare people who found her genius in matching her vast skill set with her life's work,” said Mark Kaufman, president of AthletiCo, the Chicago-based leader in out-patient orthopedic rehabilitation. “She excels at the interface between the patient and clinician; and all of her patients know they have someone who is 100% committed to their recovery and rehabilitation. Tasha was able to translate that commitment and expert direction in the **Hab It Pelvic Floor** program.”

Hab It Pelvic Floor consists of three key components:

- A brief anatomy overview to help women understand which muscles they are working and why they matter, along with direction on properly doing the “famous” kegel contraction and facts about why the kegel exercise alone is not sufficient for most women.
- Importance of and instruction to achieve proper posture in pelvic floor alignment in order to use your bony structures to give your pelvic floor the most support possible.
- Four pelvic floor workouts which are delivered in two formats:
 - Version one includes visual and aural cues and precise instruction, much like someone would experience when working one-on-one with a physical therapist (exact length varies, but workouts range from 13 to 29 minutes).
 - The second version offers slightly less instruction for once the exercises are mastered.

endnotes

- 1 National Institute of Health (NIH) Publication. March 2008. No. 08-5743
- 2 Michal Otcenasek, Vaclav Baca, Ladislav Krofta, Jaroslav Feyereisl. 2008. Ostet Gynecol. 111:622-630.
- 3 Michal Otcenasek, Vaclav Baca, Ladislav Krofta, Jaroslav Feyereisl. 2008. Ostet Gynecol. 111:622-630.



For more information about Hab It Pelvic Floor visit www.hab-it.com.

About PT Partners, LLC

Hab It Pelvic Floor was created by PT Partners, LLC, a group of like-minded physical therapists and rehab patients.

PT Partners mission is to guide people through quality exercise instruction on their own timeline and in their own space, in a manner that helps patients develop the confidence to perform their exercises independently, and the motivation to comply with the program prescribed by their doctor and/or physical therapist. **Hab It Pelvic Floor** is the first offering of a planned series, and will be followed by **Hab It Low Back** and **Hab It Knee**.

Tasha L. Mulligan

Physical Therapist & Personal Trainer



Certification

- Physical Therapy Licensure, *January 2000*
- National Athletic Training Certification, *June 1997*
- Certified Strength and Conditioning Specialist, *May 1999*
- APTA member
- NATA member

Work Experience

- Self-Employed Physical Therapist/Personal Trainer, *May 2005 - current*
- AthletiCo Physical Therapy, *January 2000 – April 2005*
- Willowbrook AthletiCo Facility Manager, *March 2001 – April 2005*
- AthletiCo Partnership, *July 2003 – April 2005*

Accomplishments

- Designed mentoring program within AthletiCo, *November 2004*
- Designed and directed four week running clinics
- Designed and directed four week ski clinics
- Assisted with four week ACL clinics
- Member of endurance program
 - Running analysis
 - Injury prevention talks
 - Marathon and local race coverage

Education

- The University of Iowa, Iowa City, Iowa
- Master of Physical Therapy Graduate Program, *November 1999*
- B.S. Degree: Exercise Science/Athletic Training with Honors, *May 1997*

Continuing Education

- *The Pilates Method for Use as Therapeutic and Corrective Exercise*
- *Low back and SI joint evaluation*, by Sandy Burhkart
- *The Running Course*, by Matthew Walsh
- *Maitland Technique for Mobilization of Lx, Cx, and Thoracic Spine*
- *Women's Health: Pre and Post Natal Treatment Techniques*
- *Treatment of the Athletic Shoulder*, by Kevin Wilke
- *Functional Relationships of the Lower Half*, by Richard Jackson
- *Back Education Training*, by IPA

Personal

- Mulligan resides in Urbandale, Iowa with her husband Jim and their three children Jack 4, Taylor 2 and Abby 10 months
- Division I, All-American Softball Player, *University of Iowa 1992-96*
- Boston Marathon Competitor, *1999*
- Active Triathlon participant, *1999-current*