



Back To Chiropractic Wellness & Patient Education

Presented by

Marcus Strutz, DC



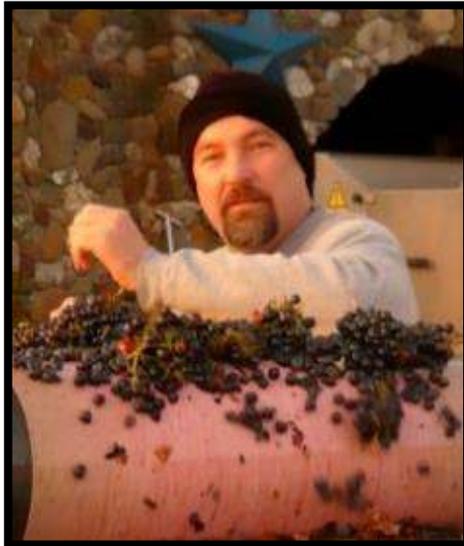
Marcus Strutz, DC

**Life Chiropractic College West Graduate
June 1996, Summa Cum Laude**

Professor Life Chiropractic College West, 1997-2002

- **Spinal Biomechanics** (authored course manual)
- **Physiotherapy Rehab** (authored course manual)
- **Physiotherapy Modalities** (authored course manual)
- **X-Ray Physics** (authored course manual)
- **Philosophy I**
- **Philosophy V - Practice Management**
- **Microbiology Lab**
- **Systemic Physiology Lab**

- 
- **Private Practice, 2000-2012 Mendocino/Ft Bragg, CA**
 - **CE Seminars, 2002-present:**
Technique, Wellness (Pt Ed), Physiotherapy,
History Taking & Physical Examination Procedures
 - **Ghost Writer Practice Management, 2007-present**
 - **National Board Review Instructor, 1999-2000**
Dr. Irene Gold & Dr. John Donofrio
 - **Middle School Teacher Math & Science, 1989-1993**
 - **Racquetball Club Pro & Weight Trainer**
Walnut Creek, 1982-1987
 - **Father: Amuel Strutz DC Palmer Grad 1961**



Pacific Star Winery
pacificstarwinery.com



i have
TWO CHOICES.
i can choose
TO BE HAPPY
or i can choose
TO BE SAD.
i choose to
BE HAPPY.



*The Chiropractic Oath

In accordance with the law of nature,
that law which God has prescribed to all
men; and in consequence of my dedication to
getting the sick well by the application of that
law, I promise and swear to keep,
to the best of my ability and judgment,
the following oath:

backtochiropractic.net

Free Materials



I will observe and practice every acknowledged rule of professional conduct in relation with my profession, my patient, my colleague and myself.

I will keep an open mind regarding the progress of my profession, provided that these progressions shall be confined within the boundaries of the chiropractic science, philosophy and art.



I will serve my patient to the best of my ability, violating neither his confidences nor his dignity and in my association with patients I shall not violate that which is moral and right.

I shall regard and refer to my fellow chiropractor with honor, giving credit where it is due.



**I shall improve my knowledge and skill,
firm in my resolution to justify the
responsibility which the degree of
Doctor of Chiropractor
symbolizes and imposes.**

**To all this, I pledge myself,
knowing these ideals are prescribed
by the dictates of reason alone.**

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Free Materials



Wellness Seminar:

- **Re-Energize Yourself**
- **Chiropractic Lifestyle**
 - **Diet**
 - **Rest**
 - **Exercise**
 - **Mental Attitude**
- **Choosing Wellness:**
 - Why Chiropractic?**



Are You Ready?



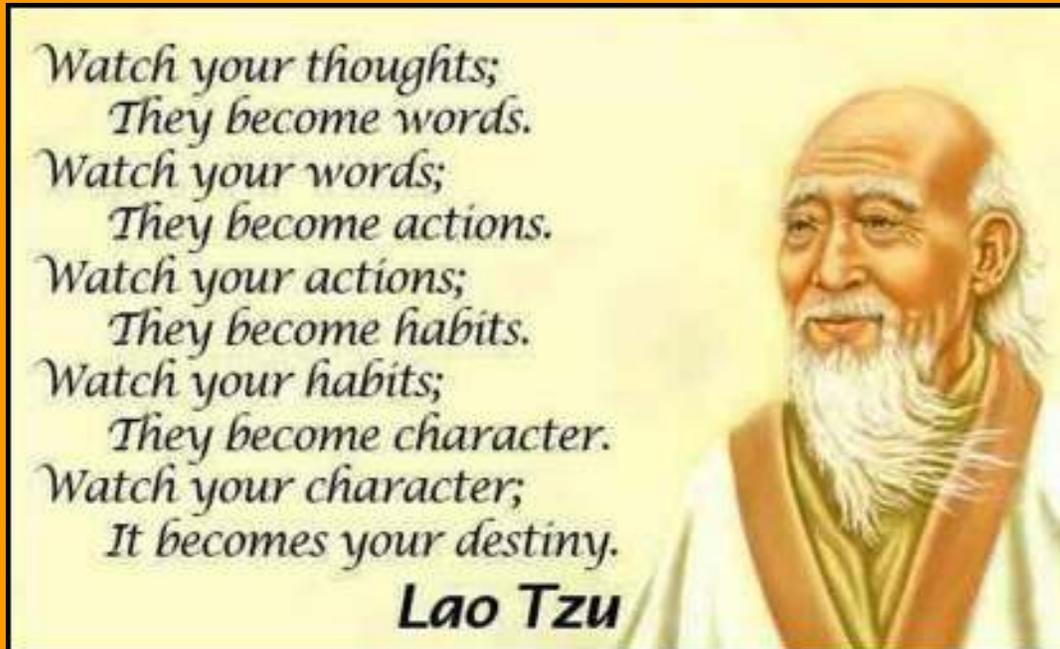
Hope

Many new patients have “tried everything” and we are their last hope. One of the greatest things DC’s can give their patients is HOPE! We have such a fresh perspective on health and dynamic “set of tools”, (never under estimate the power of the adjustment). With your unbridled energy, passion and skill the patient will get better. Never give up hope!



Activity ~ Your Philosophy

In 2-4 paragraphs discuss how your chiropractic, health & life philosophy are different than those around you.



Expect Miracles!

Remember the excitement and joy we had coming out of chiropractic college? Expectations were so high. Sure we were a bit unsure and trying to figure everything out, but then one day it happened! Your first chiropractic miracle! You couldn't believe it, you had heard about them, you may have even been in the room when one had happened, but now it was your turn and the feeling of euphoria was unreal. Well now I needed another one, and than another. And so it goes. Always remember that awesome feeling of helping someone who had lost hope or perhaps they avoided surgery!

So on Monday when you go
back to the office:

“Expect Miracles.” ~ BJ Palmer

*I am realistic.
I expect miracles.*

Dr. Wayne Dyer

Self-image?

Just the other day I met this young lady and in the first few minutes of conversation she reflected that she was gullible. She was right. She has lived her entire life thinking she was gullible and now she has **BECOME** gullible.

Many people say they are bad at math, uncoordinated, stupid, bad with tools, can't adjust, over weight, shy, or whatever and they become that. They are simply reinforcing that **NEGATIVE** thought, which becomes their own self-image.



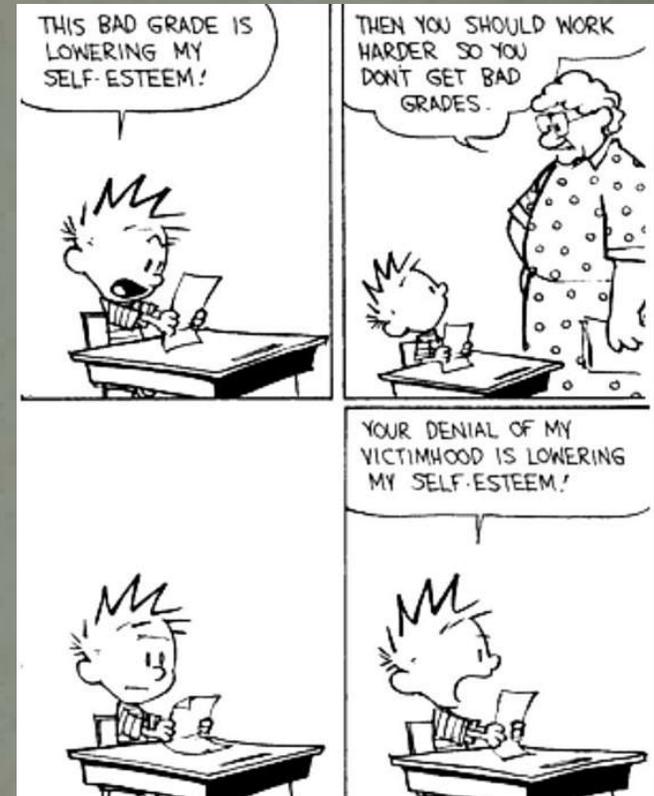
I'm
Sick & Tired
of being sick & tired!



Self-image?

We see it in our DC offices all the time. A patient comes in with a diagnosis from another DC or MD. Sciatica, carpal tunnel syndrome or the dreaded fibromyalgia. During the history the patient refers to their condition time and time again. It is as if they have **BECOME** their condition. And in their mind they have.

Listen to people convincing themselves and reinforcing ideas: “I am sick”, “I am tired”, “I don’t feel well”, no wonder they are expressing symptoms. They simply have convinced themselves of that state of being. Ever wonder why you rarely get sick? That’s right, a big part of it is your positive self image and frame of mind. It is certainly not the only part, no you still need to be healthy in all other aspects of health (diet, exercise, sleep, etc.) but this is a big part.



Negative Talk!

Let's play a game. Every time you encounter someone, time how long it takes for them to say something negative. Anything counts; "it sure is cold" or "how about that traffic". You will be amazed. It is as if we are all preprogrammed to talk about negative stuff. Watch the news, crazy stuff; war, disasters, murder, gang violence, rape, fire, political mayhem, and the list goes on. We are inundated with bad news. Then you go to work and guess what everyone talks about, that's right all the bad news they saw on the news! Well, good morning!

Even in casual conversation we focus on problems, illness, car problems, slow internet, work colleagues, etc. In fact it is almost taboo to talk about good things that are happening to you. Are you kidding! Life is amazing and exciting and fun. Enjoy, share the good times and embrace your successes!

Be positive, stay happy,
don't let the negativity or
drama of the world get
you down.
SMILE !! ^ _ ^

NO

**NEGATIVE SELF
TALK, EXCUSES,
OR GIVING UP
ALLOWED HERE.**

Negative Talk!

One time I was giving a seminar and first thing in the morning is a wonderful time as I get to meet other DC's and chat a bit. So this one DC comes in who I know fairly well and he has a very successful practice and is as positive as you can be. The next DC comes in and immediately starts complaining. The drive was long, there was traffic, it was cold outside, it was going to be a long day, I can't believe the board increased the requirements. It was a machine gun of negativity. The positive DC walks right past them and without hesitation said, "I can see I won't be sitting next to you with that attitude", and walked out of the room. Well the negative DC was pretty positive the rest of the day! The change was made!

**PEOPLE WHO SAY
IT CANNOT BE
DONE SHOULD NOT
INTERRUPT THOSE
WHO ARE DOING IT**

Avoid negative people,
for they are the
greatest destroyers of
self confidence and
self esteem. Surround
yourself with people
who bring out the best
in you.

Negative Talk!

How often do you hear the excuses for struggles in practice? All the time! Oh the economy is bad, insurance has tightened their belts, the AMA is down on us, it's raining, on and on reinforcing all the doom and gloom.

So how is it the DC across town is prospering? Not every DC struggles, in fact many are doing better than ever. I just spoke with a DC yesterday who is buying a second practice because things are going so well.

Avoid or help those DC's that fall into that negative space.

Remind them how amazing chiropractic is!

"An important attribute in successful people is their impatience with negative thinking and negative-acting people."

WHEN PEOPLE UNDERMINE
YOUR DREAMS,
PREDICT YOUR DOOM OR
CRITICIZE YOU,
REMEMBER THEY'RE TELLING YOU
THEIR STORY,
NOT YOURS.

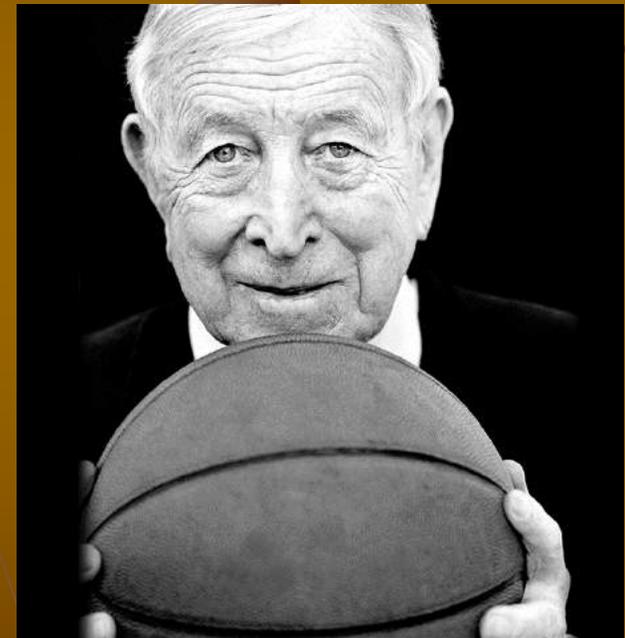
Game Face & Focus

Boy did we have a rough weekend! Got into an argument with my partner, flat tire on the car, the dryer broke, one thing after another. Well you know how it goes sometimes. And now it is Monday morning and out the door we go! To our office to help patients and be the miracle worker.

One thing for sure no chiropractor will have miracles happen in their office unless they have their “game face” on. If you drag in complaining to your CA and your patients, well then we have lost the passion and everyone will feel that lack of focus, energy and magic that you normally bring with you. So when we have a bad morning or weekend we must rise above it all, get our act together, forget about all the little stuff and be focused!



**“Failing to prepare
is preparing to fail.”**



Winners –vs-Losers

Something to think about.....

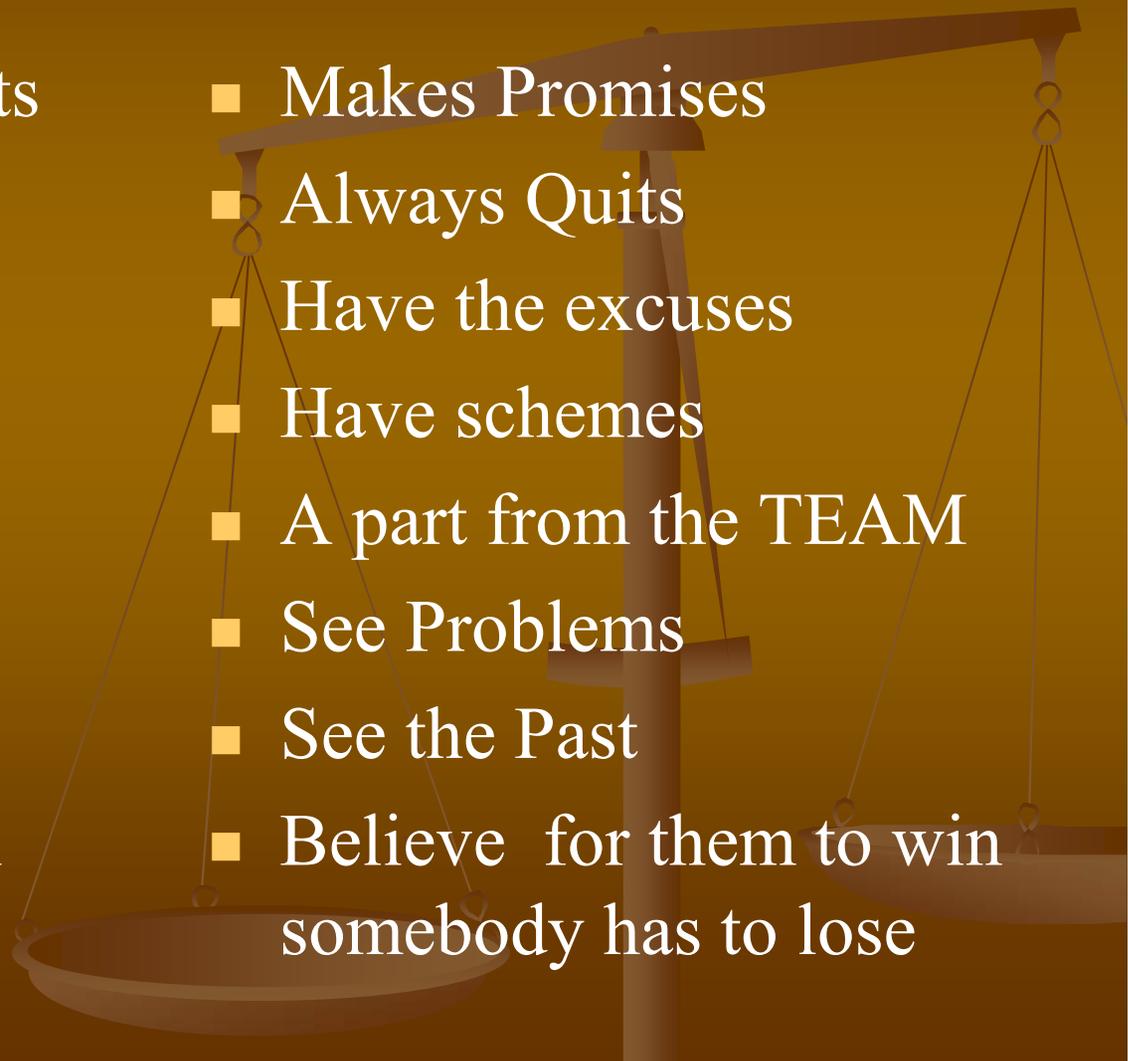


Winners

- Makes Commitments
- Never Quits
- Have the answers
- Have dreams
- Part of the TEAM
- See Possibilities
- See Potential
- Believe in Win/Win

Losers

- Makes Promises
- Always Quits
- Have the excuses
- Have schemes
- A part from the TEAM
- See Problems
- See the Past
- Believe for them to win
somebody has to lose

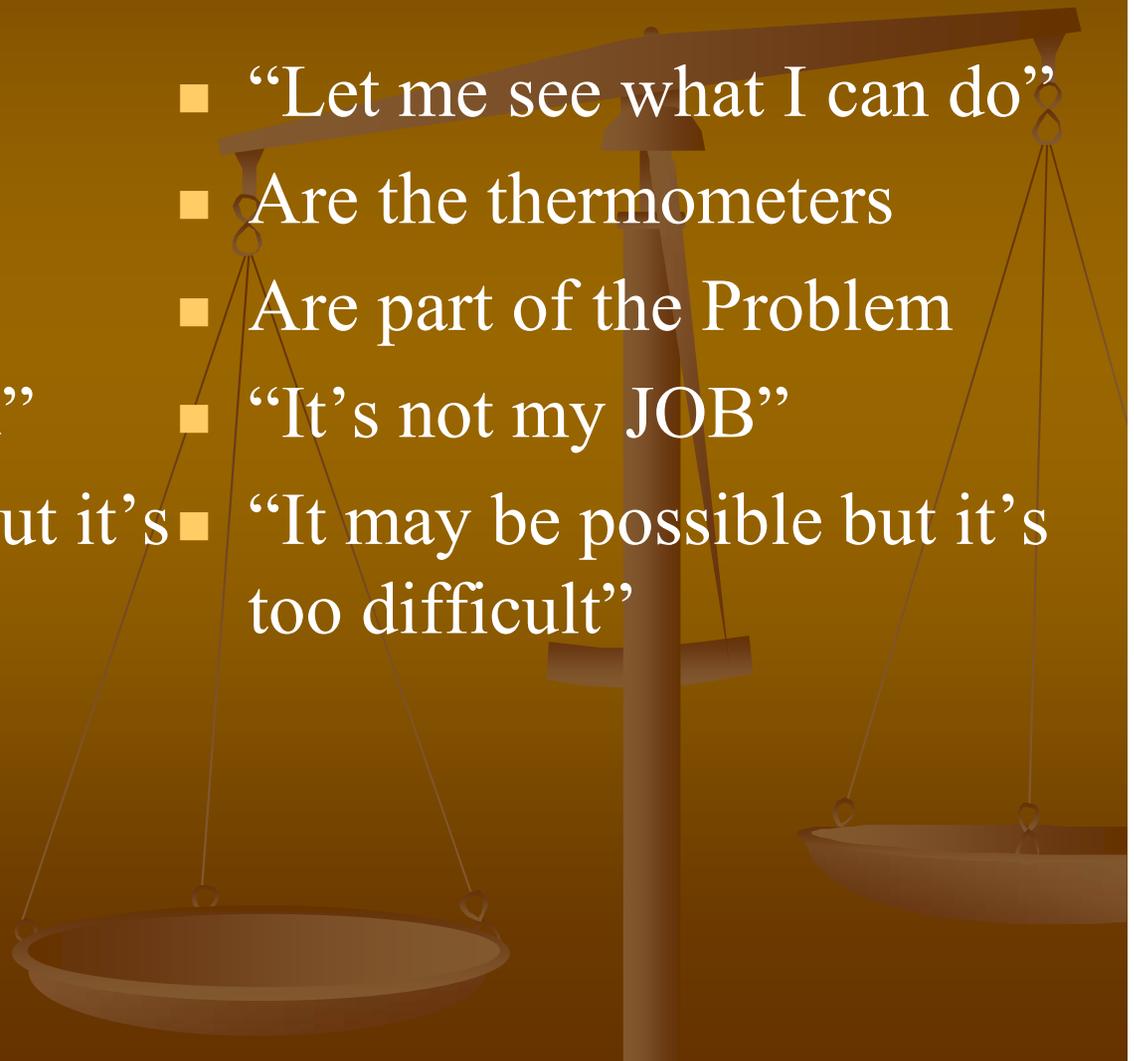


Winners

- “I can do it”
- Are the Thermostat
- Are part of the Plan
- “Let me do it for you”
- “It may be difficult but it’s possible”

Losers

- “Let me see what I can do”
- Are the thermometers
- Are part of the Problem
- “It’s not my JOB”
- “It may be possible but it’s too difficult”



Winners

- “I was Wrong”
- Make it happen
- Sees the answer for every problem

Losers

- “It’s not my fault”
- Watch it happen
- Sees a problem for every answer

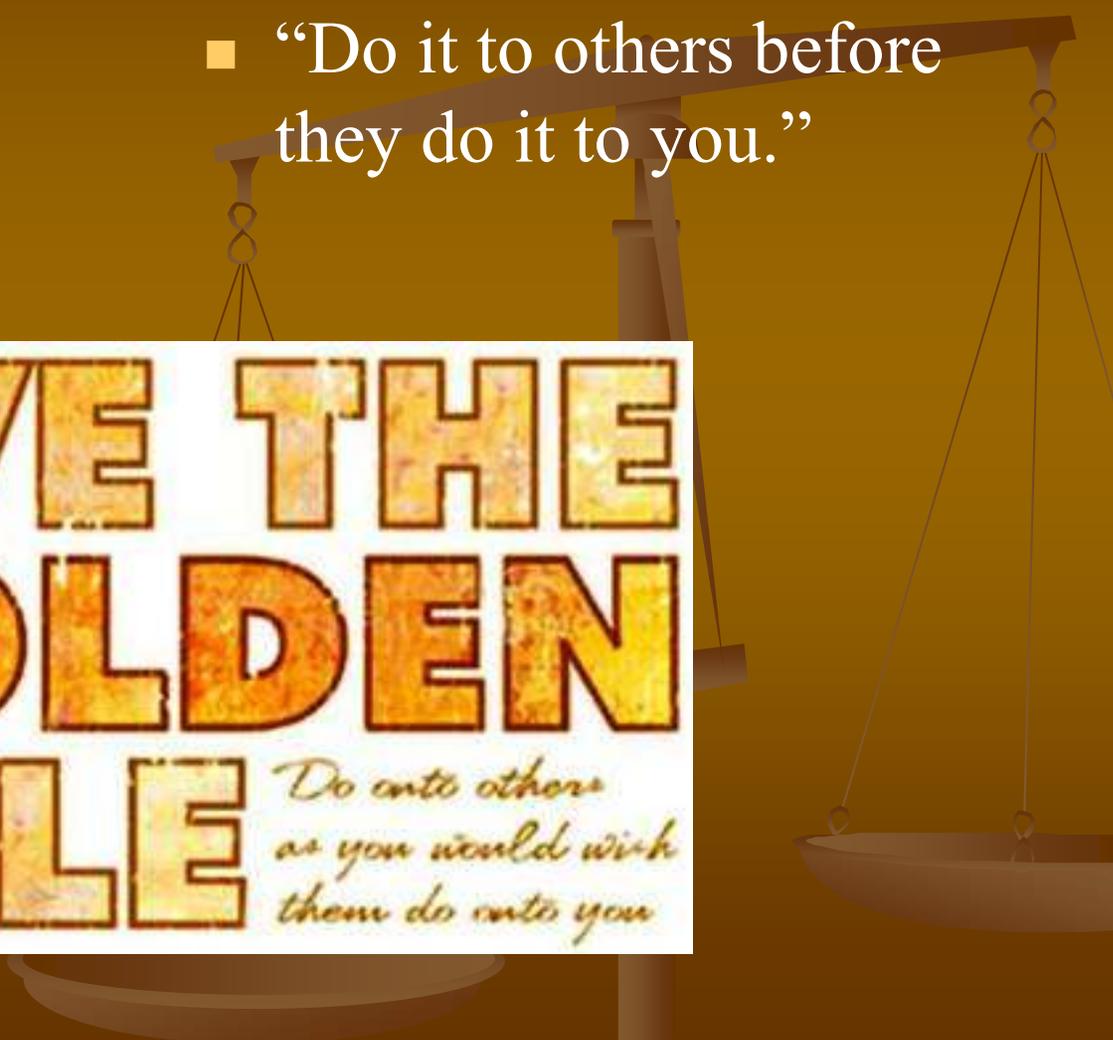


Winners

- “Don’t do to others what you would not want them to do to you.”

