Webinar Prof. Chad Cook

**Course Description**: Outcomes for low back pain (LBP) have declined in the last 15 years. Reasons include a number of factors, most notably the concomitant conditions that patients represent with, failure to follow clinical practice guidelines-therapist drift, and the poor application of personalized care. Personalized management of low back pain requires nimble and pragmatic physiotherapist who can handle variability and uncertainty in each individual patient, but can also provide interventions to fit a framework of evidence based care. This course discusses the complexities of providing personalized care within population-health based guidelines and provides best management tips for implementation.