

CASE STUDY



in your
neighbourhood
We put your business on the map.

metrolandmedia
Connected to your community®

About

Peak Performance Health Centre is dedicated to optimizing the health and wellness of the community in a safe and cost effective manner. Through education and treatment, Peak Performance is committed to improving the health and well-being of their patients. Peak Performance Health Centre has developed a reputation as one of the most professional, effective, ethical, and knowledgeable clinics in the community.

Challenge

Dr. Alex Pessoa, owner and head chiropractor of Peak Performance Health Centre started his business in 2004 as a single practitioner, and has since added an additional chiropractor, two massage therapists, as well as acupuncture service. Dr. Pessoa knows that quality work and a positive reputation are integral to his ongoing success. His patients are the most important thing to him, and he wanted to support that.

Solution

Metroland Digital's "In Your Neighbourhood" program was a perfect fit to help Dr. Pessoa maintain and grow his business's reputation in the community. Creating a full profile with customer focused content and hosting it on the Cambridgetimes.ca was a great way for Peak Performance to enhance their online presence.

Result

After being educated on the value of online content and distribution, Dr. Pessoa looked for a local company that he could trust. Metroland Digital provided his business with professionally written content and distributed it on the most trusted source in the community – the online version of the local newspaper. Dr. Pessoa has seen great results from his articles online:

"I received great feedback on my first online article from 3 of my patients; they said it was a great piece! Having these articles online is a great way to support my word-of-mouth in the community and build my brand recognition."

Dr. Alex Pessoa – Owner – Peak Performance Health Centre

Peak Performance: | www.peakperformancehc.com | info@peakperformancehc.com | (519) 620-7325

In Your Neighbourhood

Jun 26, 2013 | Vote 0 0 0

Peak Performance Health Centre

Cambridge Times

If you're feeling depressed, sore, anxious or are experiencing frequent headaches, bouts of insomnia, chronic fatigue, muscular pain or tension there is a place that can help you get your 'back' into shape.

At Peak Performance Health Centre in Cambridge our goal is to help you get better so your back and body are always operating at their Peak Performance!

We do this through Chiropractic Care, Registered Massage Therapy, Active Release, Orthotics and Nutrition.

Because your nervous system determines how well people feel physically, mentally, and emotionally, many problems our patients experience may be related to a problem with your spine and nervous system.

Since your spine is the key highway for your central nervous system, our chiropractors are trained to use a variety of diagnostic methods to examine and treat your spine and bone structure.

Although the major focus is on the spine and central nervous system, your chiropractor is also concerned with the wellness of your whole body.

Massage therapy can be beneficial when provided by our registered massage therapists with treating:

Anxiety, Depression, Stress related conditions

Muscular Pain and Tension

Repetitive Strain

Headaches

Insomnia

Sprains and Strains

Tendinitis

Sports Injuries

Post Surgical Rehabilitation

Palliative Care

Chronic Fatigue Syndrome and Fibromyalgia

Inflammatory Conditions such as Arthritis and Bursitis

Pregnancy

Whiplash

Stroke and more!

Our Active Release Treatment focuses on your overused muscles and helps with problems in your tendons, ligaments, fascia and nerves that can cause headaches, back pain, carpal tunnel syndrome, shin splints, shoulder pain, sciatica, plantar fasciitis, knee problems, tennis elbow and more!

Orthotics are also used selectively at Peak Performance to treat all sort of foot, leg and even lower back problems. Prescription orthotics can be either accommodative or a functional orthotic.

No matter what treatment we choose for your specific problem the bottom line is that after you visit us you are on the road to a recovery and the feeling of being yourself again.

Please contact us today with any questions or to book an appointment. We look forward to hearing from you and getting you 'back' to feeling great again!

You can call us at (519) 620-7325. Our office is located at 578 Coronation Blvd in Cambridge, Ontario.

Website: <http://www.peakperformancehc.com>.