Losers

- “Do it to others before they do it to you.”

A background illustration of a scale of justice. The scale is tilted, with the right pan being higher than the left. A sign is suspended from the center of the scale. The sign has the text 'LIVE THE GOLDEN RULE' in large, bold, golden letters. To the right of the word 'RULE' is a smaller line of text in a cursive font: 'Do unto others as you would wish them do unto you'.

**LIVE THE
GOLDEN
RULE** *Do unto others
as you would wish
them do unto you*

“Although I wanted my players to work to win, I tried to convince them they had always won when they had done their best.” ~ John Wooden, won 10 NCAA national championships in a 12-year period—7 in a row—as head coach at UCLA





WOODEN ON LEADERSHIP™

THE ART OF
SUCCESS

PYRAMID OF SUCCESS

"Success is peace of mind which is a direct result of self-satisfaction in knowing you made the effort to become the best of which you are capable."

John Wooden, Head Coach

SUCCESS

Success is not a destination, it is a journey.

*"Failure to prepare is preparing to fail."
"Don't mistake activity for achievement."*

ACHIEVEMENT

True success comes only to an individual by self-satisfaction in knowing that you gave everything to become the very best that you are capable of.

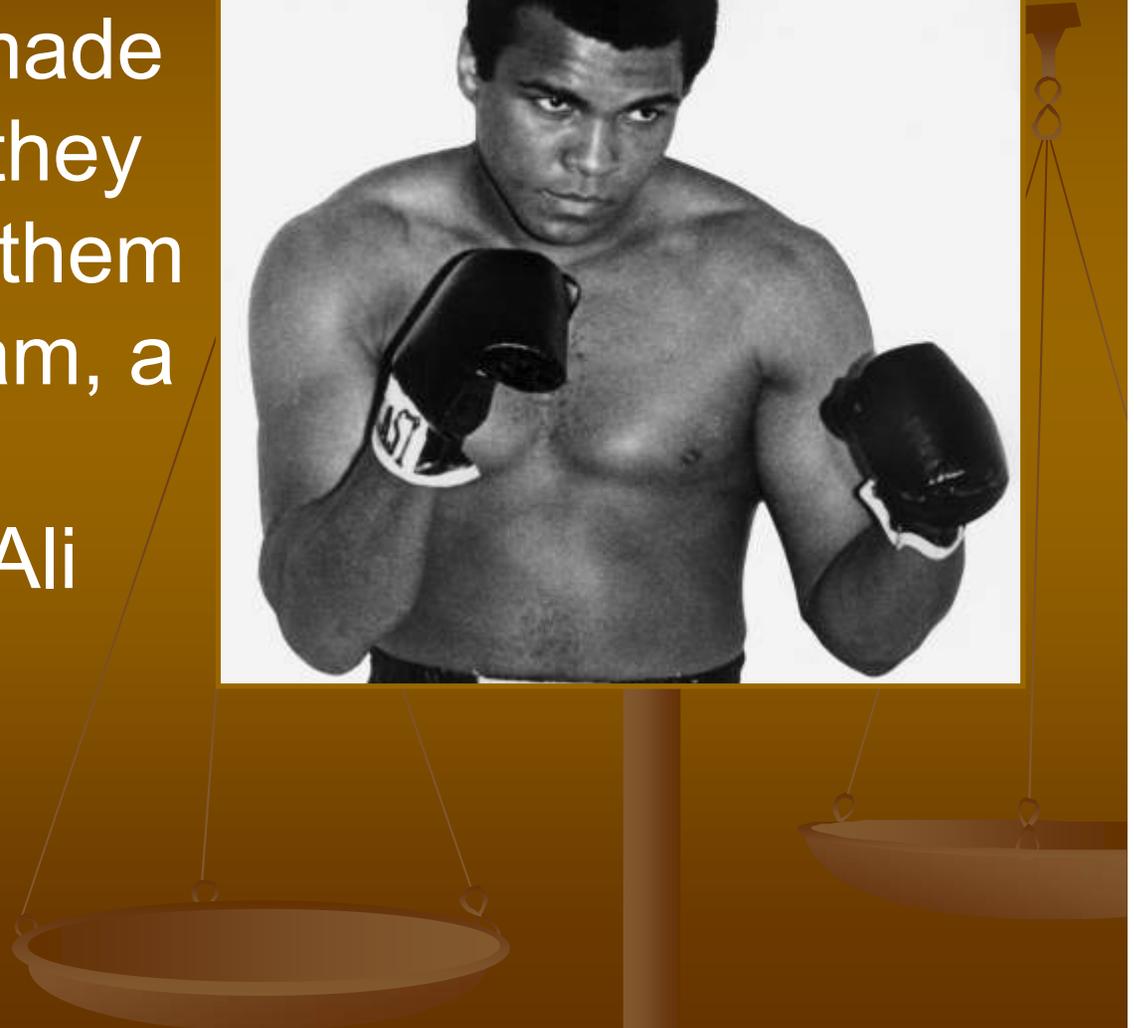
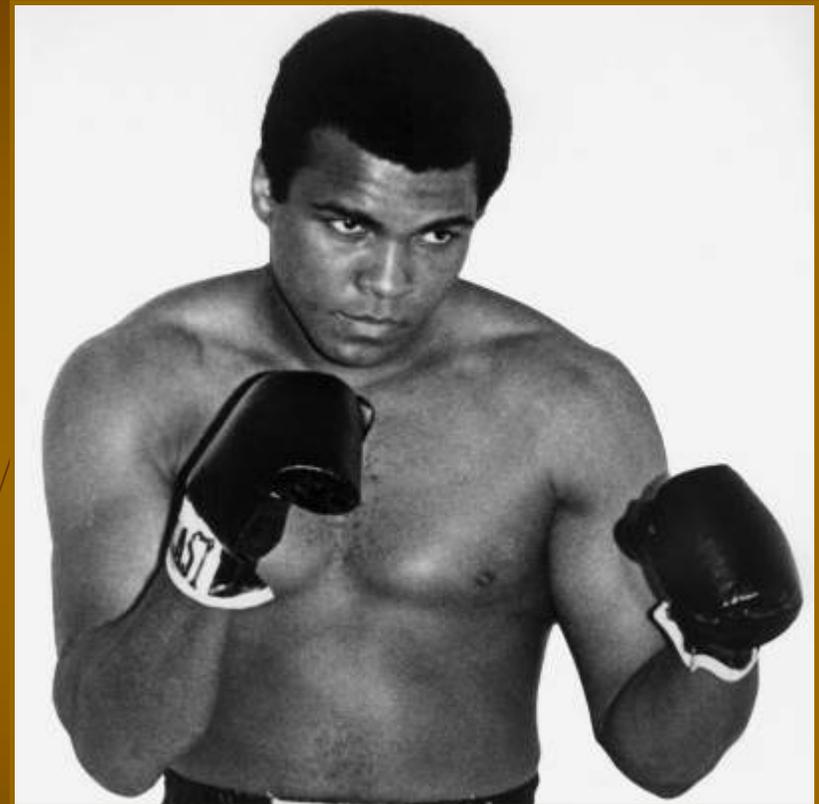


12 LESSONS IN LEADERSHIP

- 1. Good Values Attract Good People
- 2. Love Is The Most Powerful Four-Letter Word
- 3. Call Yourself A Teacher
- 4. Emotion Is Your Enemy
- 5. It Takes 10 Hands To Make A Basket
- 6. Little Things Make Big Things Happen
- 7. Make Each Day Your Masterpiece
- 8. The Carrot Is Mightier Than A Stick
- 9. Make Greatness Attainable By All
- 10. Seek Significant Change
- 11. Don't Look At The Scoreboard
- 12. Adversity Is Your Asset

“Champions aren't
made in the gyms.
Champions are made
from something they
have deep inside them
-- a desire, a dream, a
vision.”

~ Muhammad Ali



Activity
Top 7 Reasons
Chiropractors Succeed

**Please list what you think are the 7
most important things you need to be
a successful Chiropractor**

Activity

Top 7 Reasons Chiropractic Succeed

- 7. Manage Your Practice Well**
- 6. Great Bedside Manner**
- 5. Be Fair To Your Patients**
- 4. Be Extraordinarily Excited To Help People**
- 3. Be A Great Adjuster**
- 2. Be A Great Adjuster**
- 1. Be A Great Adjuster**

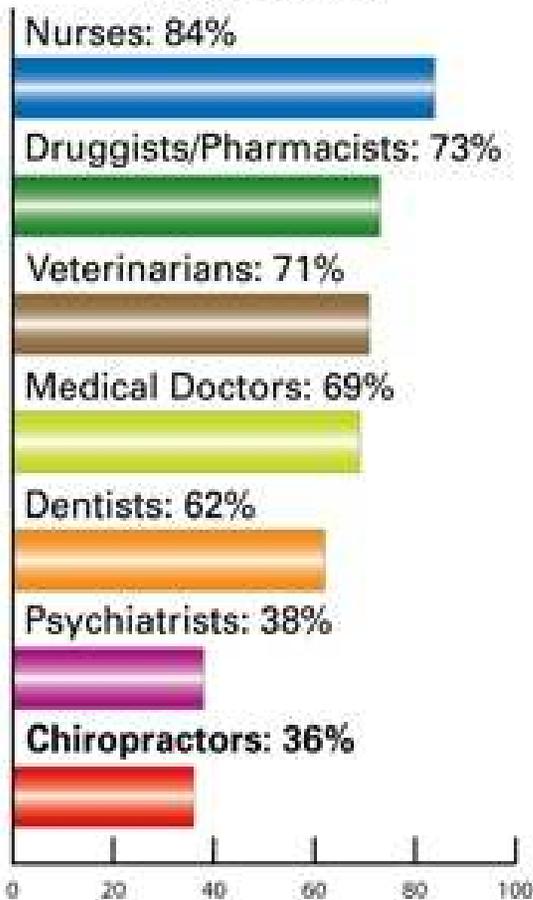
Activity

Top Reasons Chiropractic Struggles
Top Reasons Chiropractic Does Well



Honesty and Ethical Ratings of the Seven Health Occupations Surveyed by Gallup

% who rate occupation "very high" or "high" in terms of honesty/ethics



Why Do We Struggle?

college teachers 58%

clergy 58%

policemen 54%

journalists 26%

business executives 18%

lawyers 18%

stockbrokers 17%

senators 15%

insurance salesmen 13%

HMO managers 12%

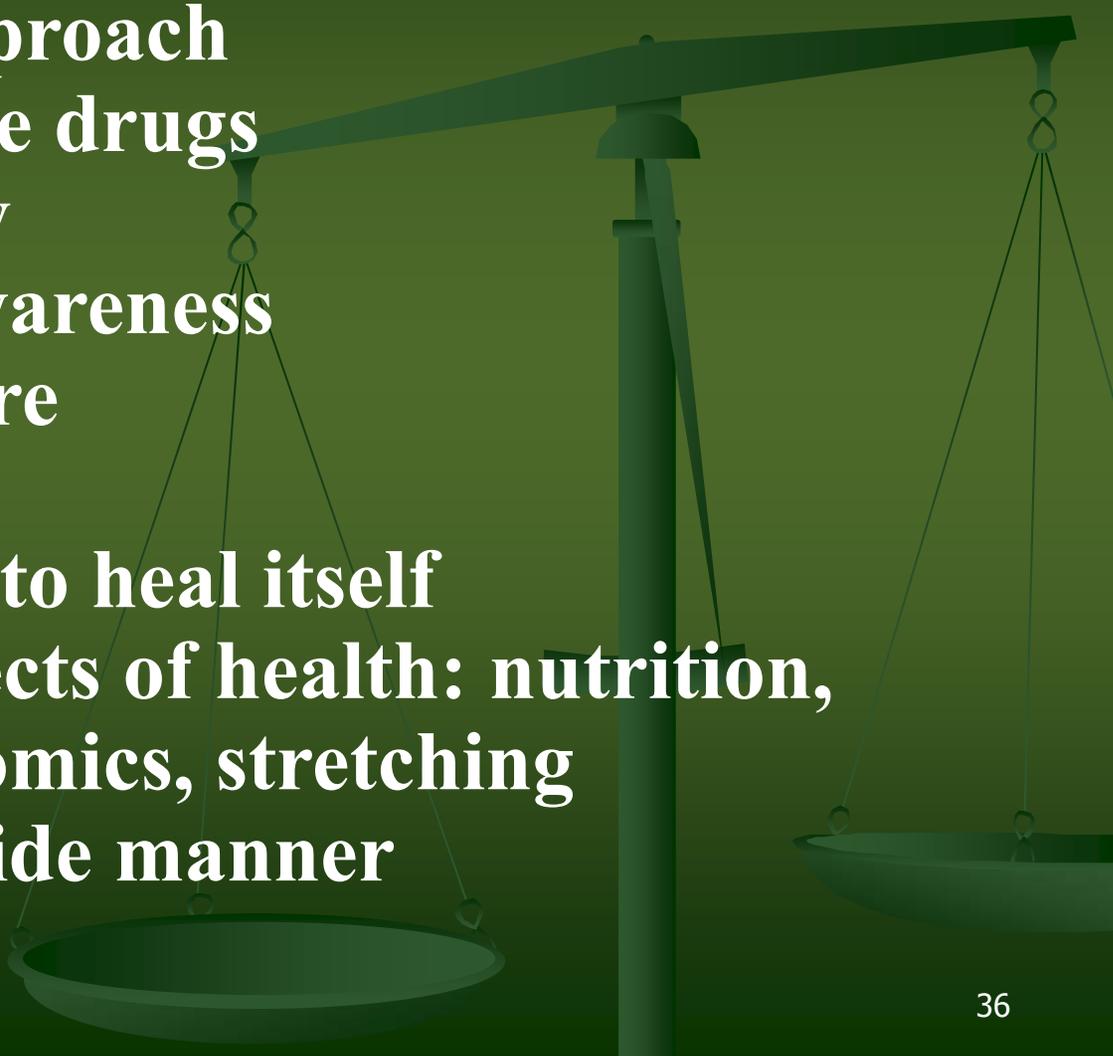
car salesmen 7%

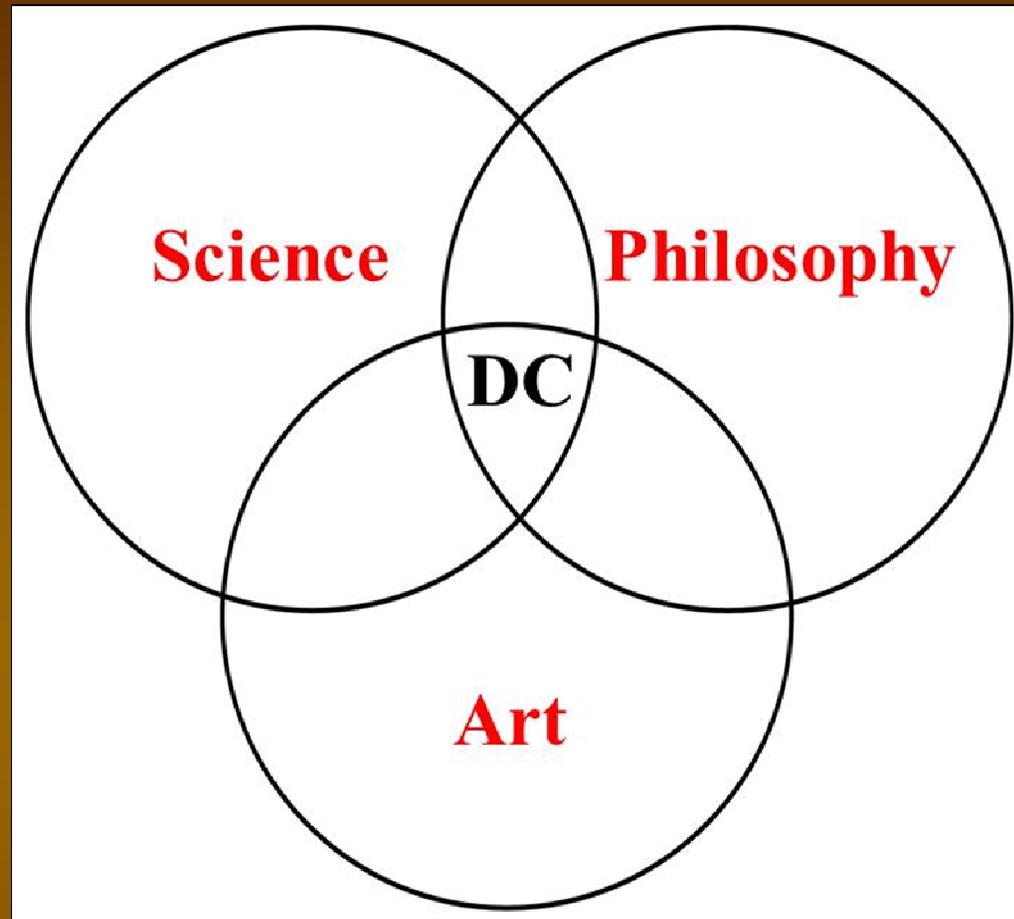
Gallup poll 1,009 US adults, 2006

Why We Struggle?

1. AMA bashes us, use of subluxation, false claims “quack”
2. Too expensive for pain relief vs nothing, pills or alcohol
3. No marketing, no pharma corporate sponsors?
4. Results not instantaneous, not symptom based
5. No money for research
6. Our associations & colleges disagree
7. Public scared of audible, think it is bad
8. We can't adjust
9. Can't fix the problem
10. Different adjusting styles, approaches & techniques
11. Explanations, subluxation, alignment, or just can't explain
12. Scare tactics for compliance
13. Different x-ray protocols
14. Different treatment plans, no standard of care, fail to refer
15. Idea of maintenance, ongoing care (bait & switch)
16. Insurance fraud, WC, etc.
17. If one bad DC, they must all be bad
18. Lack of professionalism, attire
19. Spiritual, religious aspect
20. Spinal screenings

What We Do Well?

- 1. Adjust joints, subluxations**
 - 2. Wellness maintenance care ideals**
 - 3. Whole body approach**
 - 4. Do not prescribe drugs**
 - 5. Prevent surgery**
 - 6. Promote self awareness**
 - 7. Promote self care**
 - 8. Touch patients**
 - 9. Allow the body to heal itself**
 - 10. Discuss all aspects of health: nutrition, exercise, ergonomics, stretching**
 - 11. Excellent bed side manner**
 - 12. Provide hope**
- 



As you can see it is impossible to talk about the Philosophy of Chiropractic with out also discussing the science and art of chiropractic. Please visit our courses in Technique & Physiotherapy for more in depth information on the art & science of Chiropractic.

Do You Get Always Get Adjusted?

So at every seminar I give I ask a real simple question, do you get adjusted even when you are pain free? Well every DC of course says yes. The general population of course is surprised by this as they always see a lack of symptoms as being healthy. Well this of course is not true, but that is what they think. So one more time we have to flip their paradigm.

A simple example is a heart attack. How is it that a person that looks perfectly fine and feels perfectly fine can just drop over dead from a heart attack? The answer of course is their heart was not healthy, but no symptoms. Very interesting!

An assignment if you dare. Write down all the reasons you get adjusted even when you're asymptomatic. Post them in your office, on your website, everywhere for your patients to see. This is a big task. Go for it!



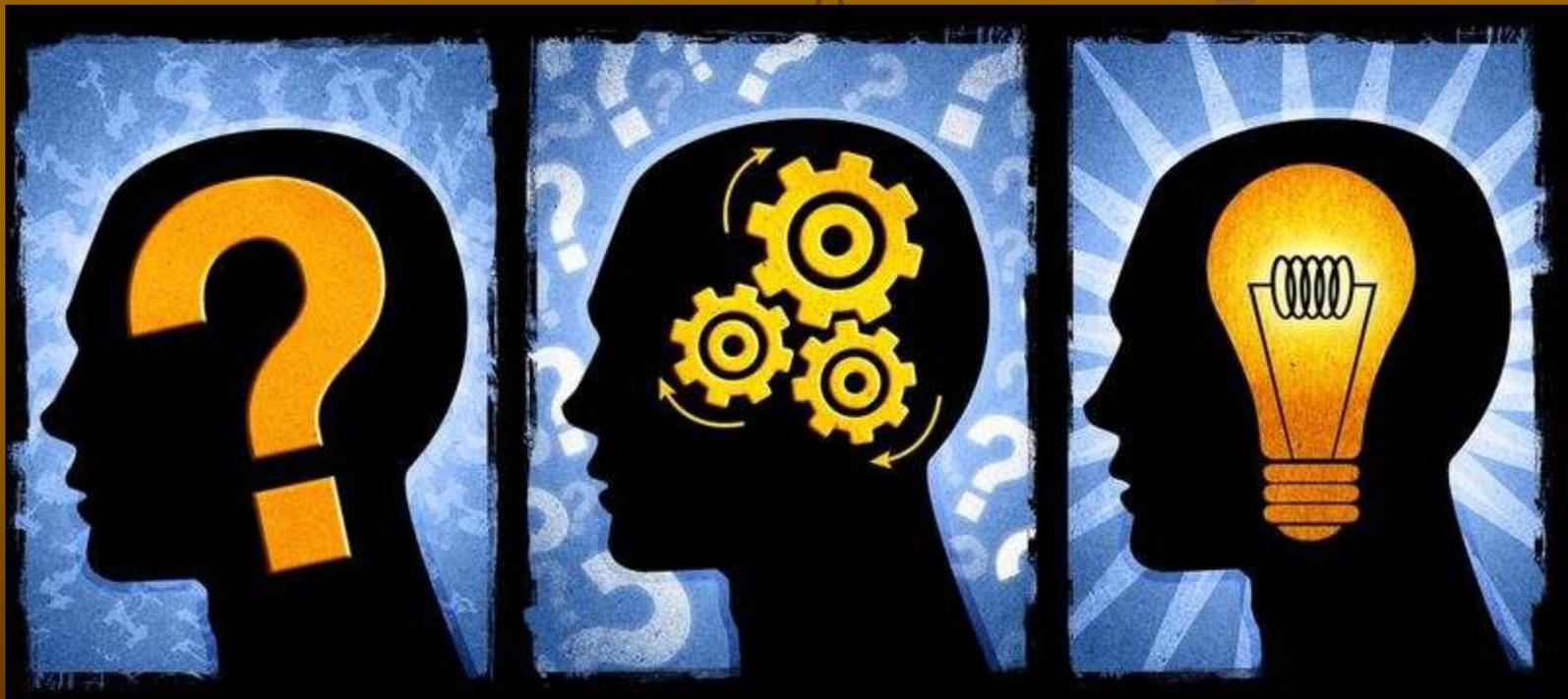
**What % of the population
should get adjusted?**

100%

A balance scale is depicted in the background, tilted to the right. The scale has two pans hanging from a horizontal beam. The text '100%' is overlaid in a large, bold, orange font across the center of the image, partially obscuring the scale's beam and pans.

