

INTEGRATIVE THERAPIES

Combining conventional and complementary healthcare for optimal outcomes

Run of the mill on the outside—above par on the inside. Cloaked by an ordinary storefront in a standard business park off Wendover Avenue in Greensboro, Integrative Therapies offers exceptional services in an average locale.

“We get letters all the time from patients who say we’ve ‘transformed their lives’.”

Lori Loveland is describing the feedback she receives as the Executive Director of Integrative Therapies, the holistic institute where she’s been making a positive difference through wellness development for 16 years. Her progressive multi-disciplinary treatment center offers conventional and complementary healthcare. In a nutshell, Integrative Therapies serves as a bridge between traditional medical practice and complementary healing arts.

“Part of our mission is to provide a healing environment where all are treated with the utmost respect and kindness.”

From headaches to heartbreak, acute and chronic problems including arthritis and fibromyalgia, to localized or widespread discomfort, chances are the highly skilled healthcare team at Integrative Therapies can soothe what ails you. And the beauty of it all is this: they teach you how to help yourself, so you aren’t forever dependent on their services.

“We teach you the skills,” Lori explains. “You leave here with a toolbox to use. Our job here is to enrich lives so our patients feel more self-sufficient. We teach self-care strategies to help in daily life.”

With the conviction that each individual is their own greatest healing agent, Lori and her team of therapists

focus on facilitating the healer within.

“Healing is so much about listening, and being heard,” Lori affirms. “We spend a lot of one on one time with our patients so we can understand who they are and what they need so we can come up with an individual treatment plan. I’ve had patients tell me they’ve felt like the only patient here.”

And doesn’t everyone ache to be heard? To be understood, to have feelings validated. Once the patient is heard loud and clear, Lori and her team of healthcare professionals offer a wide range of programs to help the healing begin.

“We work with our patients in partnership, not in an authoritarian way. We do have all the high tech gadgets here, but most of the healing happens in the relationship between the patient and the therapist.”



Lori Loveland,
Executive Director of Integrative Therapies

Lori explains how this takes place in a friendly comfortable environment that offers just about everything to promote pain relief and wellness development. Services here include, but are not limited to: Biofeedback, Acupuncture, Physical Therapy, Neuromuscular Massage, Stress Management, Mental Health Counseling, Yoga and Wellness Classes, and Nutritional Consultation. And the good news is that Integrative Therapies accepts most insurance. Lori says most of her patients are referred to Integrative Therapies by their physicians. She stresses that her treatment center focuses on dispensing “skills, not pills”.

“It’s not that we’re against medication. We’re not alternative. We’re complementary. We assist the Doctor with the patient’s care in a holistic way.”

All this in a treatment center that is professionally staffed by four physical therapists, four certified neuromuscular therapists, a craniosacral therapist, and a certified Trager® practitioner. Most of the rehabilitation professionals are dually credentialed as licensed massage therapists as well. One of the physical therapists on the team specializes in women's health, addressing pelvic pain, incontinence, pregnancy issues and other concerns relevant to women.

There is also a counselor on staff to address various patient issues "when not just the body hurts, but their whole life hurts," Lori expounds. The clinical staff also features experts who, using a holistic perspective, can assist individuals in navigating the physical, social and psychological aspects of chronic illness and pain. There is guidance and support in the management of depression, anxiety, and grief. Need a strategy for healthy eating and weight management? Integrative Therapies offers expertise in that arena, too. All told, there are seventeen clinical staff members on the team. This is truly a consortium of healthcare professionals that offers a multidisciplinary approach to health and healing.

And when it comes to leading edge health and wellness programs, there are many here to choose from. Attend a wide variety of weekly and monthly classes covering topics from Yoga to holistic parenting to help with kids' nutrition and wellness. Some of the meetings and classes are offered free of charge and all are geared to enrich lives so participants become more self-sufficient. It's a vital part of the vision Lori holds for her treatment center to be an effective one. The well-oiled machine that is Integrative Therapies runs smoothly under the direction of this petite woman with a big dream. What Lori Loveland lacks in stature, she more than makes up for in ambition to make a positive difference in the lives of her patients. At first glance Lori appears to be a pleasant fragile woman. Yet after talking with her, one discovers the intellectual powerhouse behind her small frame. A research scientist who initially studied psychophysiology, Lori has found her niche in her work at Integrative Therapies. After traveling the world to further her education that includes multiple degrees (Lori has studied alternative healing practices in Brazil and Peru), the daughter of a chemist Dad and metaphysical nature-loving Mom



eventually landed in Greensboro when a physician offered her a job using Biofeedback. This discipline is truly her passion, as Lori has discovered that great change is possible through this intervention. Lori reveals that "Biofeedback can empower you through self-awareness and self-regulation to change symptoms and improve your health." It is her specialty.

"Once I discovered this clinical work, it allowed me to be who I am," Lori announces with passion and conviction. The brilliant, hard-working dedicated therapist says she has always known that pure awareness and consciousness could change the body—but now, to have the opportunity to see this in action through her work at Integrative Therapies, is a joy.

And a joy for her staff as well. At the completion of our interview, as I was leaving the treatment center, Lori and I passed a staff therapist in the hall who gratefully expressed how this is her dream job as well. You could see the harmony in her face, and feel it in the air. Sounds corny, but I walked away with the clear sense that Integrative Therapies is indeed a place where one can truly find the utmost respect and kindness—just as Lori had initially said.

Integrative Therapies encourages you to be an active participant in your wellness. Help is available here to assist you in dealing with a wide variety of health concerns and rehabilitation issues. The team at Integrative Therapies offers guidance, support and professional care while honoring each person's wisdom about their health care goals and path to wellness.

In closing, Lori speaks on behalf of her entire clinical staff by inviting you to "Come tell us your story and how you want your life to be, and we will assist you in reaching your goals."

Visit Lori Loveland and her caring clinical staff at Integrative Therapies 7-E Oak Branch Drive in Greensboro. Phone 336.294.0910. www.IntegrativeTherapies.net. See ad on page 7.