Interesting Thoughts?

Only 6% of the American population is actively seeking chiropractic care. This leaves an untapped market of 94% of the population.



Are We Making A Mistake?

Humans are motivated by pain. In fact, 80% of all human activity is related to escaping present or future pain. Only 5% of human activity is said to be motivated by pleasure.

That is why the constant marketing of wellness care is futile. People do not want to feel good, better or stay healthy. They want the pain to stop. Think about this. People are conditioned not to think about their health in the absence of pain.

Consumers remember firsts, not seconds.

The public associates a business with the one thing that it is best at, not two or more. 84% of chiropractic pts seek care for neck pain, headaches & lower back pain. Only 7% seek care for extremity problems. Other problems have even lower percentages. With this in mind, chiropractic should use neck pain, headaches & lower back pain as the gateways to our recognition in the marketplace. The chiropractic brand then becomes associated with the gateways of neck, headache and lower back pain as Kleenex is associated with tissue. The public simply will not believe that chiropractors can be everything to everybody.

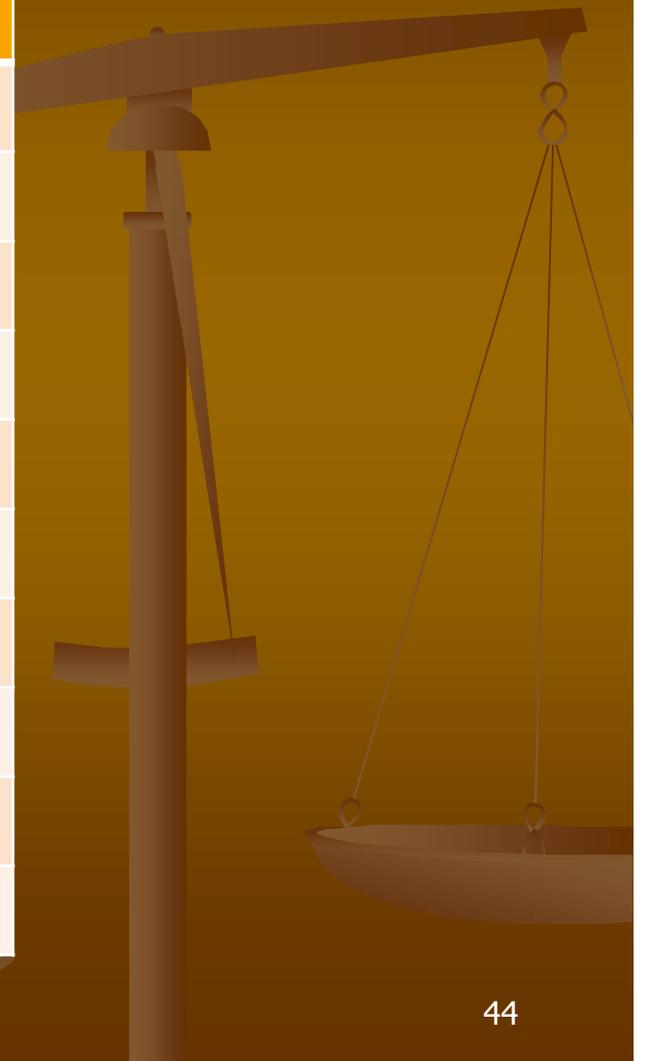
Unfamiliar Terms?

Subluxation, Diversified technique, Innate intelligence, Gonstead technique and Activator technique are terms specific to chiropractic. These terms are known as industrial language.

The chiropractic marketplace is typically unfamiliar with these terms. Lack of understanding creates a lack of trust and increases the public's resistance to buying chiropractic services. Unless your patients have had these terms explained to them, reserve these phrases for intra-professional communications.

What Year Did That Small Business Fail?

Year	% Failed
1	25 %
2	36 %
3	44 %
4	50 %
5	55 %
6	60 %
7	63 %
8	66 %
9	69 %
10	71 %



Why Did They Fail?

	Major Cause	% Failures	Specific Pitfalls
1	Incompetence	46 %	Emotional Pricing
			Living too high for the business
			Nonpayment of taxes
			No knowledge of pricing
			Lack of planning
			No knowledge of financing
			No experience in record-keeping
2	Unbalanced Experience or Lack of Managerial Experience	30 %	Poor credit granting practices
			Expansion too rapid
			Inadequate borrowing practices
3	Lack of Experiences in line of goods or services	11 %	Carry inadequate inventory
			No knowledge of suppliers
			Wasted advertising budget
5	Neglect, fraud, disaster	1 %	

	Leading Management Mistakes
1	Going into business for the wrong reasons
2	Advice from family and friends
3	Being in the wrong place at the wrong time
4	Entrepreneur gets worn-out and/or underestimated the time requirements
5	Family pressure on time and money commitments
6	Pride
7	Lack of market awareness
8	The entrepreneur falls in love with the product/business
9	Lack of financial responsibility and awareness
10	Lack of a clear focus
11	Too much money
12	Optimistic/Realistic/Pessimistic

Which Path Will You Take?

Most people take the beaten path, ask no questions and just assume that everything is okay. But you didn't! You chose chiropractic, definitely off the beaten path. You found a better paradigm for health than western medicine and you knew that a "normal, regular" lifestyle was not right. You dared to ask the question: what if we did it differently?



100th Monkey

A story about social change. By Ken Keyes Jr.
(As you read through this story think about how this concept applies to chiropractic.



What number of people have to experience chiropractic to get to that coveted turning point? Don't you think once enough people knew about chiropractic that then...

The story. The Japanese monkey, *Macaca Fuscata*, had been observed in the wild for a period of over 30 years.

In 1952, on the island of Koshima, scientists were providing monkeys with sweet potatoes dropped in the sand. The monkey liked the taste of the raw sweet potatoes, but they found the dirt unpleasant.

An 18-month-old female named Imo found she could solve the problem by washing the potatoes in a nearby stream. She taught this trick to her mother. Her playmates also learned this new way and they taught their mothers too.

This cultural innovation was gradually picked up by various monkeys before the eyes of the scientists. Between 1952 and 1958 all the young monkeys learned to wash the sandy sweet potatoes to make them more palatable. Only the adults who imitated their children learned this social improvement. Other adults kept eating the dirty sweet potatoes.

Then something startling took place. In the autumn of 1958, a certain number of Koshima monkeys were washing sweet potatoes -- the exact number is not known. Let us suppose that when the sun rose one morning there were 99 monkeys on Koshima Island who had learned to wash their sweet potatoes. Let's further suppose that later that morning, the hundredth monkey learned to wash potatoes.

100TH



THEN IT HAPPENED!

By that evening almost everyone in the tribe was washing sweet potatoes before eating them. The added energy of this hundredth monkey somehow created an ideological breakthrough!



But notice: A most surprising thing observed by these scientists was that the habit of washing sweet potatoes then jumped over the sea...Colonies of monkeys on other islands and the mainland troop of monkeys at Takasakiyama began washing their sweet potatoes.

Thus, when a certain critical number achieves an awareness, this new awareness may be communicated from mind to mind.

Although the exact number may vary, this Hundredth Monkey Phenomenon means that when only a limited number of people know of a new way, it may remain the conscious property of these people.

But there is a point at which if only one more person tunes-in to a new awareness, a field is strengthened so that this awareness is picked up by almost everyone!

Chiropractic Philosophy & Practice Styles

How should I run my practice? This is one of the most common questions for all DC's. It does not matter if the DC is just out of school or been practicing for 30 years, everyone of us is looking for the best way or a better way. And of course we should be!

We all know how the story goes. There was one DC who did nothing but cash and made a financial killing. The DC in the next town did the same thing and had to close their office down. The next DC followed a wonderful practice management company and it was unreal how well it worked. Then they told an office mate about the practice management system and they failed miserably! Another DC figured it out; Work Comp & insurance, that certainly was the way to do things, and yes that was the answer to their dreams. Another DC tried the same, and nothing. Oh wait, what if I open in a gym? Surely that will be successful. Well some are and some are not. In fact, I can't think of one practice management style that works for everyone OR one that always fails.

Chiropractic Philosophy & Practice Styles

I personally always thought that our profession should adjust everyone. The only way I saw that working was price reduction. So I put a wood box, (nicely painted) on the wall. I let patients pay whatever they wanted and they never told me what they paid. This made perfect sense to me and I felt great about doing it. It was the idea of random acts of kindness and paying it forward.

At first the patients thought it was odd and some even were confused on why I would do that. (One patient actually got mad and said nobody liked the system and that he wanted a fixed price!) I just said I wanted to help people and not charge “an arm and a leg” for it like most medical doctors and hospitals. It was and always will be odd to me how everyone always complains about how expensive health care is, but once someone offers affordable health care then they were still uncertain and skeptical.

I'll be honest, it took some time but once they saw I was doing it from the heart they got “the big idea”. In time my practice flourished and I had the largest practice in my area and with virtually no overhead and no headache of insurance billing or reports. And it felt great to help so many people in need.

Chiropractic Philosophy & Practice Styles

Once I had a DC visit my office and he said how long does it take to do your billing? I said zero, because I don't do it. Another DC was saying that they were making more money, (if that is indeed the goal), as they made \$40-60 per patient visit. And that I was working harder. My thoughts were that I would rather adjust 1-3 extra people then spend one single moment or dollar on billing. But that was my philosophy. Turned out I was making less gross income but keeping more net income because of low overhead. I also had minimal business stress, as I just went to the office and helped folks.

To be fair, I have had many DC's over the years go nuts upon hearing this. Some immediately felt I was cheapening chiropractic and that the adjustment was worth more than that. I felt that if helping people in need was a bad thing, well then....

I had a chiropractor argue once that people could afford care. They said "I saw a family of 4 out on Friday night, you know dinner and a movie. And that dinner and a movie had to cost at least \$100."

Chiropractic Philosophy & Practice Styles

They were right, it probably did. But what does that have to do with chiropractic care I asked? Their point, of course, was that they had the money. I agreed. But they did not value the care as much as they did the Friday night outing! And that was that families understanding and belief structure, their philosophy. Now to be fair if they had better chiropractic education perhaps they would choose the care. Their in lies the challenge.

I had one DC recently telling me how hard he works at keeping up with the changes and how many of his DC colleagues struggled because they always wanted to keep everything the same. His business philosophy was to work with the system and make changes as needed and not get left in the dust. He admitted it took extra effort, but as he walked out the door, he turned to me and with a grin, he said it was worth it.

One more note. I think we are all aware of all the hard work we put in at chiropractic college, time, effort, money. It seems odd to me how once we are done with school how the effort stops for many DC's, we hang the shingle out and expect people to come waltzing in. Every successful practice I have seen comes from hard work and extra effort, and daily focus.

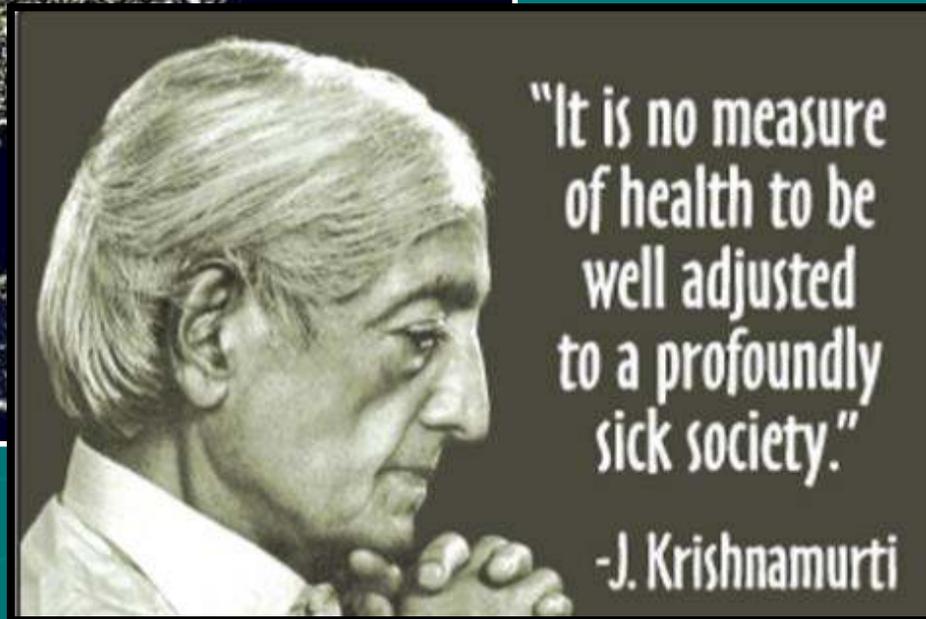
Chiropractic Philosophy & Practice Styles

The answer seems obvious: the practice system DOES NOT matter!
What does matter is YOU! If you are 100% all in with a particular practice style then it WILL work. If you are not sure and constantly doubting yourself or the system, then failure is waiting around the corner. Explore all styles and all the angles. Sit down and really think about what makes the most sense to YOU and then do it. The point is, whatever you choose for yourself is fine, just choose what makes sense to you and go all out, 110%!

**And as one of
my favorite
DC's Scott
always says:
"No Excuses!"**



Choosing Illness: Sick Society



"It is no measure
of health to be
well adjusted
to a profoundly
sick society."

-J. Krishnamurti

Why Is The US So Unhealthy?



Am I Sick?

The average person has 2-6 colds per year! So often I hear DC's say they never get sick? How can this be? What are they doing differently so that they don't get sick? **Yes make a list and share it with your patients.** They should want to know why you don't get sick!

A different perspective is that we are always sick, we just don't express symptoms or they are really subtle. For example when you get up in the morning and your nose is a little clogged or you need to clear your throat a bit, yup that was your cold! It just didn't last very long. What did it take about 5 minutes of the early morning grogginess? And then you are good to go! Of course the reason you do not get a full blown cold is because you have a strong immune system. Another thing our patients do not realize!



US World Rankings

Life Expectancy at Birth: 79.98 ~ 43rd

CIA World Factbook, 2015

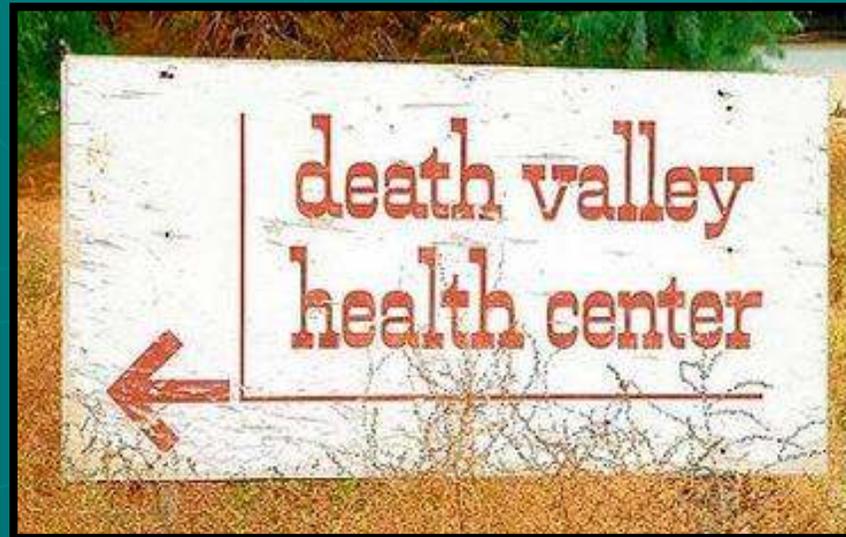
Healthy Life Expectancy: 70.0 ~ 24th

WHO, 2015

Health Care Systems: 37th

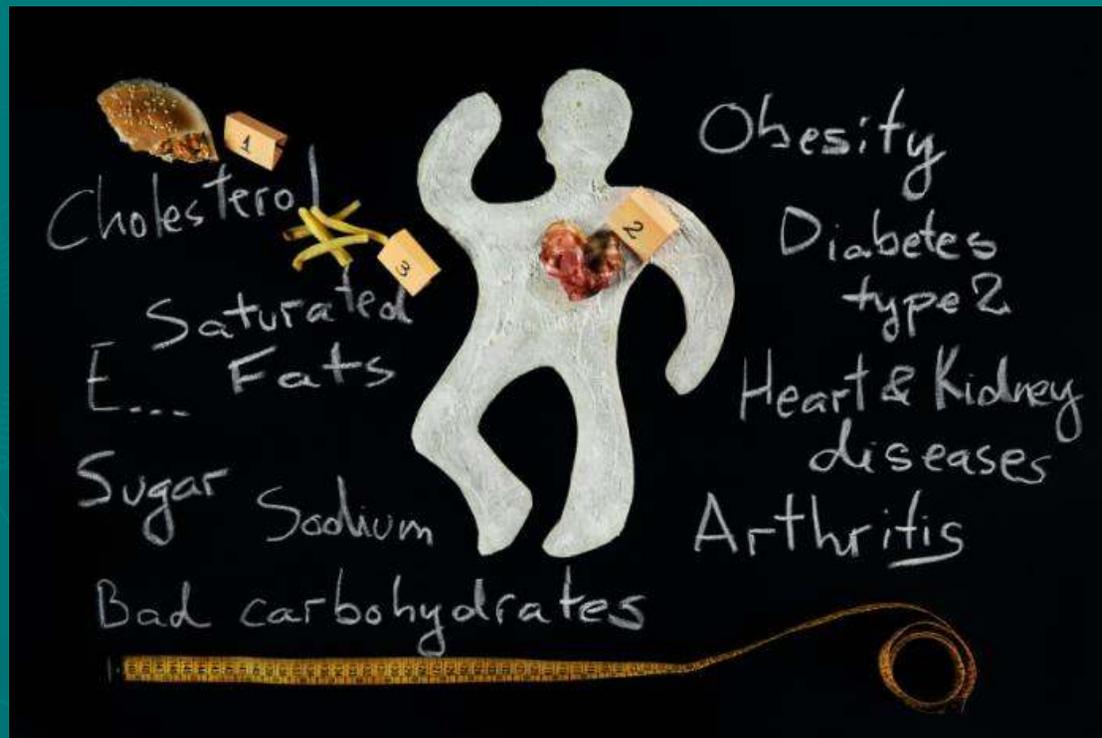
Per Capita Expenditure: 1st

WHO, 2005



Nearly 75% of all deaths in the US are attributed to just 10 causes, with the top 3 of these accounting for over 50% of all deaths.

CDC, September 2015



Top 10 Causes of Death

CDC, September 2015
Total deaths: 2,596,993

<u>Cause</u>	<u>Deaths</u>	<u>% of Total</u>
1 Heart disease	611,105	23.5%
2 Cancer	584,881	22.5%
3 Lung diseases	149,205	5.7%
4 Accidents	130,557	5.0%
5 Cerebrovascular	128,978	5.0%
6 Alzheimer's	84,767	3.3%
7 Diabetes	75,578	2.9%
8 Influenza/Pneumonia	56,979	2.2%
9 Kidney diseases	47,112	1.8%
10 Suicide	41,149	1.6%

U.S. HEALTH CARE RANKS LAST AMONG WEALTHY COUNTRIES

A recent international study compared 11 nations on health care quality, access, efficiency, and equity, as well as indicators of healthy lives such as infant mortality.

Overall Health Care Ranking



Source: K. Davis, K. Stremikis, D. Squires, and C. Schoen, *Mirror, Mirror on the Wall: How the Performance of the U.S. Health Care System Compares Internationally, 2014 Update*, The Commonwealth Fund, June 2014.

Cancer

The #2 cause of death in the US!

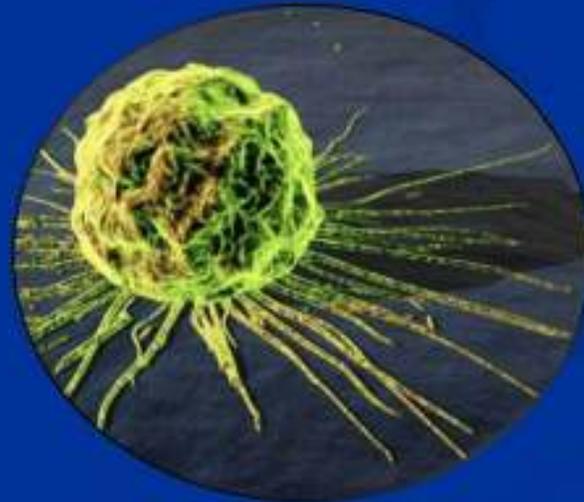
584,881 die/yr

1,602/day

CDC, September 2015

\$88.7 billion ~ direct medical costs

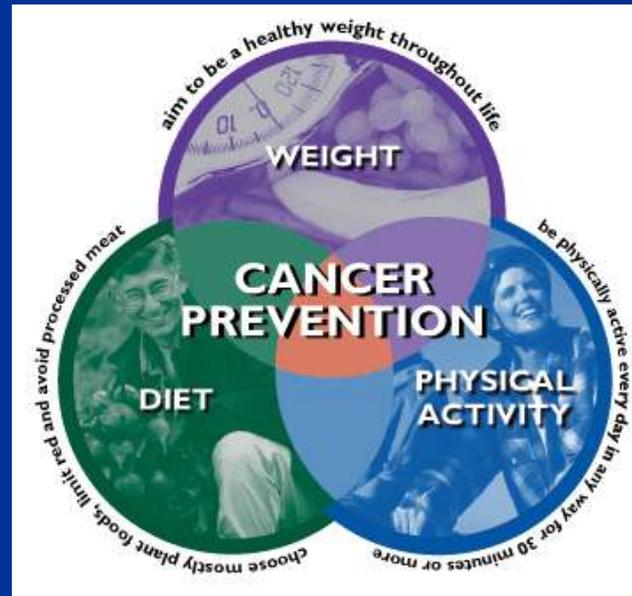
Agency for Healthcare research and Quality, Feb 2015



2,221,000 new cases of cancer will occur in the US in 2030, a 55% ↑

33% of the most common cancers could be prevented through eating a healthy diet, being physically active & keeping off excess weight. The key is aging healthfully.

American Institute for Cancer Research, 2012



Cancer: Common Presentation

Complains of persistent insidious onset of pain

Unexplained weight loss

Fatigue

Pain worse at night

Pain does not change with motion

Care for 1 month with no change

Sore that does not heal

Unusual bleeding or discharge

Thickening or lump in breast or elsewhere

Indigestion or difficulty in swallowing

Obvious change in a wart or mole

Nagging cough or hoarseness

***How Cells Work**

- * Oxygen, water & nutrients get to the cell via the bloodstream**
- * The cell does its' "metabolic job"**
- * Waste products are excreted via the bloodstream**
- * If the waste doesn't get excreted it becomes toxic & can cause pain via muscular tightening and/or trapping of chronic inflammatory chemicals**
- * If this persists the cells may become cancerous**

Probable Cause

DNA damage



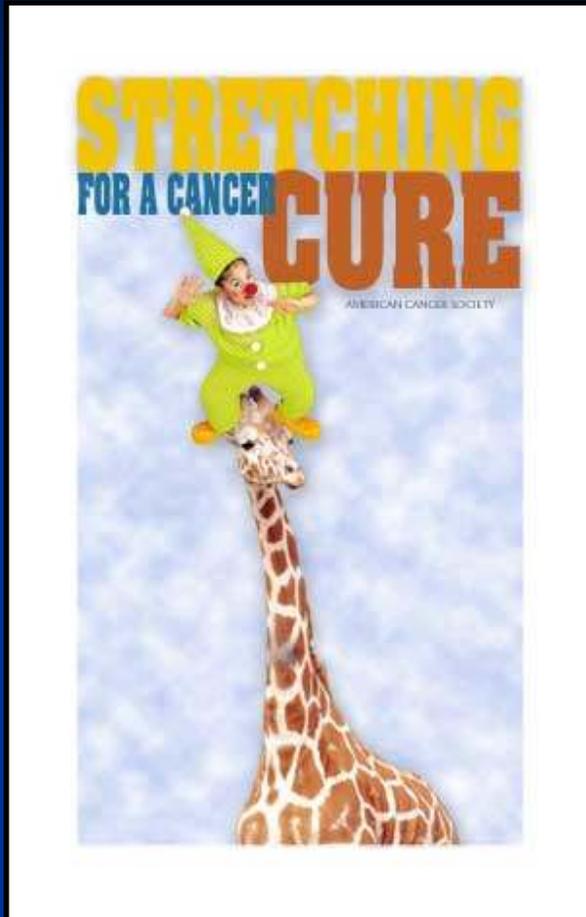
Decrease Cancer Risk (Grade America)

- 1. max BMI of 25, limit adult weight gain to 11 lbs (daily moderate/wkly vigorous activity)**
- 2. 5 or more servings of fruits & veggies daily**
- 3. 7 or more portions of complex carbs daily**
- 4. ↓ processed foods & refined sugars**
- 5. limit alcoholic drinks: 1-women, 2-men daily**
- 6. limit red meat to no more than 3 oz daily**
- 7. ↓ fatty foods, particularly animal fats**
- 8. limit intake of salted foods & use in cooking**
- 9. eliminate tobacco use**
- 10. practice sun safety/recognize skin changes**
- 11. practice safe sex**

American Cancer Society

backtochiropractic.net

Free Materials



***Poor diet, lack of exercise & unhealthy lifestyle are responsible for 65% of cancer deaths!**

American Cancer Society

Exercise: Cancer is less prevalent in active people, as exercise ↓ depression & ↑ oxygen to the tissues

Harvard Medical School

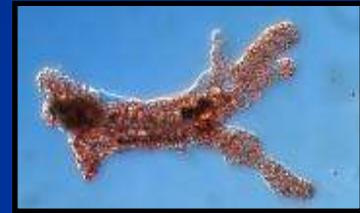


***“Virus, amoeba, parasites, fungi & bacteria
cause many diseases!**

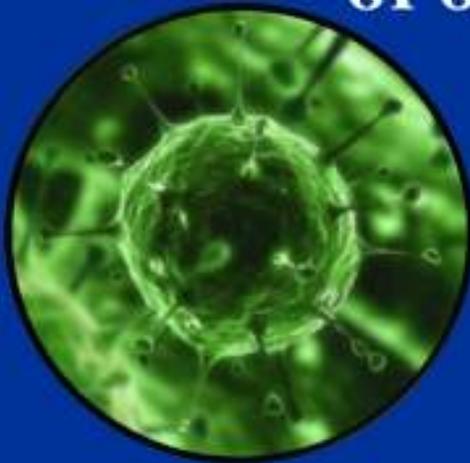
**None of those hostile organisms can live in an
environment with high concentrations of
oxygen.**



Oxygen gets rid of toxicity.



**These pathogens are destroyed in the presence
of oxygen - especially cancer.”**



Dr. Alec Borsenko



***“Cancer has one prime cause. The replacement of normal oxygen respiration of the body's cells by an anaerobic (oxygen-deficient) respiration.”**

Dr. Otto Warburg ~ 1883-1970

Winner Nobel Prize 1931



Breathing & Oxygen

5-10 **Deep**
breaths
per hour

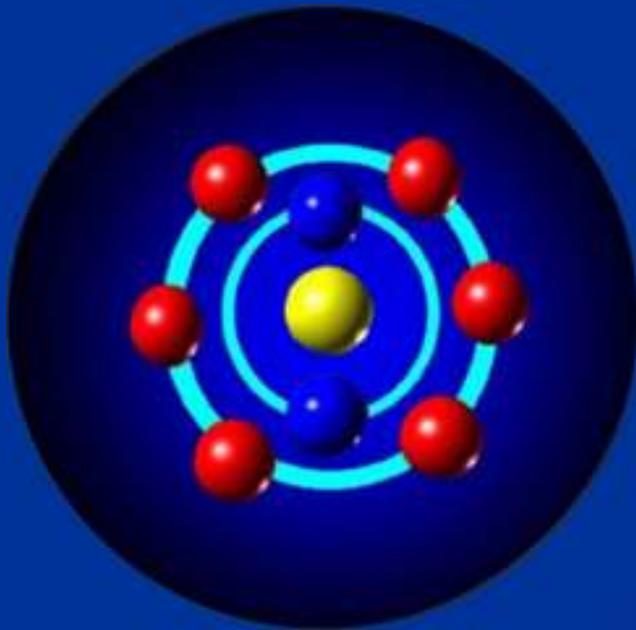


ABC's of CPR



How Long Will You Live?

- ✧ 6 mins without oxygen
- ✧ 10 days without water
- ✧ 4-6 wks without food



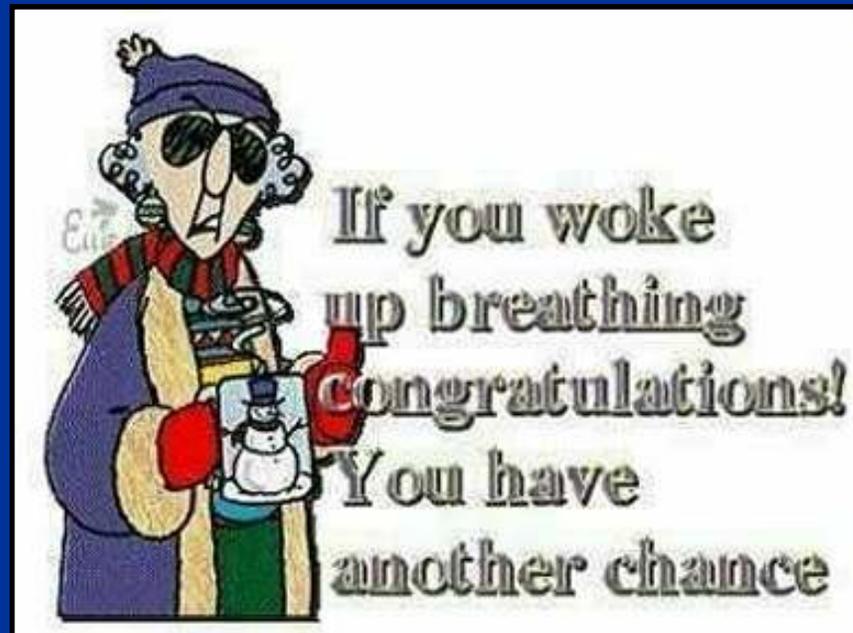
*Respiratory System

After age 20 vital capacity

↓ 5-20% per decade

(maximum volume of air that a person can exhale after maximum inhalation)

Brian K Ross MD, University of Washington



Oxygen: (Pts will not appreciate this list)

- * **Creates energy (defeats fatigue)**
- * **Aids in digestion**
- * **Cleans & detoxifies**
- * **Metabolizes fats & carbs**
- * **Transports gases across cell membranes**
- * **Makes hormones & proteins**
- * **Regulates pH**
- * **Maintains a strong immune system**



Symptoms of O₂ Starvation

Circulation problems Depression

Irrational behavior Fatigue

Poor digestion

Lung problems

Acid stomach

Body weakness

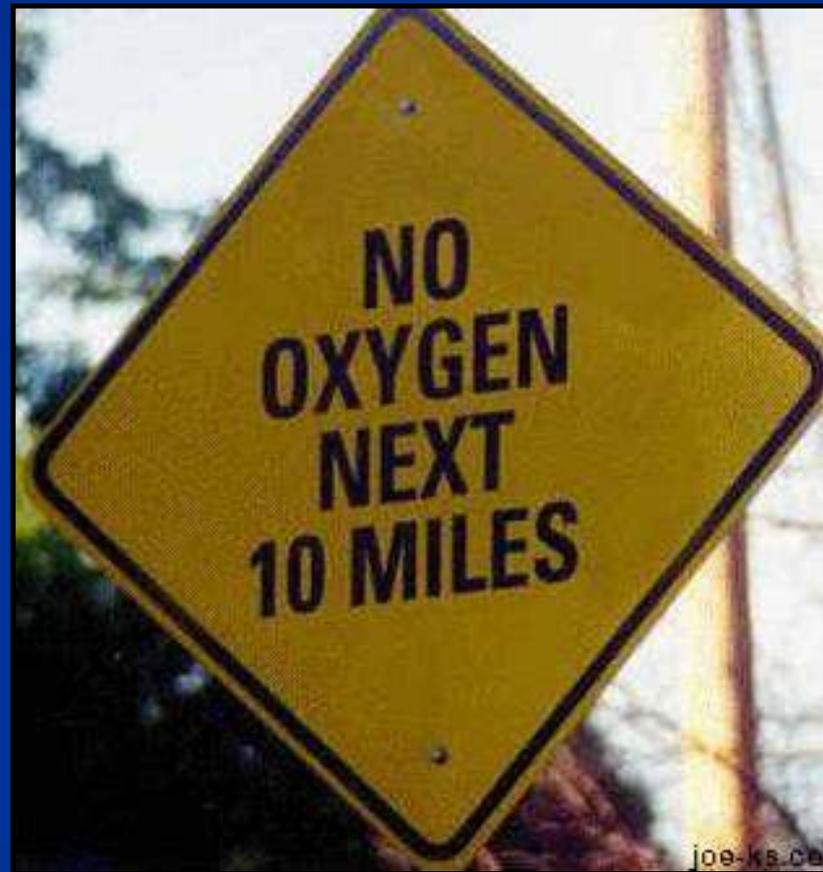
Growth of pathogens

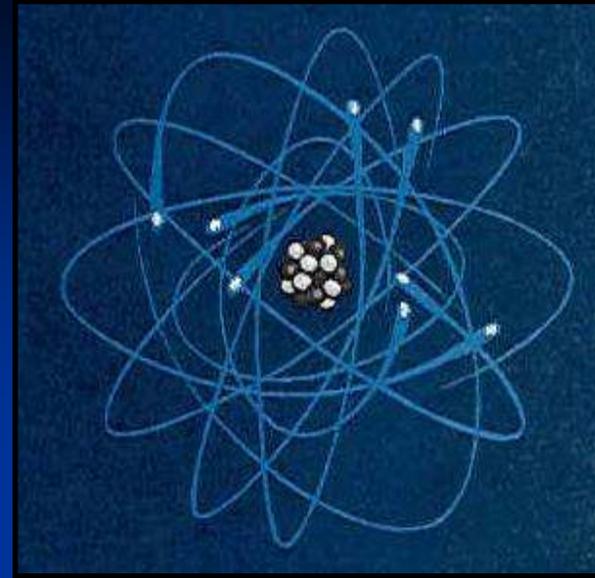
Memory loss

Irritability

Muscle aches & pains

Dizziness





**"Starved of oxygen the body
will become ill &
if this persists it will die."**

Dr. John Muntz

***"In all serious disease
we find a low oxygen state.**

**Hypoxia in the tissues is the fundamental cause
for all degenerative disease."**



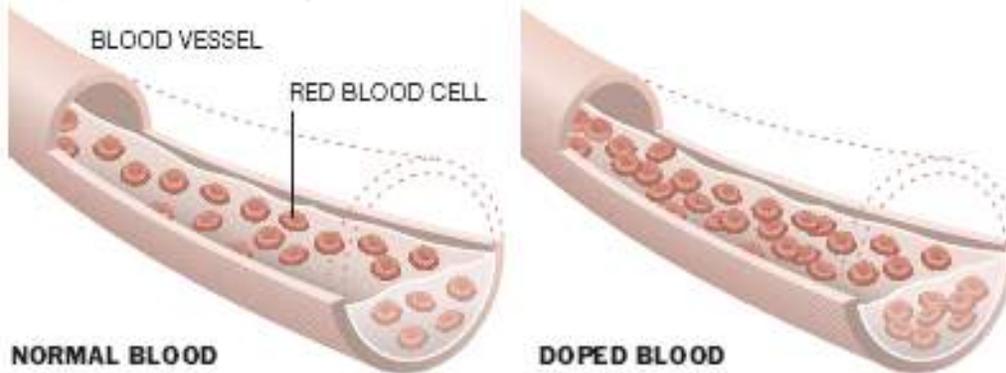
Dr. Stephen Levine

Oxygen Deficiency: A Concomitant to All Degenerative Illness

Why do cyclists “blood dope”?

How Blood Doping Works

Elevated levels of red blood cells found in an athlete's bloodstream can be a sign of blood doping.



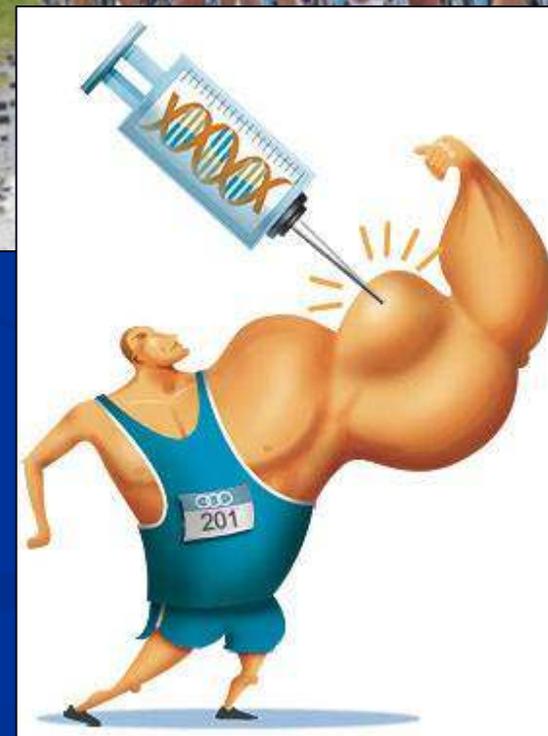
NORMAL BLOOD

The blood of a typical adult male is made up of 40 to 50 percent red blood cells, which carry oxygen to tissues. Typical levels for women are 35 to 45 percent.

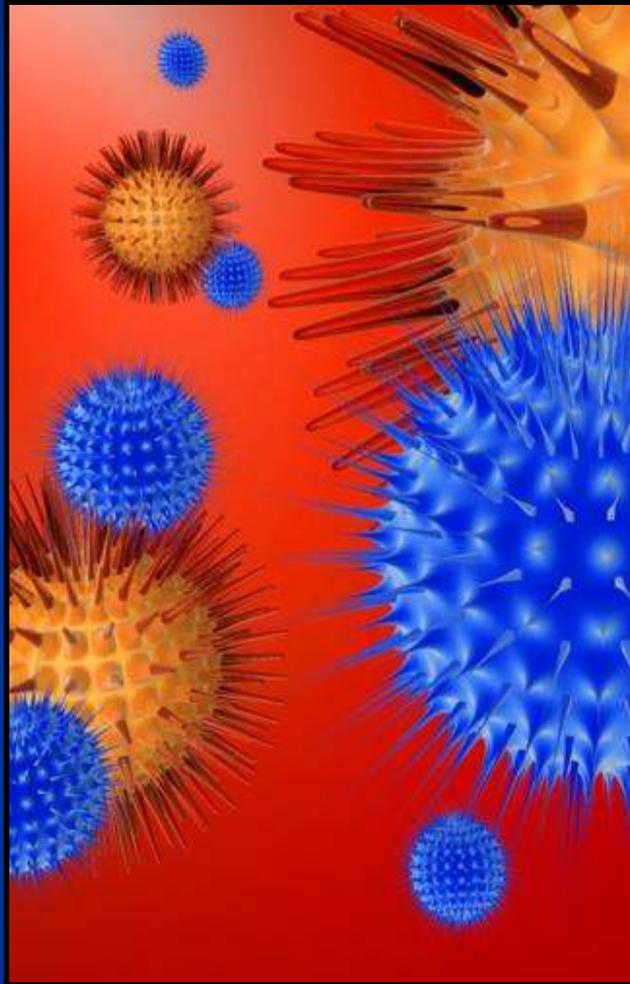
DOPED BLOOD

Red blood cells (from a donor or previously removed from the athlete) or the hormone erythropoietin (EPO) are injected. The increase in red cells allows muscles to work longer and harder without cramping.

Sources: Harrison's Principles of Internal Medicine; Quest Diagnostic Laboratories



*Immunity With Chiropractic!



Do your pts know?

**Can't shake that
cold or flu?**

**Stress, lifestyle habits &
structural imbalances
are hindering your
body's ability to fight
infection or illness.**

When an invader enters your body the first response is a nervous system signal.

If vertebrae are not moving properly, misaligned and/or causing inflammatory chemical build-up, messages to the immune system are impaired & it won't respond correctly.

Initial symptoms may be:

sleeping problems, food cravings, irritability, fatigue or joint pain - often dismissed as normal.

At this point the immune system has already been breached.

Why Don't Doctors & Nurses Constantly Get Sick?

**The average American gets
2-6 colds per year!**



**Do you take the flu
vaccine?
Did you get the flu?
Do you tell your pts?**

***Preventing The Flu** (Grade America)

- * careful hygiene
- * avoid crowds/sneezers
- * plenty of rest
- * balanced diet
- * lots of fluids
- * stress management
- * regular exercise



Coordinating Center for Infectious Diseases

This list could be for most diseases!

Healthy Insurance?



Pricing?



US Income Breakdown

Income	2010 AGI
Top 1%	Over \$369,691
Top 5%	Over \$161,579
Top 10%	Over \$116,623
Top 25%	Over \$69,126
Top 50%	Over \$34,338
Bottom 50%	Under \$34,338

US Health Care Expenditures

\$2.5 trillion 2009

\$714 billion 1990

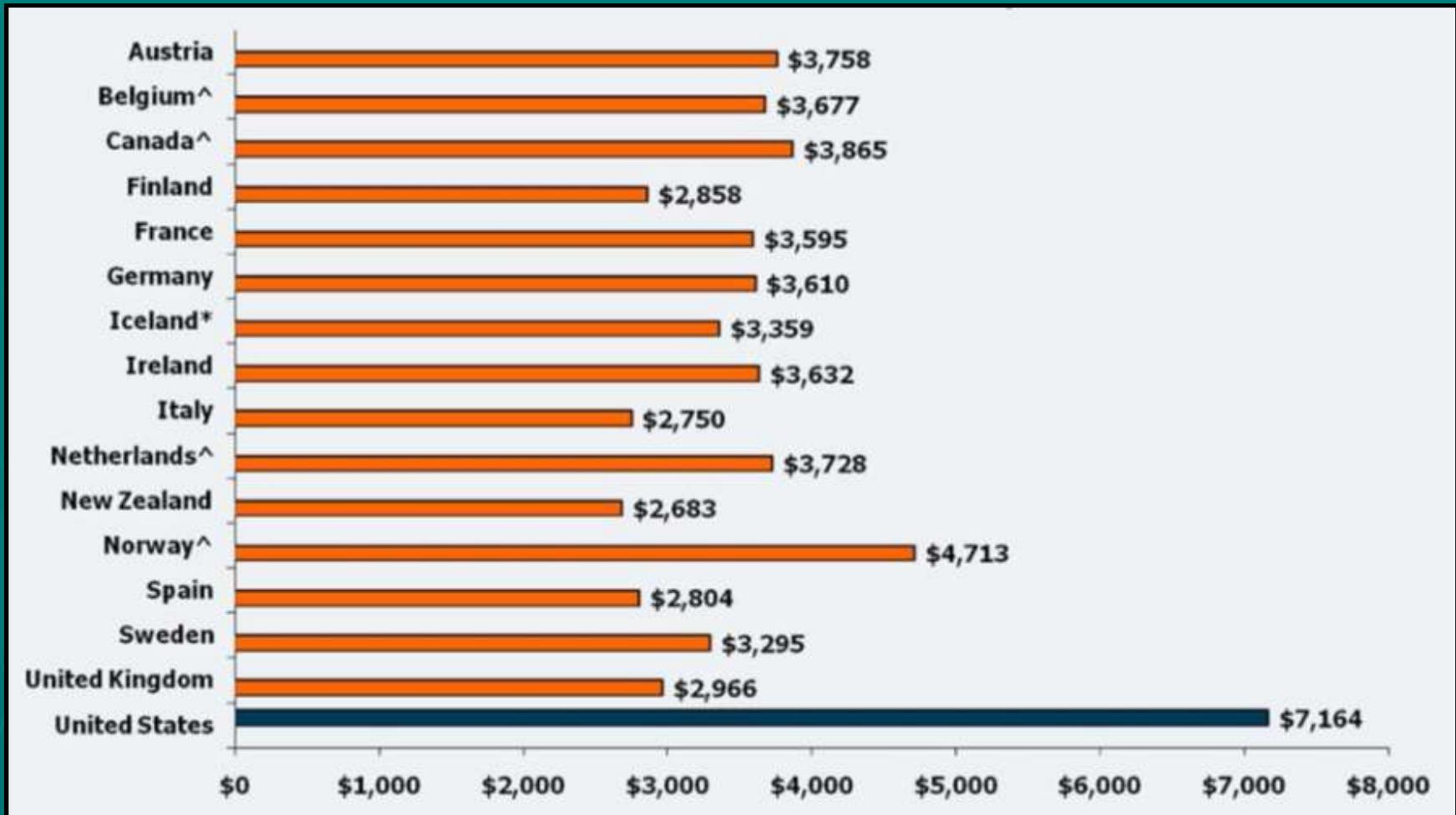
\$253 billion 1980

Spending on health care was \$8086 per person & 17.6% of the GDP, the highest of all industrialized nations!

Centers For Medicare & Medicaid Services, 2011



Per Capita Total Current Health Care Expenditures OECD Health Data, 2010



The Uninsured



**How much do
you pay?**

**Do you want
to pay more \$
out-of-pocket?**

51 million uninsured

US Census Bureau, 2009

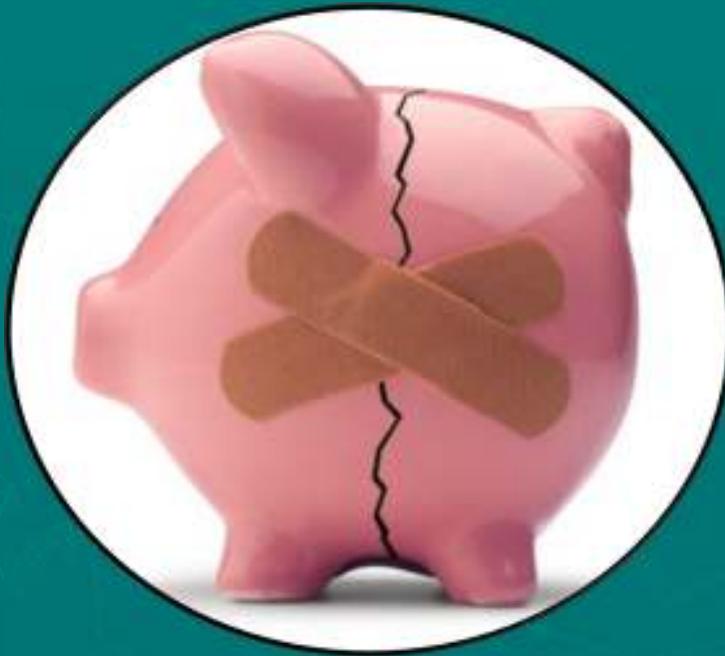
**Americans spent \$138.5
billion in out-of-pocket
health care expenses.**

US Bureau of Labor Statistics, 2010

**62% of bankruptcies in US are due to
medical bills!**

**Every 30 seconds someone files for
bankruptcy after a serious health problem.**

American Journal of Medicine, 2011



Out Of Here?

Surgery: \$200,000 vs \$8,000

Medical Tourism

Tom Hiland 800.466.9502



Public Surveys On Health Care...

- ✳ 48% worry about health care safety
- ✳ 50% of chronic condition pts experience a medical error



- ✳ 14% filed malpractice lawsuits
- ✳ 55% were dissatisfied with the quality of care, up from 44% just 4 yrs ago



✳️ 33% who saw a printed drug ad didn't notice the small print summarizing a drug's risks & side-effects

✳️ Of those who did notice the print, only 33% said they read it



**An Average American Watches
16 Hours Of Drug Ads A Year!**

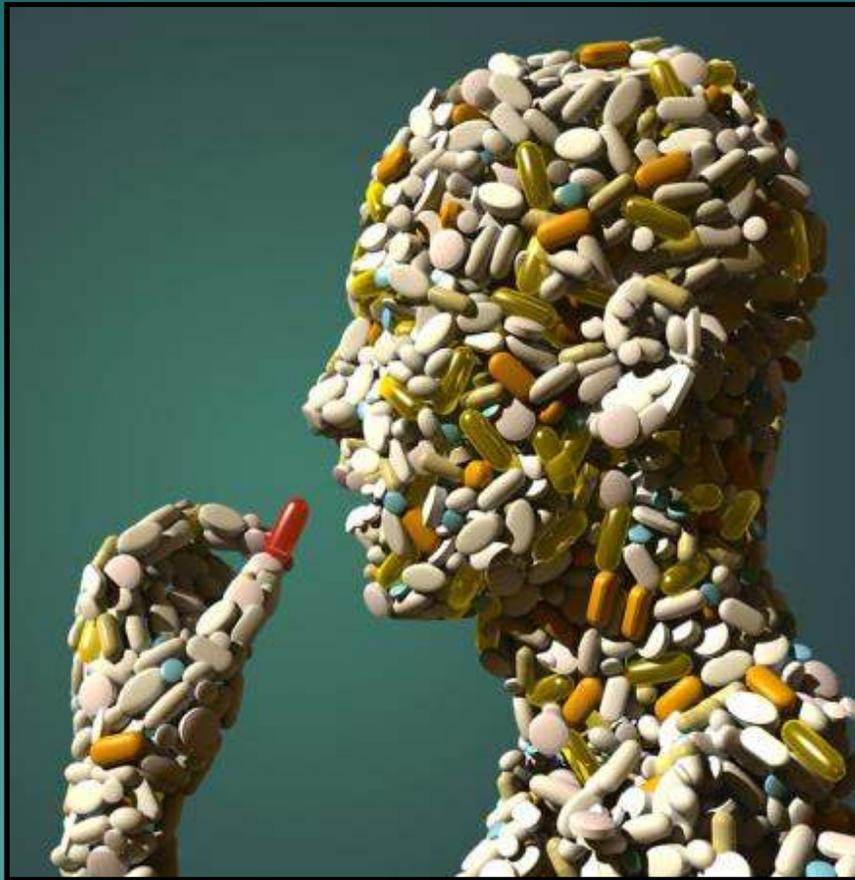
1,920 ads per year

Drug Ads & FDA Guidelines

- 18% were compliant with FDA guidelines
- 58% did not quantify serious risks
- 48% lacked verifiable references
- 29% failed to present adequate efficacy

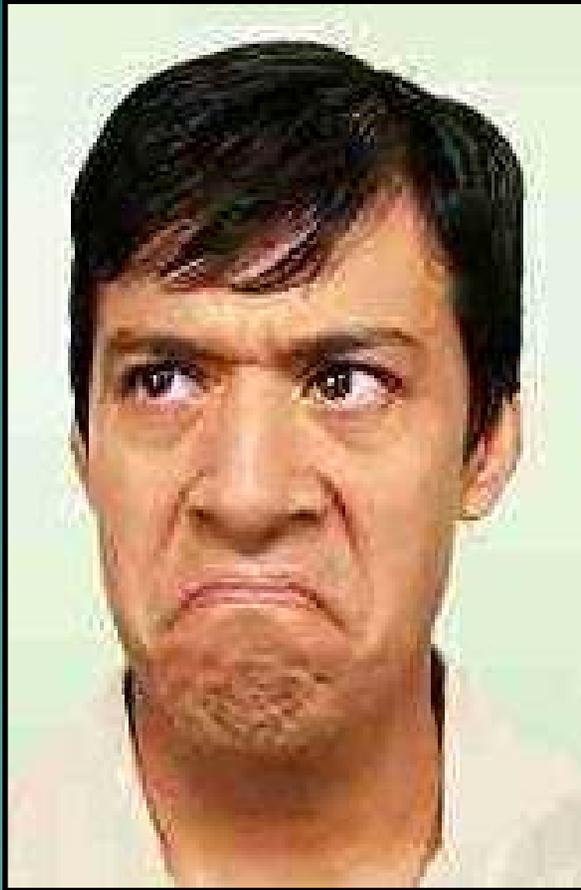
Public Library of Science, 2011





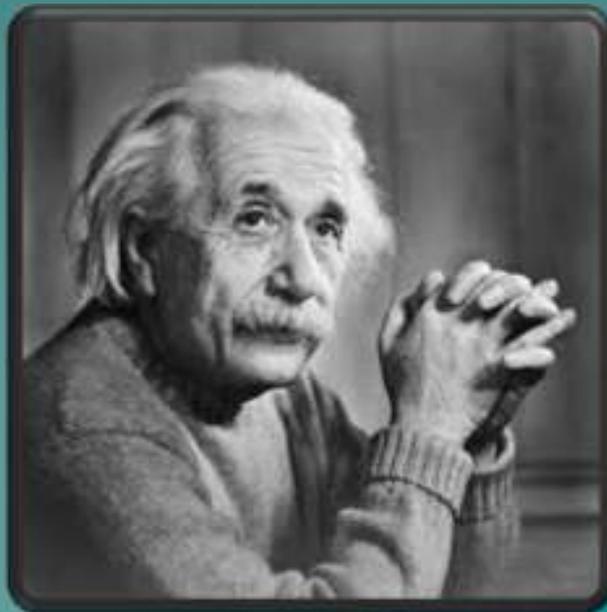
43% believe
only drugs that are
"completely safe"
can be advertised!

**American Association of
Retired Persons**

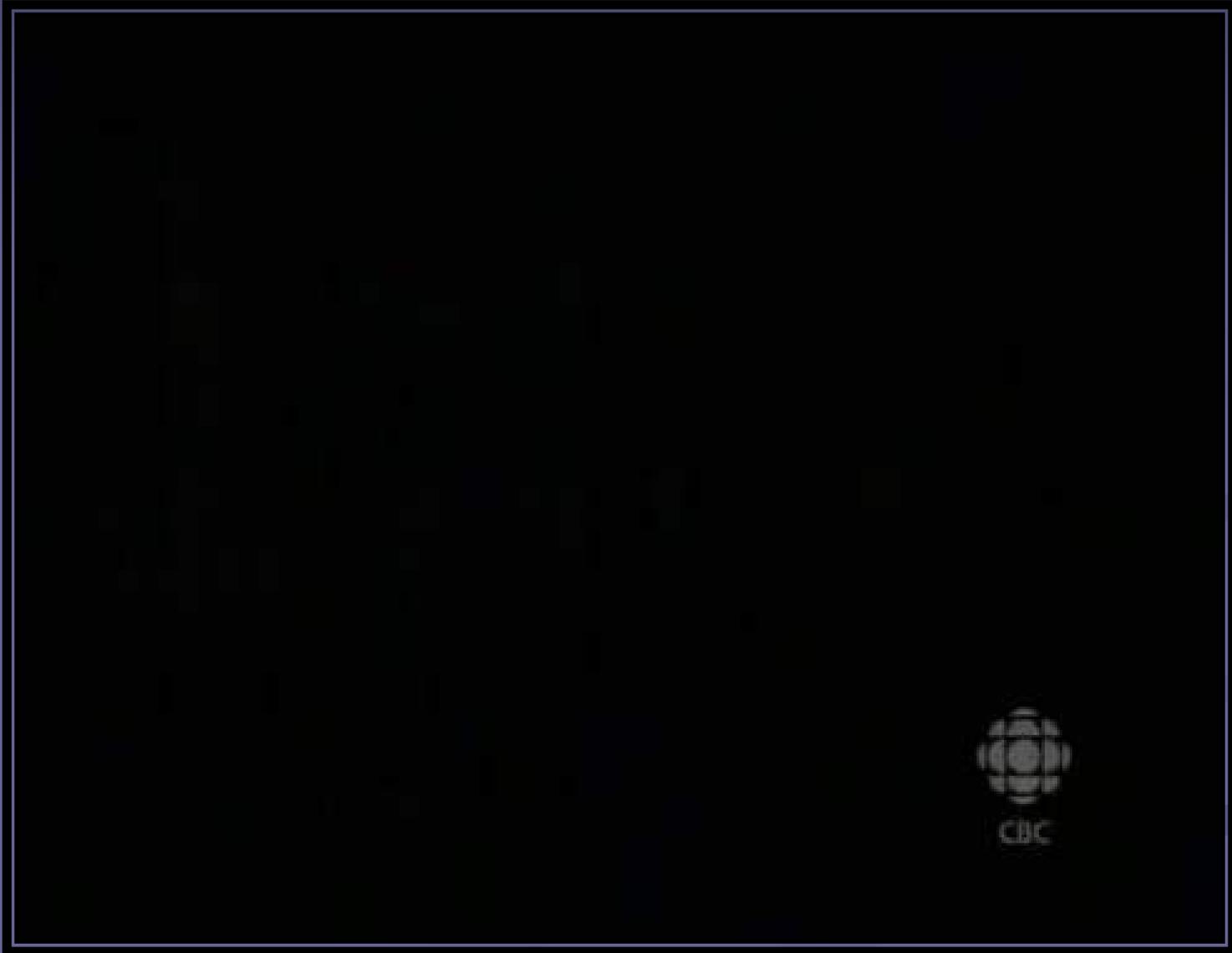


46% would be
"disappointed"
if their doctor turned
down the pt's request for
an advertised drug
**15% said they would
consider switching
physicians!**

Be Smart... Never tell a patient to get off a prescription medication, just provide information for them. Always consult with a physician or resource to see if there is an interaction effect with any drug, vitamin, mineral, herb, food, lifestyle or condition.



Prevention In A Pill?



US Consumed By Drugs

Americans make up 5% of the world's population but consume 50% of all prescription drugs.

The global pharmaceutical market grew to \$880 billion in 2011 at a compound annual growth rate of 5-7%.

IMS Health, 2011

Drug Expenditure Per Capita

1. US \$956

2. Canada \$744

OECD Health Data, Nov 2011



Now That's Excessive!

The New England Journal of Medicine defines excessive medication as more than 1,000 pills in a lifetime or more than



Takin' Drugs?

48% of Americans took at least one prescription drug in the past month, 31% took 2 or more

11% took 5 or more

CDC, 2010

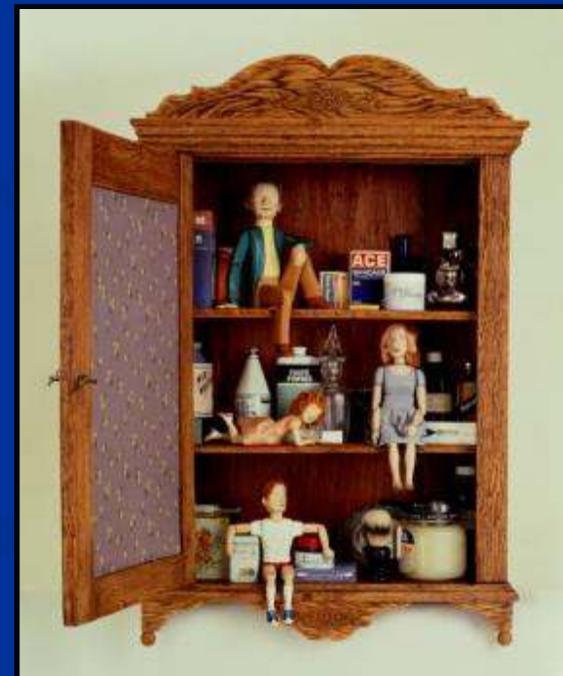
25% of US children are taking a prescription drug for a chronic condition!



Retail Prescriptions

- **Total = 3.5 billion**
- **Sales = \$307.4 billion**
- **per capita = 11.8**

IMS Health, 2011



Spending...

Drug companies spent

\$57.5 billion

**on marketing,
dwarfing the**

\$31.5 billion

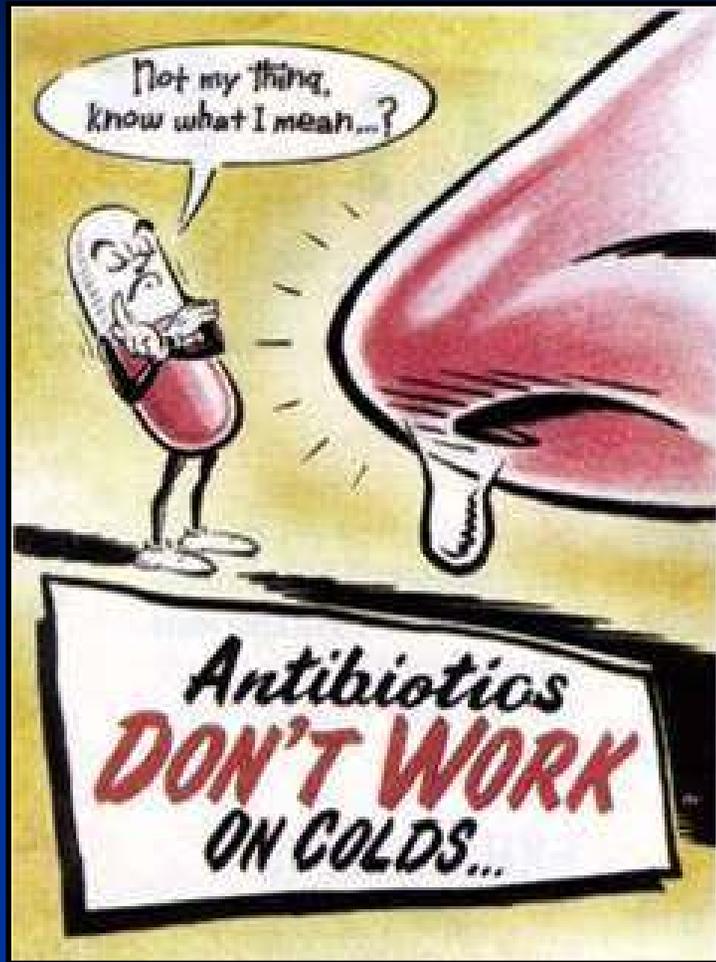
devoted to research!

The Cost of Pushing Pills, 2008

Big Pharma CEO's

1. Bill Weldon - J&J	\$28.7M
2. Daniel Vasella - Novartis	\$27.0M
3. Miles White - Abbott	\$25.6M
4. Jeffrey Kindler - Pfizer	\$24.7M
5. Richard Clark - Merck	\$24.6M
6. Robert Coury - Mylan	\$22.9M
7. Kevin Sharer - Amgen	\$21.1M
8. James Mullen - Biogen Idec	\$20.0M
9. John Lechleiter - Eli Lilly	\$16.5M
10. John Martin - Gilead Sciences	\$14.2M

Fiercepharma, 2011



Spending on
antibiotics among
kids ↑ 42%

CDC

MDs are supposed
to be discouraging
antibiotics?

Antibiotics Prescriptions!

New research finds high rates of unnecessary prescribing of antibiotics for sore throats and bronchitis across the US. This is despite the fact that for decades, the CDC and other bodies have been pushing to reduce inappropriate prescribing of antibiotics. Antibiotics are used to treat, and prevent, infections caused by bacteria. They don't work against viruses, and in fact, taking antibiotics for viral infections can do more harm than good.

Antibiotics Prescriptions!

While only 10% of adults with a sore throat have strep, the only common cause of sore throat that needs antibiotics, the US national prescribing rate of antibiotics for adults with sore throat has stayed at 60%. For acute bronchitis the prescribing rate for the correct antibiotic should be near 0%, yet the national antibiotic prescribing rate is 73%.

JAMA, October 2013.



If drugs are the solution why do US consumers need more every year?

Are we addicted?



Why do chiropractic patients need to keep coming back?

**50% of chronic headaches
are attributed to medication
overuse!**

Neurology





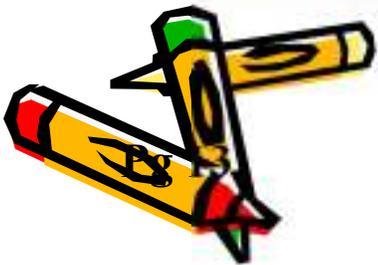
*"I stopped taking the medicine because I prefer
the original disease to the side effects."*

**There are no
side effects of
pharmaceutica
l drugs,
only unwanted
direct effects.**



**Health is a process,
not an event.**

Marcus Strutz, DC



Daily Aspirin Therapy

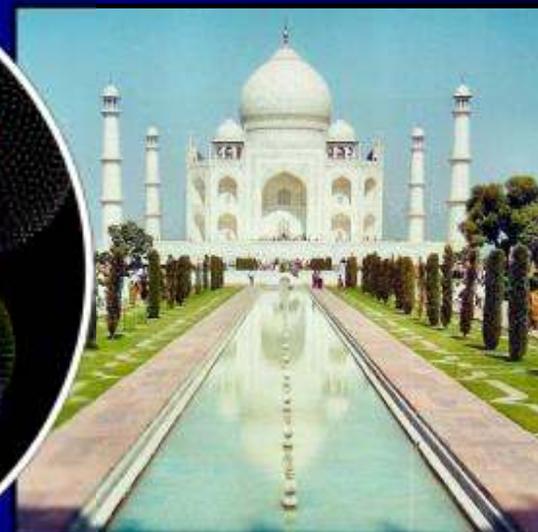


**Americans
consume more
than 80 million
aspirin tablets
per day!**
**16,000 tons of
aspirin tablets a
year!**

Do You Take Aspirin Daily?
Every DC I have ever met does not take
aspirin for heart health!
Talk this way for all chiropractic ideals.



Aspirin: The 8th Wonder of The World?



Roman Coliseum, Taj Mahal & aspirin?

**74% of American's believe aspirin should be
one of the 8 Wonders of the World!**

PR Newswire, August 2007

In 1988 researchers found taking aspirin daily could ↓ heart attacks by 50%, (later adjusted to 32%), & that men suffered more strokes.

Due to this "side effect" (plus a limited study group) researchers warned NOT to take aspirin to prevent heart disease.

A day after it was published in JAMA, aspirin makers (who were given advance notice of the publication) flooded the media with press releases saying "an aspirin a day" could prevent heart attacks.

For over 20yrs people have taken aspirin thinking they were protecting their heart.

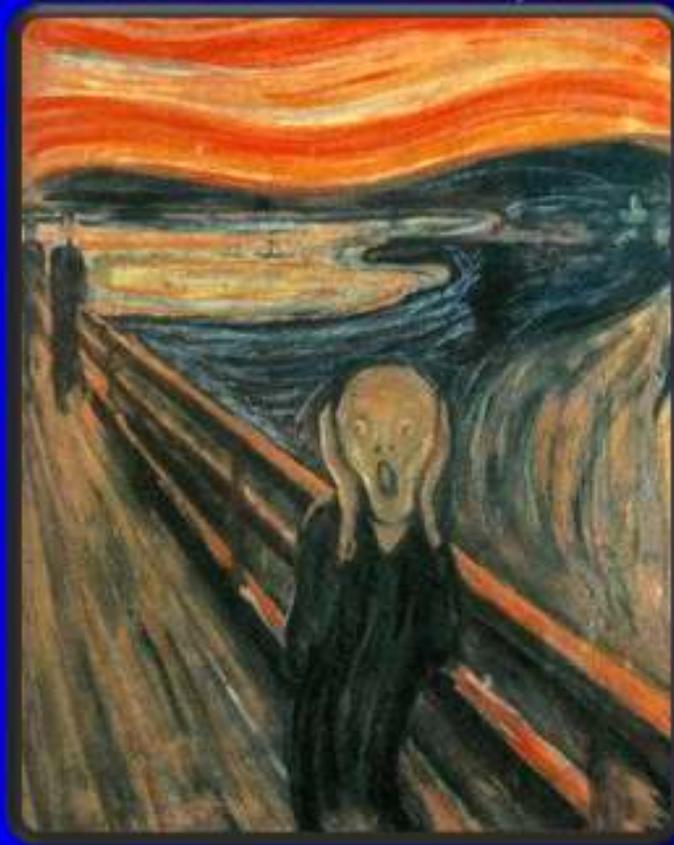
Doctors still believe it & continue to prescribe aspirin to prevent heart attacks.

“The routine use of aspirin for the primary prevention of vascular events in people with asymptomatic disease cannot be supported.”

JAMA, 2010



**Please find dosage & side effects of: aspirin,
acetaminophen, naproxen & ibuprofen**



backtochiropractic.net

Free Materials

Ulcers



- Peptic ulcers affect 5 million Americans per year
- 60% of pts with bleeding/perforation have no history of prior symptoms
- 50% of pts with NSAID ulcers are asymptomatic

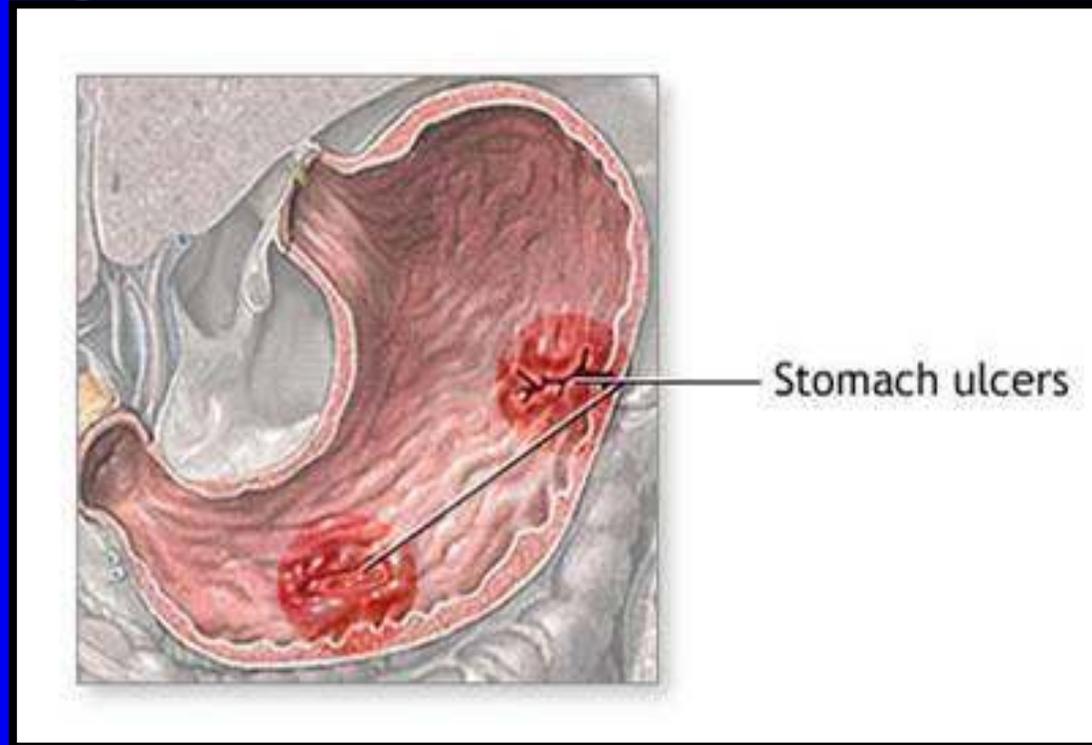
CDC, 2005

**Aspirin in low doses
(75-325 mg/day) is commonly
used as secondary prophylaxis
after cardiovascular
thrombotic events.**

**Its' value for primary
prophylaxis is unclear because
of ↑ risk for GI bleeding.**

**Journal Watch Gastroenterology
Nov 2011**



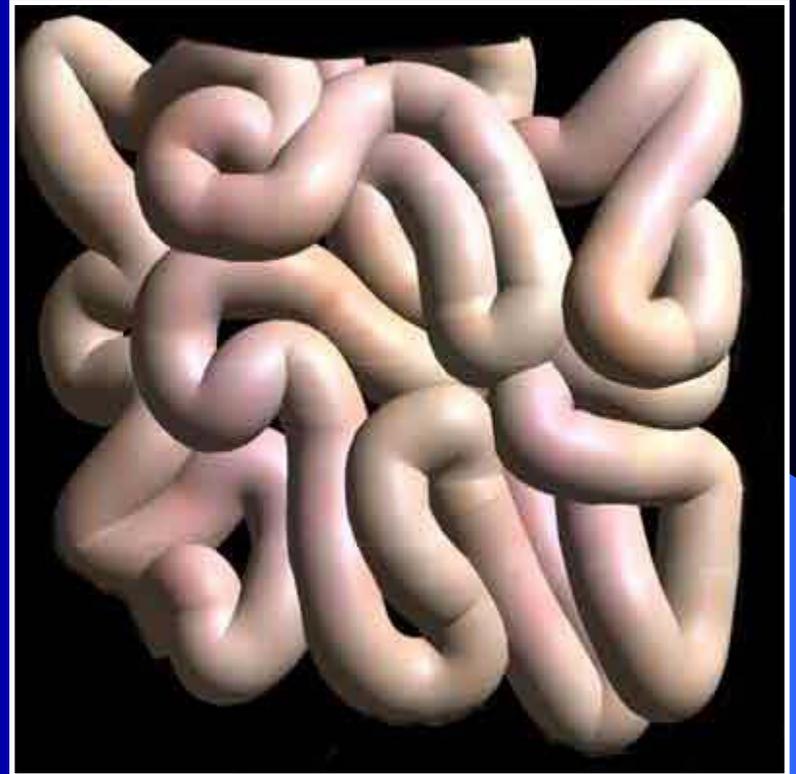


**35% of NSAID & aspirin users
will get GI ulcers!**

**Journal of Clinical Gastroenterology,
May 2002**

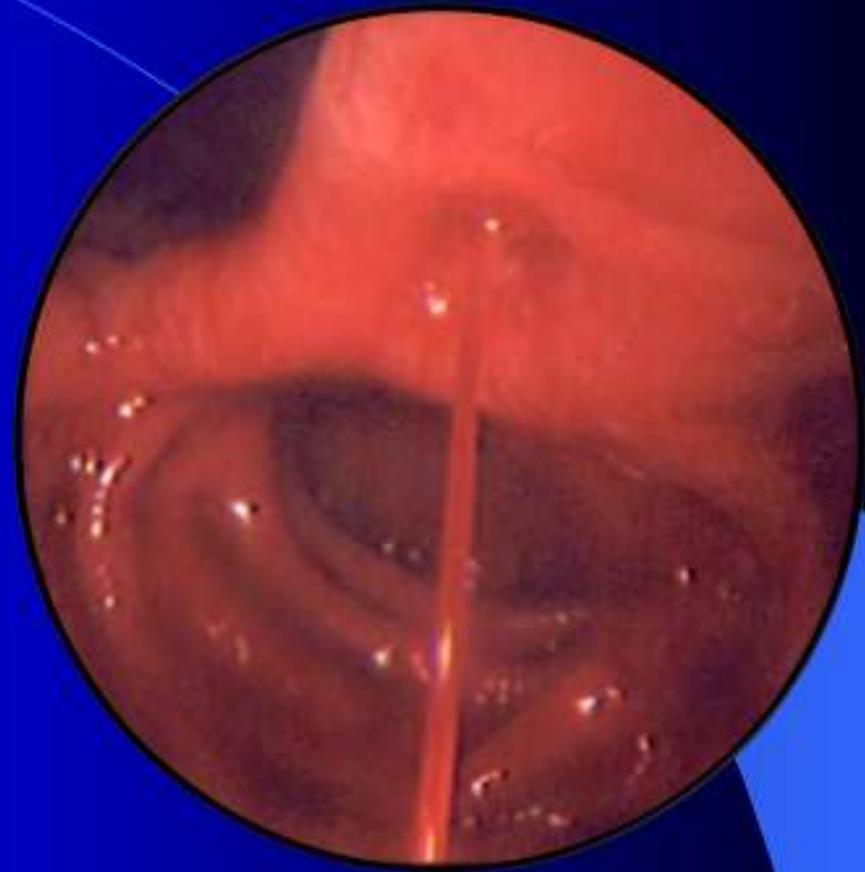
**50% of pts taking
NSAIDs have
sustained damage
to their small
intestine.**

**Journal of Gastroenterology,
2009**



**20% of pts with
massive GI
tract bleeding
were taking
aspirin
regularly!**

**World Journal of Surgery,
May 2002**

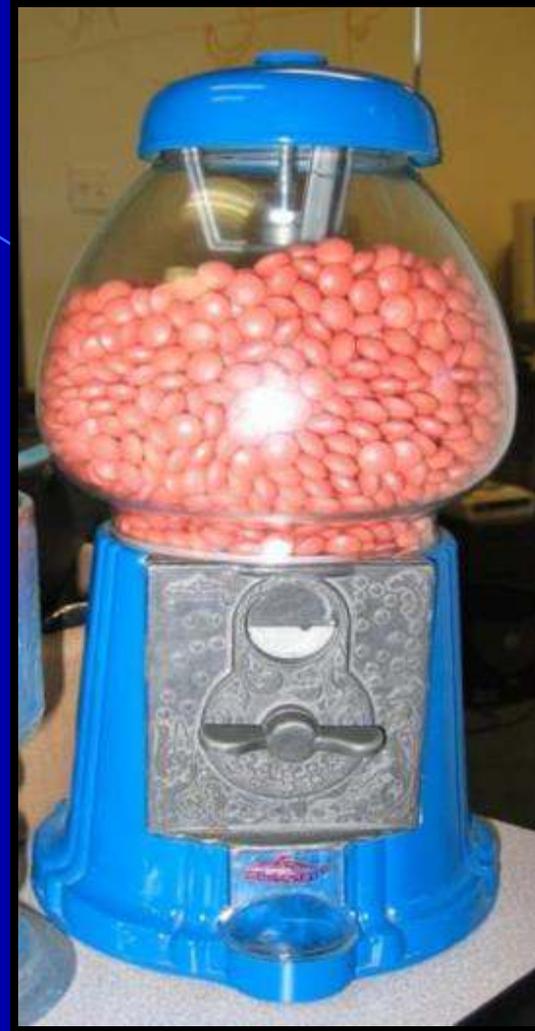


Ibuprofen

Taking it every day for
at least 5 yrs ↑ chance
of developing breast
cancer by 50%!

Journal of the National
Cancer Institute, 2005

The 1st 3 Days!



Ibuprofen anyone?

NSAIDS & GI Tract?



100,000 hospitalizations due to GI complications & 17,000 deaths
\$2 billion in annual healthcare costs

Therapeutics & Clinical Risk Management, 2009

“There is an increased mortality & cardiovascular morbidity associated with NSAIDs in chronic heart failure.”

Archives Internal Medicine, 2009

Ulcers

Nutrition:

L-Glutamine > heals ulcers (500 mg/day)

Pectin > create soothing protective coat in intestines

Vitamin E > antioxidant ↓ stomach acid & pain, promotes healing (400-800 IU/day)

Acidophilus > provides flora for small intestine (2-3 capsules 1-3x/day)

Herbs:

Alfalfa > Vitamin K source

Aloe vera juice > pain relief & healing (4oz/day)

Bupleurum, angelica & licorice root in combo > good for treating ulcers

Cat's Claw > cleansing & healing to tract (not if pregnant)

Garlic > antimicrobial

Kava kava & St. John's Wort > calming & ↓ stress

Deglycyrrhizinated licorice (DGL) > promotes healing as well as Tagamet & Zantac
(750-1500mg 2-3x/day)

Foods:

Drink large glass of water for immediate relief

Dark green leafy vegetables > Vitamin K

No coffee, alcohol or carbonated drinks

Drink cabbage juice

With severe symptoms eat soft foods

Barley, wheat & alfalfa juice > potent anti-ulcer

Avoid cow's milk, fried foods, animal fats

Avoid salt & sugar

Allow hot drinks to cool

General advice:

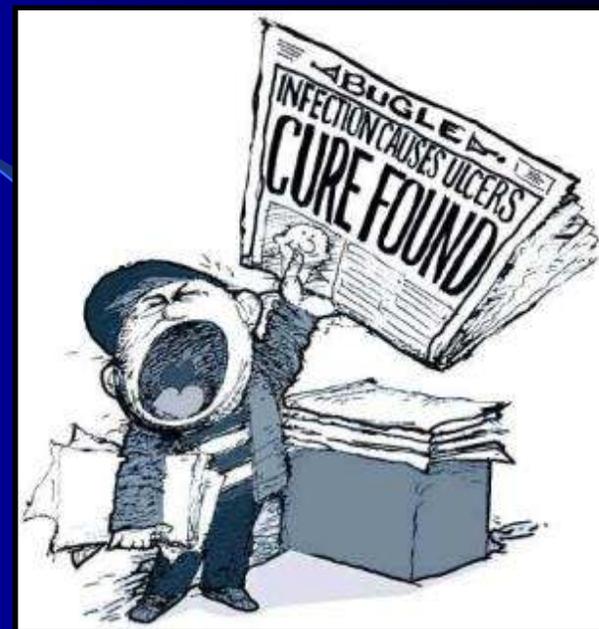
Chew food thoroughly

No smoking

Avoid NSAID's, aspirin & ibuprofen

Avoid stress

Colon cleanse



backtochiropractic.net

Free Materials

Using Guidelines to Push More Drugs?

“New” cholesterol guidelines more than double those eligible for lipid-lowering drugs.

<u>Guidelines</u>	<u>Old</u>	<u>New</u>
Total	15.0 mil	36.0 mil
Under 65	10.8 mil	26.3 mil
Over 65	4.2 mil	9.7 mil



Public Trials?

Drug Trials may exclude:

- 1. Elderly pts**
- 2. Young pts**
- 3. Ill pts**
- 4. Pts taking other meds**

Drugs tested in a few thousand are given to millions in the first years of marketing.



Off-label Prescribing...

when doctors write prescriptions for uses other than those approved by the FDA

- ✦ 20% of prescriptions written in US ~173 million a year~ are for unapproved or unproven uses
- ✦ 8,000-80,000 people suffer serious ADR
- ✦ 73% of these scripts “had little or no scientific support”

Archives of Internal Medicine, May 2006



No law in any state requires a MD to inform the pt that a drug is being prescribed for off-label use.



Prescription Drug User Fee Act 1992

FDA gets paid by drug companies to hire MDs to review new drugs to speed up the process.

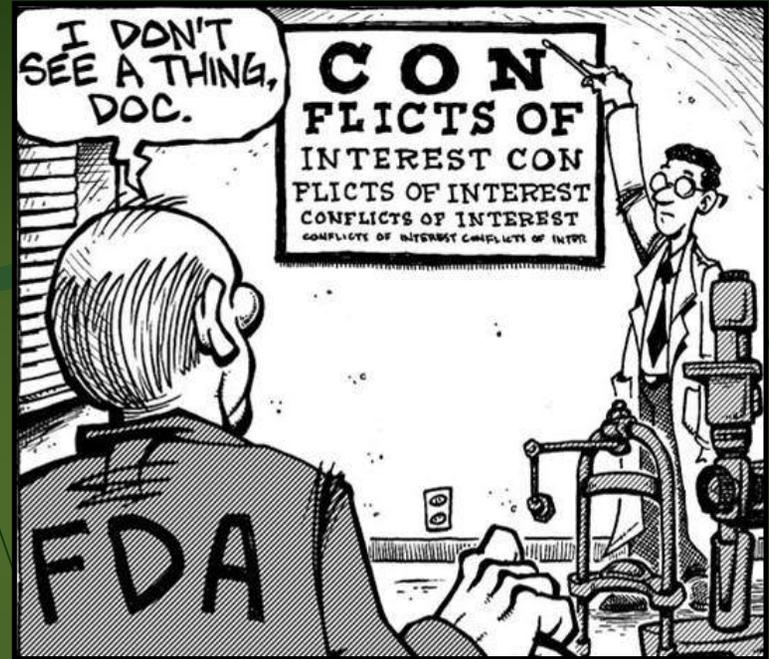
The FDA is mandated to ignore costs & the Centers for Medicare & Medicaid are mandated to pay for drugs & forbidden to negotiate cost.

Journal of the National Cancer Institute, 2009



FDA Scientists?

- * 24% agree a 6-month time schedule provides enough time to "conduct an in-depth, scientific review" of priority drug submissions
- * 64% are "mostly" or "completely" confident that FDA's final decisions "adequately assess the safety of a drug"



Doctors responses to side effects:

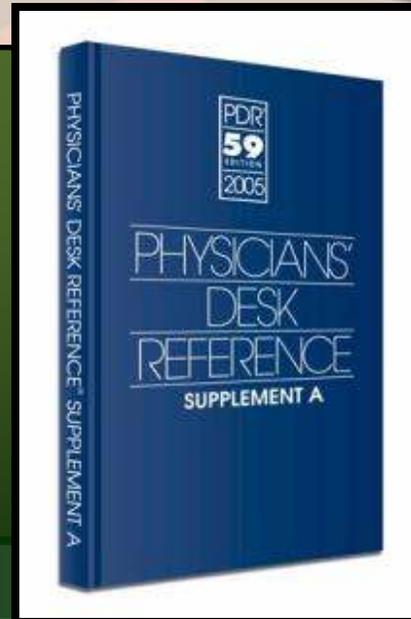
- ☹ 47% dismissed muscle or cognitive problems as not related
- ☹ 32% denied a connection with the symptoms
- ☹ Many blamed the “aging process” or denied the symptoms entirely
- ☹ Side effects are underreported by 90-99%, according to a Harvard Medical School expert & the FDA relies on reports to gauge a drug’s safety



Drug Safety, August 2007

PDR & The System

Researchers at Harvard found 50% of newly discovered serious ADRs are detected & documented in the PDR within 7 yrs after the drug's approval.



**26 volumes of the PDR
(1975-2000) were examined
to determine how many
drugs have new serious ADRs
that were not known when
the drug was released.**

**“Black box warnings”
or withdrawal from the
market over the 25 yrs
was 20%.**

JAMA, May 2002



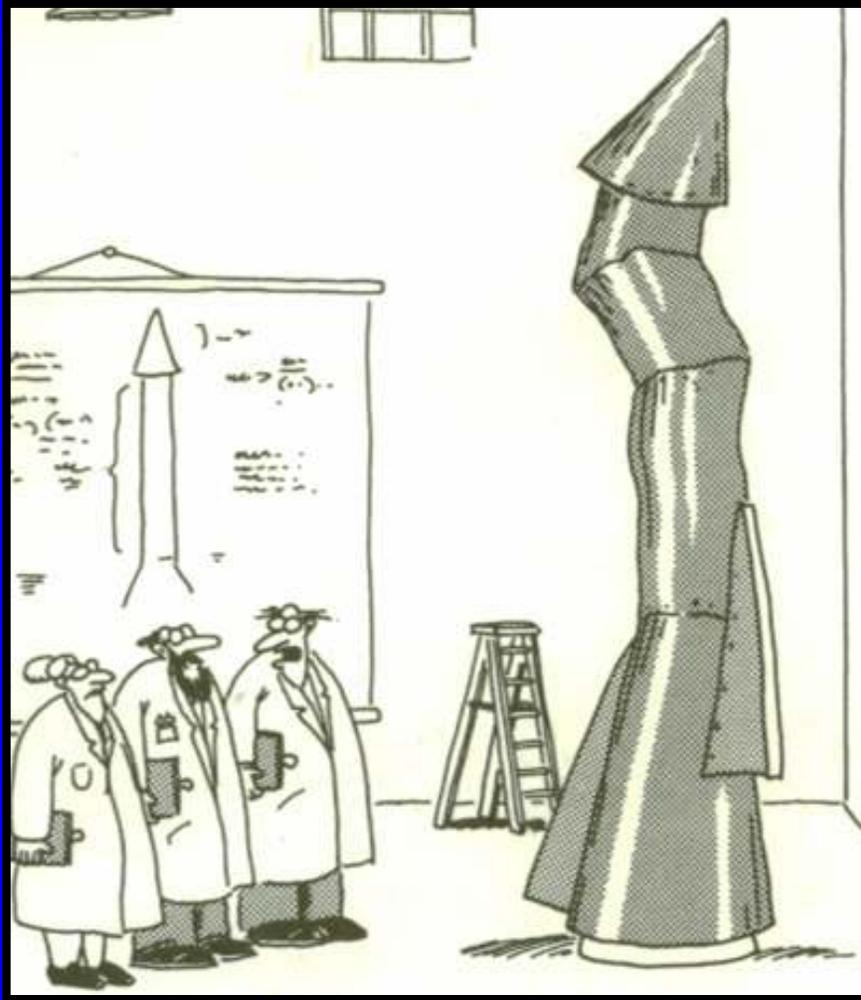
Things to Tell Patients

- * There are no "safe" drugs, every drug has side-effects, sometimes death
- * With every pill, there is risk
- * The more pills, the more risk
- * Taking drugs in combo multiplies the risks
- * Try preventing illness & maintaining health
- * Once ill there are often non-drug methods to regain your health



WebMD.com

Medical Errors: The Untold Numbers



“It’s time we
face reality,
my friends.
We’re not
exactly rocket
scientists.”



Children On Meds?

56% of children have taken at least one med during the preceding week, with 26% using two or more meds & 20% using a prescription drug.

National Center for Health Statistics, 2007



Medical Errors: Children

Drugs are prescribed to children in 70% of outpatient visits.

75% of drugs given to children have not undergone pediatric testing.

586,000 visits per year for ADEs!

American Academy of Pediatrics, 2007



Medical Errors: Children

70,000 children hospitalized in the US each year experience an adverse event & 60% of these errors may be preventable!

Feinberg School of Medicine Chicago, 2005



Drugging Kids
219 medicines
are in
development for
children!

**Pharmaceutical Research &
Manufacturers of America,
2010**



**2.7 million hospital stays & ER visits
due to adverse drug reactions!**

American Medical News, 2011



***Medical Errors!**

**Imagine 6 jumbo jets with 360 people aboard
crashing every day!**

783,936 per year

**That's the equivalent of 2,190 jumbo jets
crashing each year due to medical errors!**

Death by Medicine, Dr Gary Null



***HMOs spend
more treating
ADRs than on the
actual drugs!**

**ADRs are #1 in
cost of malpractice
payouts!**

**Employee Benefit Research
Institute Centers for
Medicare/Medicaid, 2007**



Alarming!

US spends \$282 billion a year on deaths due to medical mistakes!

Death by Medicine, Dr Gary Null



- ✳ 2,216,000 serious ADRs in hospitalized pts
- ✳ 76.3 million prescriptions (\$1.9 billion) used to resolve drug failures
- ✳ 7.5 million unnecessary procedures

JAMA, 1998

Sleep-Impaired Docs?

Hospital interns typically work
30hr shifts & > 80hrs per wk.



The Accreditation Council for Graduate
Medical Education mandated that interns
work no more than 80hrs per wk but little
has been done to enforce this.

Docs make **> 5x** as many serious
misdiagnoses & **36%** more serious mistakes
than if properly rested.

NEJM



**Unnecessary hospitalization:
8.9 million/yr**

**Only 5-20% of iatrogenic
acts are reported!**

Death by Medicine, 2004

**Hospital-acquired infections
affect 2 million pts each year
& 100,000 die **every** year!**

**American Journal of Medical Quality,
2006**

Annual Mortality & Economic Cost of Medical Intervention

Condition	Deaths	Cost
ADRs/Medical error	420,000	\$200 billion
Bedsore	115,000	\$55 billion
Infection	88,000	\$5 billion
Malnutrition	108,800	-----
Outpatients	199,000	\$77 billion
Unnecessary Procedures	37,136	\$122 billion
Surgery-Related	32,000	\$9 billion
Total	999,936	\$468 billion

Death by Medicine

* American Medical System: #1 cause of death?

1. Iatrogenic 999,936
2. Heart disease 598,607
3. Cancer 568,668



War

Deaths

Cost

Revolutionary	4,435	\$101,100,000
Civil War	558,052	\$5,183,000,000
World War I	116,708	\$18,676,000,000
World War II	407,316	\$262,259,000,000
Korean	33,651	\$67,386,000,000
Vietnam	58,168	\$150,000,000,000
Medicine*	999,936	\$468,000,000,000

***Per Year**



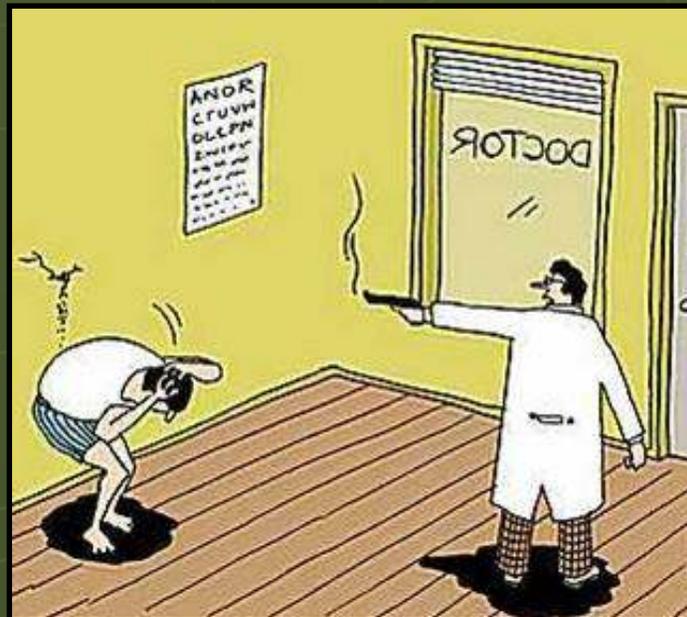
Doctors

Gun Owners

Number	700,000	80,000,000
Acc Death Caused	120,000	1,500
Acc Death per	17.1%	.00188%

MD's are statistically 9,000x more dangerous than gun owners!

US Dept of Health & Human Services



**Your reflexes
are fine!**

Hospital Scam:

Millions in unnecessary health services

Homeless people posed as pts & received a clean bed & cash. Hospitals got a full pt-load & a government paycheck.

LA Hospital CEO was arrested after federal agents raided 3 medical centers.

**The city attorney office sued the hospitals:
“they used homeless people as human pawns”.**



USA Today, Aug 2008



What's Up Doc?

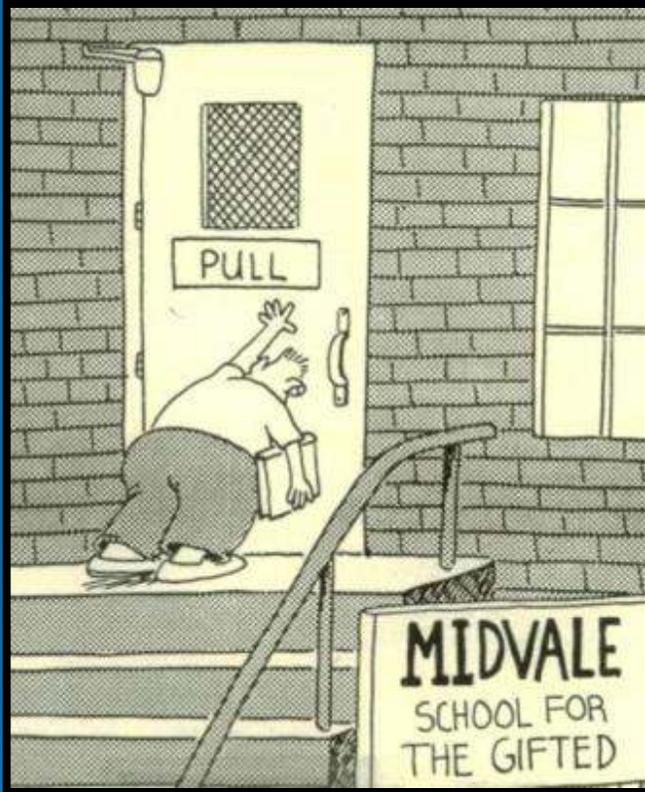
Survey of 2,500 doctors in regards to professional accountability:

- * 42% would tell pt if a medical error occurred
- * 56% would mention the adverse pt, but not a specific error
- * 63% said they would opt **NOT** to provide info about preventing future errors

Archives of Internal Medicine



Five Factors of Wellness



1. Nutrition
2. Rest
3. Exercise
4. Mental Attitude
5. Chiropractic

Chiropractic Lifestyle

Chiropractic - 5 Keys To Wellness

1. Healthy Nervous, Respiratory & Vascular System

Chiropractic Adjustments.

Proper Posture.

Decrease Drug Use.

2. Positive Mental Attitude

Decrease Stress.

Choose Happiness.

Take time to relax.

3. Exercise

Cardiovascular training: 3-5 times per week, (minimum 20 continuous minutes).

Weight training: 3 times per week.

Stretching: daily.

Oxygen: 5-10 deep breaths per hour.

If dizzy or light headed, STOP.

From 35-60 years of age your oxygen uptake decreases 35%.

4. Sleep & Injury Rest

Sleep 7-8 hours per night.

The body heals, repairs & grows with rest.

The immune system is boosted thru rest.

Prevent injuries. During daily activities: take breaks & decrease repetitive activities.

5. Nutrition

The body is designed for raw foods: nuts, grains, fruits, vegetables & a protein source.

Water: Drink 40% of your body weight in ounces _____ oz per day.

70-90% of your body is water.

- Be responsible for your health.
- Be proactive & maintain your health before you become ill or injured.
- Once you lose your health it is difficult to regain.
- Health is about taking care of your body for the long term.
- Health is hard work & requires discipline, but you are worth it!



backtochiropractic.net

Free Materials

***What To Do?**

- * Deep breathing: 5-10 deep breaths per hour**
- * Water: 40% of your weight in ounces**
- * Cardiovascular exercise: 20-40 mins 3-5x/wk**
- * Lift weights: 2-3x/wk & daily stretching**
- * Diet: ↓: calories, refined sugars, saturated fats, processed foods, dairy & soda**
↑: organic fruits, vegetables, good fats, protein & complex carbs
- * Positive attitude & minimize stress**

1st Factor of Wellness

Nutrition

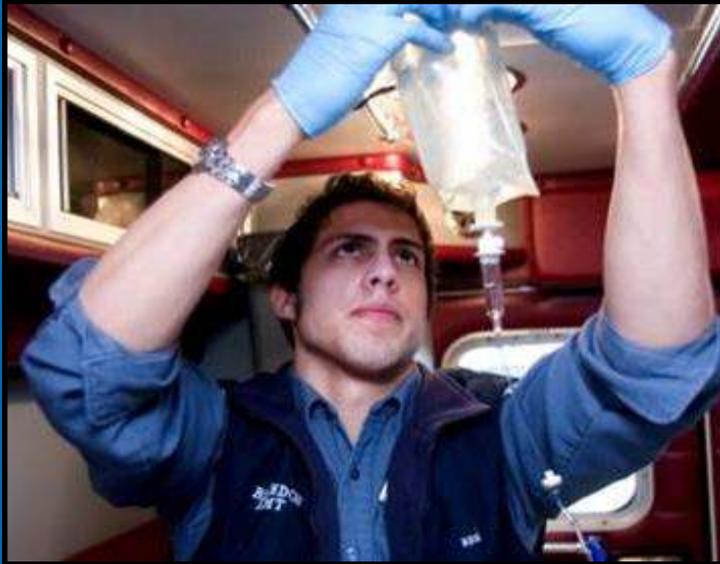


565,000 deaths related to:

- ✦ **poor nutrition**
- ✦ **physical inactivity**
- ✦ **excessive weight**

American Cancer Society





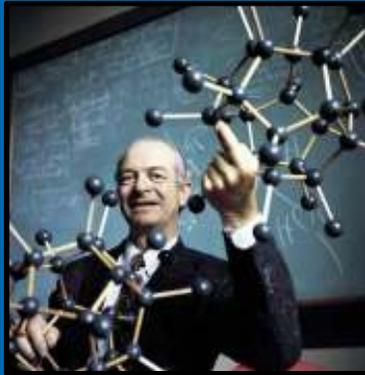
✦ During weight loss, after an injury or an adjustment we release toxins. Water helps flush these toxins.



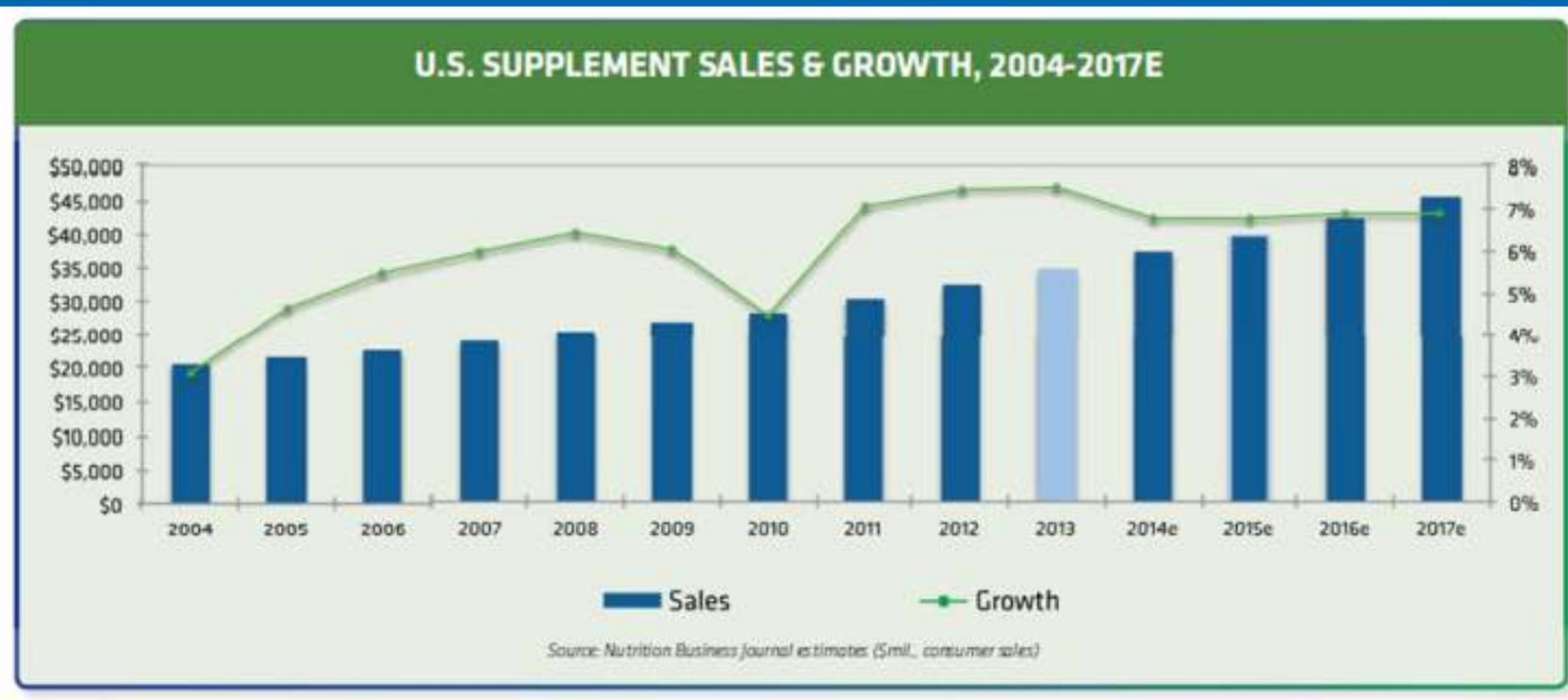
✦ Soda, juice, alcohol, coffee & tea don't count, as they contain sugar &/or caffeine speeding up dehydration.

Do you tell your pts to drink water after an adjustment?

Vitamins & Supplements



Are we taking supplements like we take medicine? Health doesn't come in a pill!



Nutrition Business Journal, July 2014

Cholesterol

Facts

Leading cause of death in US is coronary heart disease.
Primary risk factors: high cholesterol, smoking & hypertension.
Some cancers linked to high-fat diets.

Common Presentation

Men > 35 Women > 45
Smoker, Obese, Hypertension, Diabetic

Total Cholesterol

Safe = 200 mg/dl
Borderline = 200-240 mg/dl
High Risk = > 240

HDL Cholesterol

	<u>Men</u>	<u>Women</u>
Normal	45-50	50-60
Protective	70-80	70-80
High Risk	< 35	< 35

Nutrition:

Chromium picolinate > ↓ cholesterol improves HDL:LDL ratio (400-600 mcg/day)

Coenzyme Q10 > ↑ circulation (60mg/day)

L-Carnitine > ↓ cholesterol & death rates in heart attack patients in 1 yr @ 4 gms/day

Vitamin B complex

Cayenne, goldenseal, hawthorne berries & spirulina

Foods: apples, bananas, carrots, cold-water fish, dried beans, garlic, grapefruit & olive oil, apple pectin, Chinese red yeast rice extract, garlic, raw nuts: almonds & walnuts.

Fiber: fruits, vegetables & whole grains, (oat bran).

Fresh juice: carrot, celery & beet.

Use only unrefined cold (< 110 degrees) or expeller pressed oils. Olive, soybean, flaxseed, primrose & black currant seed oils.

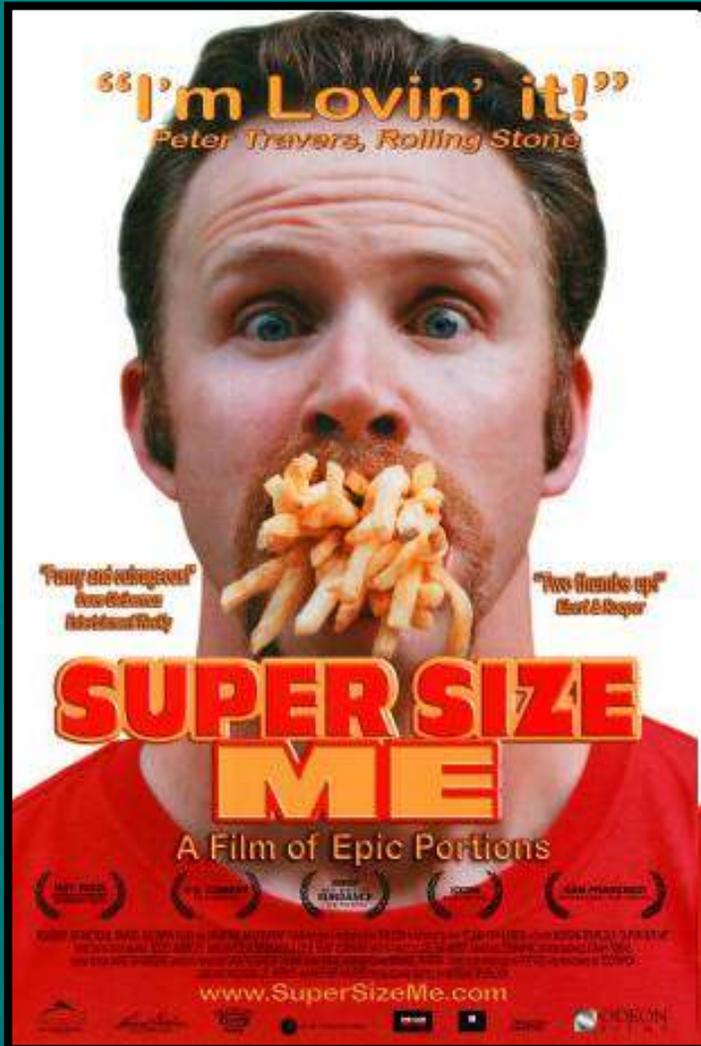
Reduce saturated fats & cholesterol in diet: all fats of animal origin, coconut & palm kernel oil, margarine, lard, butter, pork, fried foods, fatty foods, processed or refined foods.

Get regular moderate exercise.

Avoid stress & tension.



McDonald's # of restaurants



1. US	14,267
2. Japan	2,975
3. China	2,000+
4. Germany	1,477
5. Canada	1,427
6. France	1,300+
7. UK	1,240
8. Australia	920
9. Brazil	812
10. Italy	530+

McDonalds, 2014

Would you like an apple pie with that?

<u>Item</u>	<u>Calories</u>	<u>Fat</u>	<u>Sugar</u>
Big Mac	540	29g	9g
Lg Fries	500	25g	0g
Coke 32 oz	310	0g	82g
Apple Pie 250		13g	19g
Total	1600	67g	110g



How does that Big Mac jingle go?

Since 1970 caloric intake has ↑ 22%

2168 calories/day 1970

2640 calories/day 2010

CDC National Center for Health Statistics, 2010



Joey Chestnut

Matt Stonie

More Than Two Thirds of Americans Are Overweight or Obese

	Overweight	Obese
Men	40%	35%
Women	30%	37%

JAMA Internal Medicine, Aug 2015



Restricted Calories Benefits The Heart

In a 6 yr study where half ate a calorie-restricted diet (1,670 calories) & half ate a Western diet (2,445 calories):

The 1st group showed significantly improved cardiac performance, suggesting less aging.

Journal of the American College of Cardiology, 2006



Fruit for Kids

Lung, bowel & breast cancer were less likely to occur in people who ate more fruit when they were young.

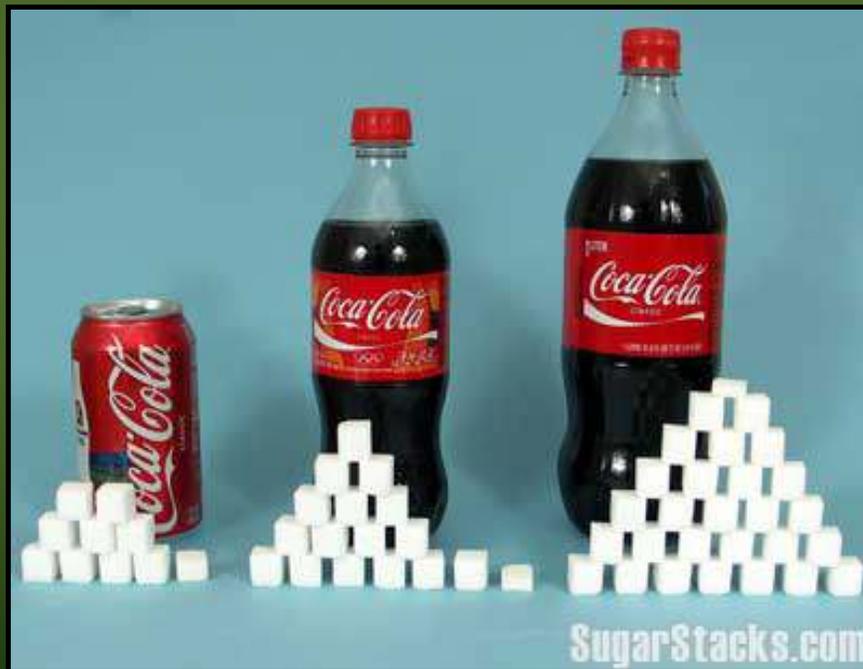
Journal of Epidemiology & Community Health, 2003



Sugar Please?

We consume 102 lbs of sugar a year,
5x more than the WHO recommends!

WHO, May 2015



US Diet!

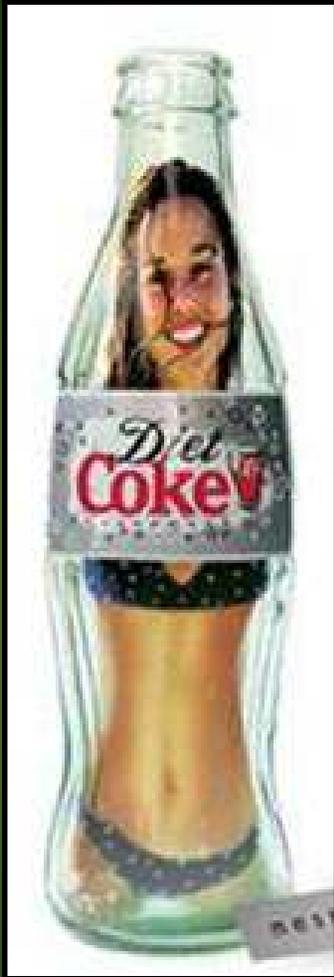
High fructose corn syrup ↑ 10,673% since 1970

25% of calories are added sugars

90% of the food is processed

Journal of Nutrition





*Risky Soda

One soda per day:

- *31% greater risk of becoming obese
- *25% ↑ risk of high triglycerides & high blood sugar
- *32% greater risk of ↓ HDLs
- * ↑ risk of heart disease & diabetes

Framingham Heart Study, 2006

40.6 gallons consumed per person,
which weighs 339lbs

Euromonitor International, June 2015



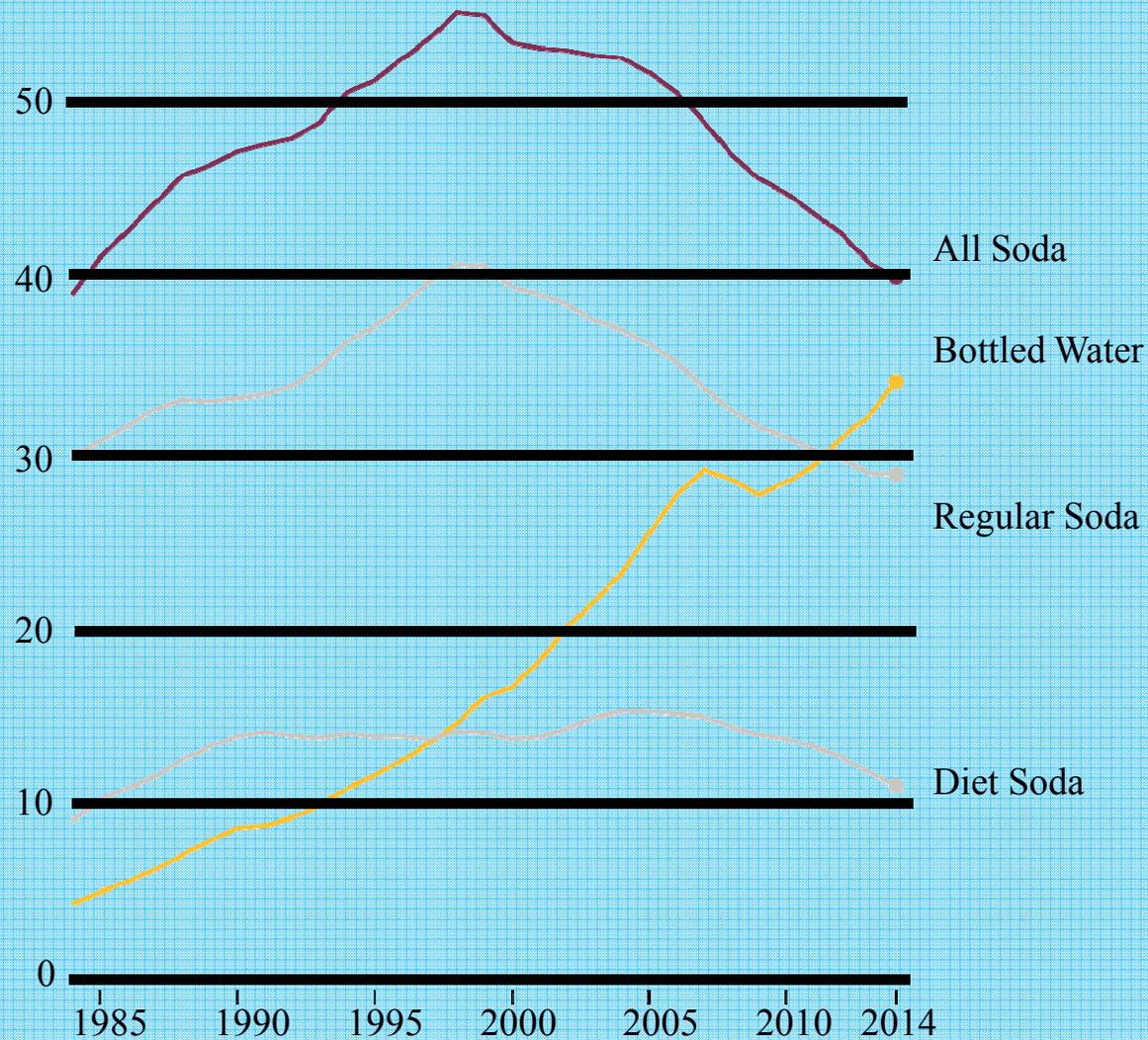
*Soda a Day?

- ☹️ 85% of kids drink at least one soda
- ☹️ 20% drink 4 or more
- ☹️ One soda a day can add 15 lbs to your weight in a year

CDC, 2006

Water Is Gaining on Soda

Gallons per capita



Beverage Marketing Corporation, 2015

Bad Parenting? Child Abuse?

- ☹ Kids 1-2 eat 30% more calories than required
- ☹ 17% of 6 month-olds get their total caloric intake through breastfeeding
- ☹ 20% of kids 19-24 months old eat fries daily
- ☹ 33% of kids under 2 eat no fruits or vegetables on a daily basis
- ☹ 60-70% eat a dessert or candy daily

American Academy of Pediatrics



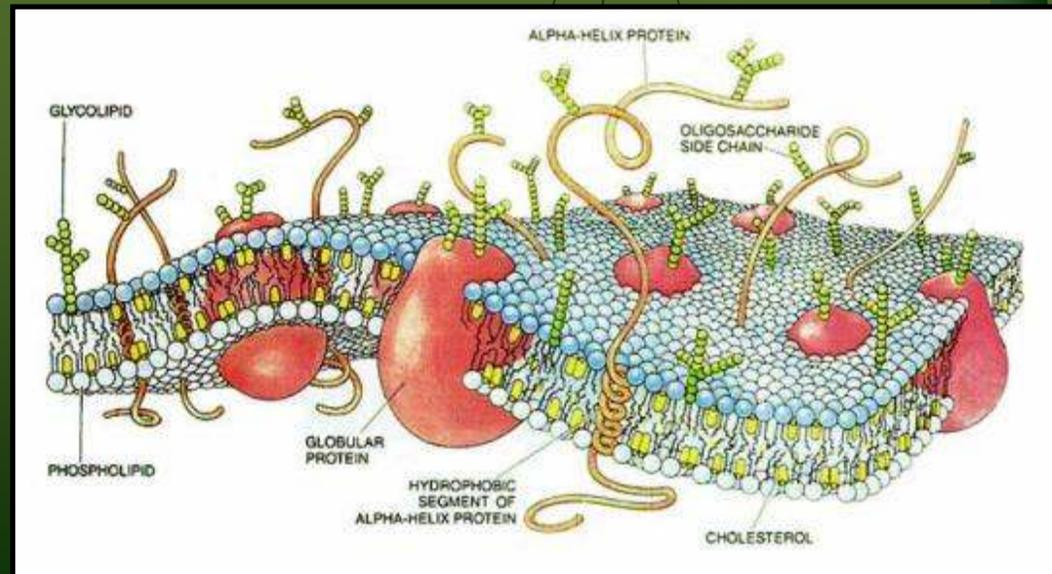


*Reducing Alzheimer's Risk

Eating meals rich in fish, nuts & oily salad dressings at least once a wk may ↓ the risk of Alzheimer's by 60%.

The link is fatty acids, an essential part of the brain's cell membrane.

Archives of Neurology, 2003



***Fish Protects the Heart**

Men who eat fish > 2x/wk had a heartbeat of 2 beats/minute less than men who ate fish < 1x/wk.

1,051,200 beats less a year!

36,792,000 in a year if heart rate is 70

About 3% change.

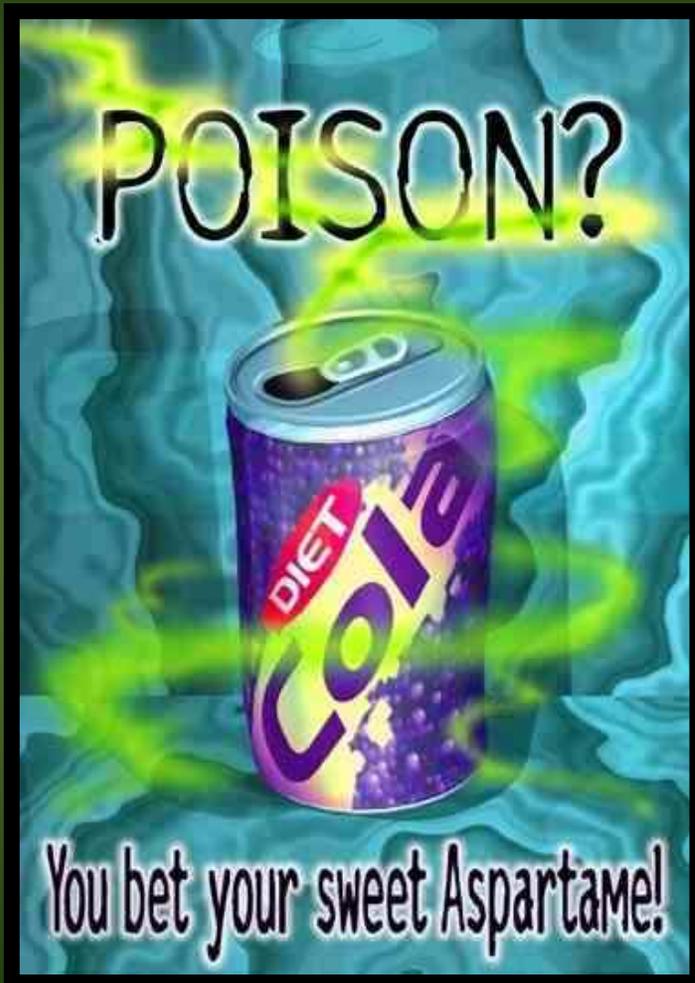
Fish-eaters had:

↑ fatty acids, ↓ triglycerides, ↓ BP & ↑ HDLs.

Circulation, Aug 2003



What else could you have pts do to lower their heart rate?



Toxic Food!

Aspartame

Accounts for 75% of
adverse reactions to
food additives reported
to FDA

US Dept of Health & Human
Services

Aspartame Symptoms

Headaches/Migraines,
dizziness, seizures, nausea,
numbness, muscle spasms,
rashes, depression, fatigue,
irritability, tachycardia,
insomnia, vision problems,
hearing loss, heart palpitations,
breathing difficulties, anxiety
attacks, slurred speech, loss of
taste, tinnitus, vertigo, memory
loss & jt pain.



Chronic Aspartame Illness



brain tumors
multiple sclerosis
epilepsy
chronic fatigue syndrome
Parkinson's
Alzheimer's
mental retardation
lymphoma
birth defects
fibromyalgia
diabetes

*Pesticides

You ingest up to 20 different pesticides a day.
Eating organic & avoiding foods high in pesticides
can ↓ exposure by 90%.

foodnews.org

Carcinogens make up: 30% of insecticides,
60% of herbicides, 90% of fungicides

EPA, 2007



- ✦ Pesticide use has ↑ 50x since 1950
- ✦ 2.5 million tons are used a year
- ✦ Chemicals in pesticides are soil contaminants that remain for decades

EPA, 2007



Pesticides contribute to:

- * Birth defects, miscarriages & stillbirths
- * Infertility
- * Learning disorders
- * Aggressive behavior
- * Cancers of: breast, prostate & lymphatics
- * The average person has 13 harmful pesticides in them

EPA, 2007



What's Organic? **USDA**

Single-Ingredient Foods On foods like fruits & vegetables, look for sticker version of the USDA Organic label or check the signage in the produce section for the seal. The word "organic" & the seal may also appear on meat packages, egg or milk cartons, cheese & other single-ingredient foods.

Multi-Ingredient Foods Beverages, snacks & other processed foods use the following classification system to indicate their use of organic ingredients.

100% Organic Foods bearing this label are made with 100% organic ingredients & may display the USDA Organic seal.

Organic These products contain at least 95-99% organic ingredients (by weight). The remaining ingredients are not available organically but have been approved by the National Organic Program. These products may display the USDA Organic seal.

Made With Organic Ingredients Food packages that read "Made With Organic Ingredients" contain 70-94% organic ingredients. These products may list up to 3 ingredients on the front of the package & can't bear the USDA Organic seal.

Other Products with less than 70% organic ingredients may only list organic ingredients on the information panel of the package. These products will not bear the USDA Organic seal. Even if a producer is certified organic, the use of the USDA Organic label is voluntary. Not everyone goes through the process of becoming certified, especially small farming operations. When shopping at a farmers' market, consumers should ask vendors how the food was grown.

Farmed Out? Most US citizens are suffering from dangerous diet deficiencies. The alarming fact - fruits, vegetables & grains - are now being raised on millions of acres that no longer contain enough minerals. No matter how much of them we eat, these foods are starving us! It's bad news to learn from our leading authorities that 99% of North Americans are deficient in vital minerals. A marked deficiency in any of these results in disease.

Senate Document No. 264, 1936





GMO's



80% of organic farmers report GMO's being carried by wind or water into their fields.

Commingled crops during harvest or cross-pollination can also cause contamination.

53% say they won't buy GMO food, but there are no labeling requirements in US.

92% of soybeans (soybean oil) & **80% of corn** (high fructose corn syrup) are said to be GMO!

Whole Foods Magazine, 2008

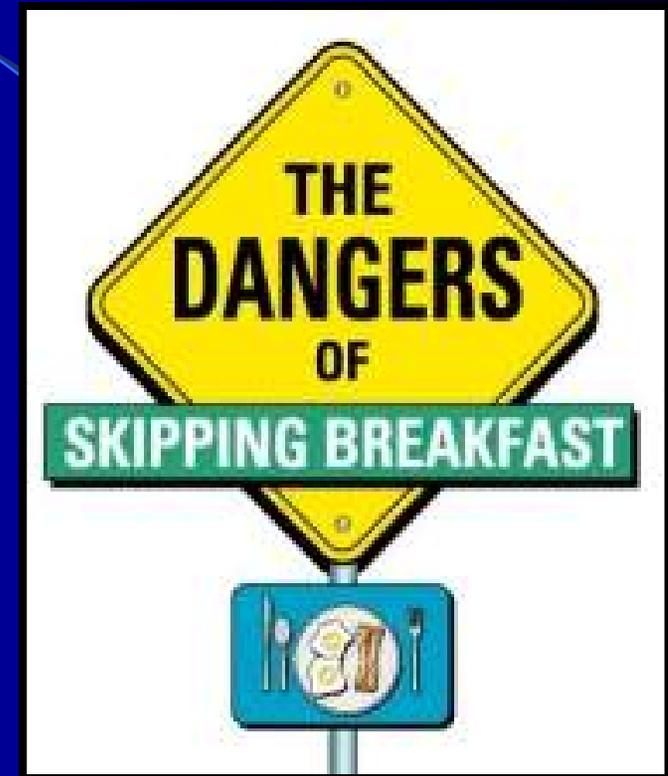
*Breakfast to Stay Slim

People who eat breakfast every morning are **half** as likely to be overweight or show signs of diabetes.

Children's Hospital in Boston, 2003

Skipping breakfast can ↓ your metabolic rate by 5%, adding up to 10 lbs/yr.

Medical College of Cornell University



How Many Meals?

The ideal diet is 4-6 small meals.
Not eating for long periods can lower your
metabolic rate 10-20% preventing the use of
250-300 calories a day.

Dr. Sears, *The Zone*



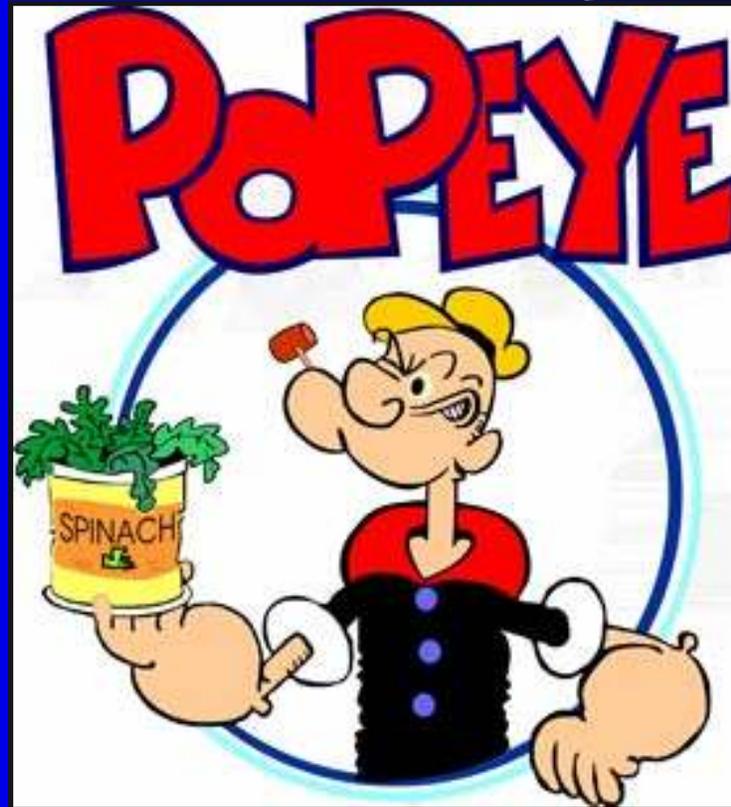
Crash Diets, Atkins, Sears, South Beach, Fit for Life, Grapefruit diets...



***Calories in vs Calories out is still the key!**
Diet for a lifetime.

10 Reasons To Eat Veggies

10 Tips To Healthy Eating



backtochiropractic.net

Free Materials

2nd Factor of Wellness

Rest



GIGGLES WAKES UP WITH A STIFF NECK AFTER SLEEPING 'FUNNY' THE NIGHT BEFORE

Insomnia

37% of Americans fail to get a
good night's sleep

Consumer Health Sciences, 2008



***Remind Pts that chiropractic helps you sleep better!**

More Sleeping Pills....

*** 48 million scripts were filled last yr**

*** \$3.6 billion spent**

IMS Health, 2007

*** Lunesta made \$949 million last year**

drugs.com, 2011

Children's Sleeping Problems

*** 18.6 million doctor visits**

*** 81% were given a prescription**

Sleep, 2007

Sleep Is Money

**US loses \$63 billion a year to insomnia
23% of employees have insomnia,
costing the average American worker 11.3
days, or \$2,280 in lost productivity a year.**

American Insomnia Study, 2011



Sleep or Gain Weight

Women sleeping 5 hrs or less a night were 32% more likely to gain at least 33 lbs, compared to those who slept at least 7 hrs.

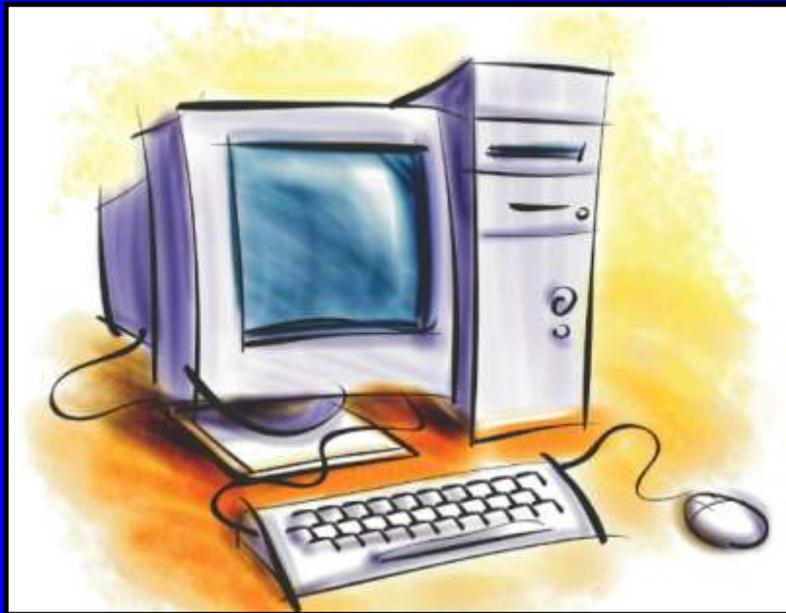
The weight gain was due to a metabolic change.

Reuters, 2006



Technology? 3400 messages are sent per month at bedtime. 78% of kids have problems falling asleep & were woken once per night by a technology device. 50% of kids who text or surf the internet at bedtime have problems falling asleep. They experience mood, behavior & cognitive problems including: ADHD, anxiety, depression & learning difficulties.

American College of CHEST Physicians, 2010



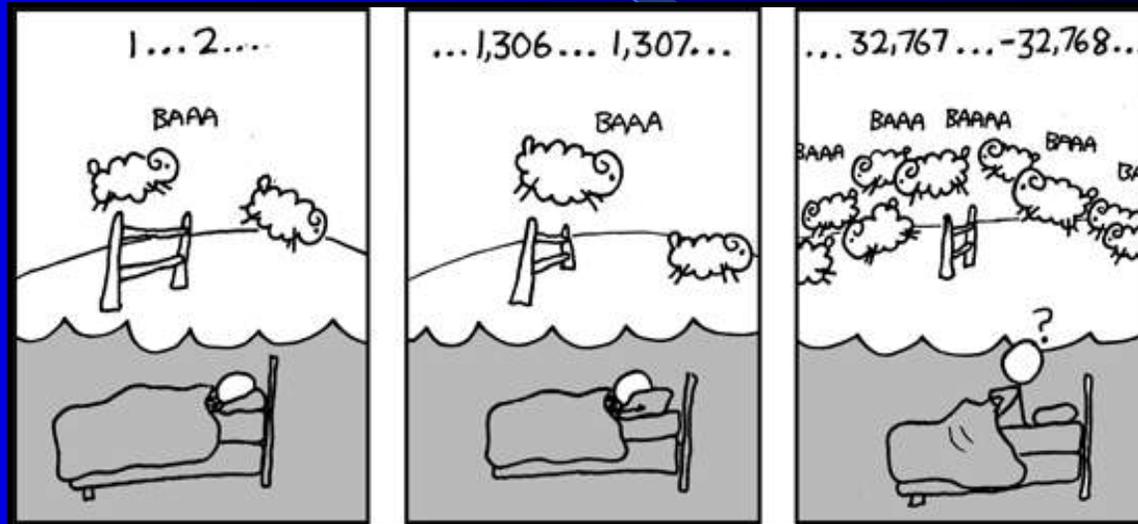
Naps for the Heart
Those who napped
30 mins, 3x/wk,
were 37% less likely
to die from a heart
problem.

**Archives of Internal Medicine,
2007**



Top 10 Health Benefits of a Good Night's Sleep

A Better Night's Sleep Without Pills



backtochiropractic.net

Free Materials

Activity ~ So We Are Not Perfect!

List 2-4 flaws that you personally have. They can be anything, personality wise, overweight, etc. I would be surprised if this is the first time you have noticed the flaw. I also bet you have tried correcting the flaw in the past but it persists.

Try it. Focus on one of your flaws and try changing it over the next few weeks. Hopefully you can. Most often we struggle.

Whether it is smoking, drinking, eating poorly, being impatient, etc. We are very much creatures of habit and it is often difficult to change. So when you are talking to patients always remember, they too will struggle to change from a western medicine paradigm to a chiropractic paradigm.

**I Know I'm
Not Perfect**

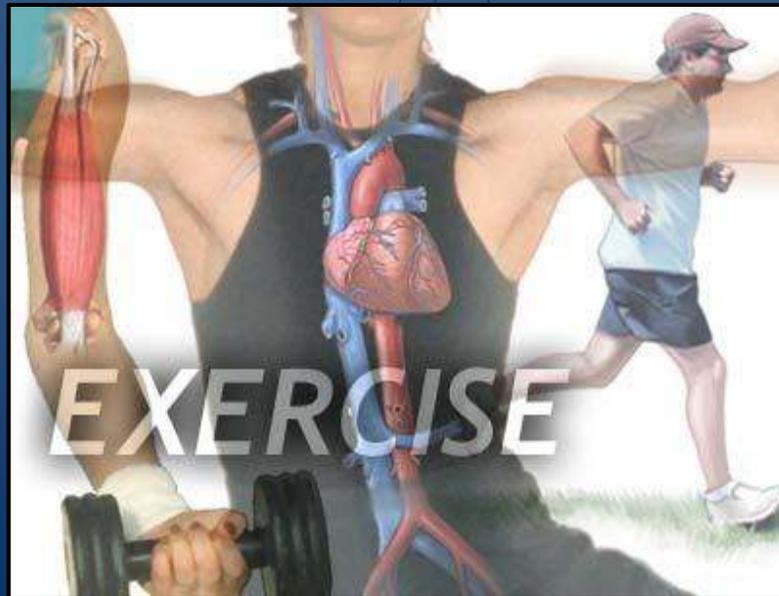
But I'm So Close It's Scary

3rd Factor of Wellness

Exercise



"Those who think they have no time for bodily exercise will sooner or later have to find time for illness."



No Time?

***Current recommendations:**

30 mins of exercise 5 days/wk.

1,440 minutes in a day, 168 hours in a week

30 mins is 2% of a day!

Remember the pt thinks you want them to exercise 1.5 hrs/day, start them with 5 mins.



**One Push-up
One Sit-up
Posterior Muscles
No Equipment**



Cardiovascular Disease

- * 82.6 million Americans have cardiovascular disease
- * 814,000 die/yr ~ 2230/day
- * \$400 billion/yr in medical expenses & lost productivity

American Heart Association, 2011



Blood Pressure

- * 76.4 million Americans have high BP
- * 40% receive proper treatment
- * Effects > 50% of people over 65 yrs old
- * **60% have BP in high-normal range & can be managed with diet/exercise**

American Heart Association, 2011



***Exercise for Hypertension**

Those who exercise 60-90 mins per wk:

↓ systolic pressure by 12 pts

↓ diastolic pressure by 8 pts

American Journal of Hypertension, 2003



*Adjustments ↓↓ BP

14.7 pts systolic

13.0 pts diastolic

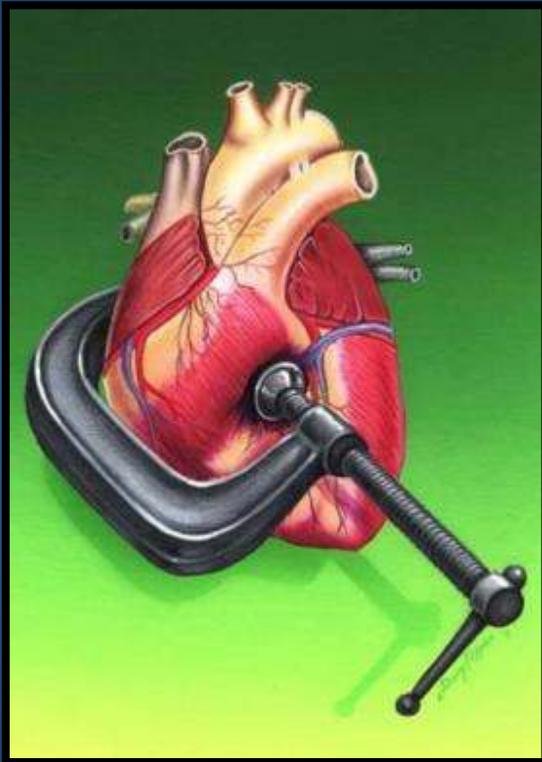
5 mins after the adjustment

JMPT, 1988



Do your pts know this?

Hypertension



High Blood Pressure - Managed Naturally

	<u>Mild</u>	<u>Moderate</u>	<u>Severe</u>	<u>Very Severe</u>
DBP	90-99	100-109	110-119	>120
SBP	140-159	160-179	180-209	>210

Nutrition:

Calcium > 1500-3000 mg/day

Magnesium > 750-1000 mg/day

Potassium > as directed on label

Selenium > 200 mcg/day

Deficiencies linked to high BP

Coenzyme Q10 > ↑ circulation (label)

Coenzyme A > works well with CoQ10 (label)

Garlic > ↓ BP (2 capsules 3x/day)

Essential Fatty Acids-black currant seed oil, flaxseed oil, olive oil & primrose oil

L-glutamic acid & L-glutamine > prevents heart disease (500 mg/day)

Vitamin E > improves heart function (100 IU/day add 100/month until reach 400 IU/day)

Cayenne, chamomile, fennel, hawthorne berries, parsley & rosemary > ↓ BP

Hops & valerian root > calms nerves

Suma tea > 3 cups/day

Salt free diet: Avoid foods with salt, soda, sodium or Na symbol.

Avoid: Accent, MSG, baking soda, canned vegetables, commercially prepared foods, ibuprofen, Advil, Nuprin, diet soft drinks, preservatives, sugar substitutes & soy sauce. Also avoid all animal fats, broiled white fish, skinless turkey & chicken in moderation. Avoid alcohol, caffeine & tobacco.

Foods: apples, bananas, broccoli, cabbage, cantaloupe, eggplant, garlic, grapefruit, green leafy vegetables, melons, peas, prunes, raisins, squash & sweet potatoes.

Fiber: oat bran, brown rice, buckwheat & millet.

Fresh juice: carrot, celery, currant, cranberry, citrus, parsley, spinach, watermelon & beet.

Keep you weight down > Fast 3-5 days month.

Regular light to moderate exercise.

Pt Education: Have pt hold a bag of groceries to simulate extra weight.



Watch Your Weight!

People 70 lbs overweight will spend
\$30,000 extra in their lifetime
for health care.

Scientific American, 2011



An Expensive Meal!

The adverse effects of obesity cost \$86 billion last year & will quadruple over the next decade! **50% of US adults & 30% of kids will be obese by 2018 & costs will ↑ to \$344 billion.**

33% of kids & teens in the US (25 million) are overweight.

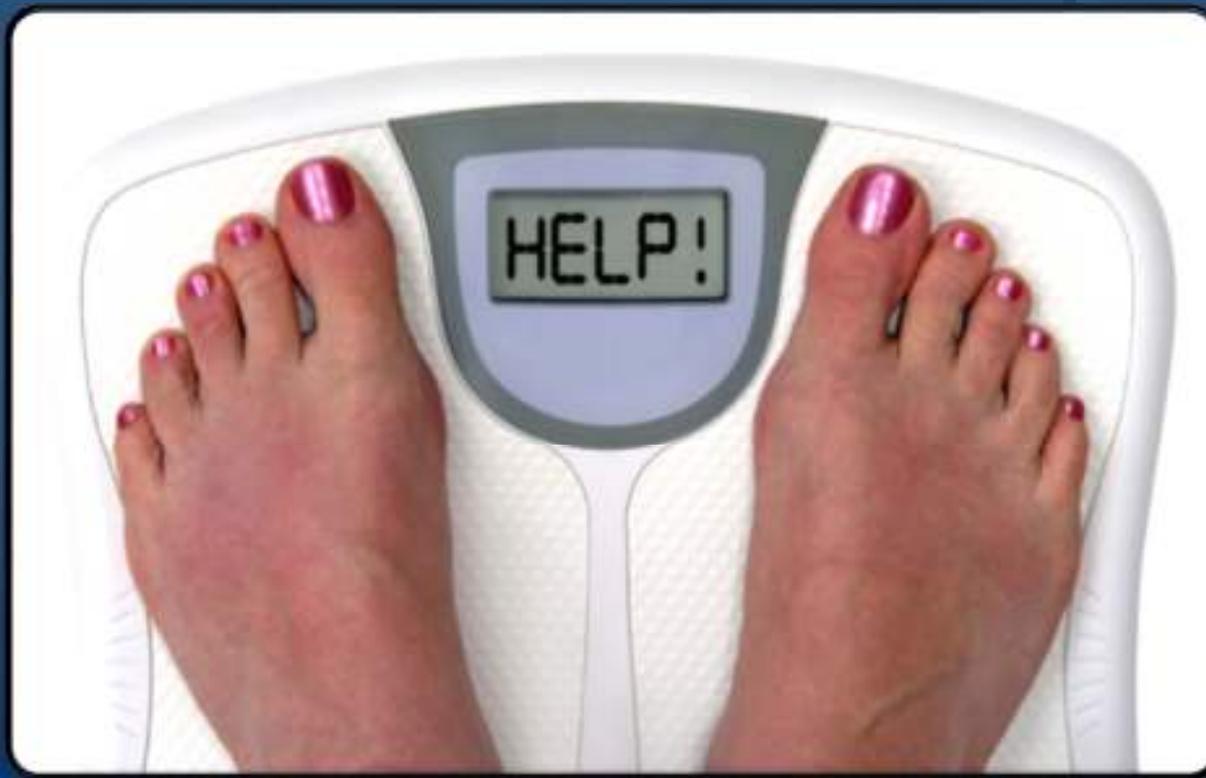
If obesity rates held at current levels, the US would save \$200 billion in health care costs.

CDC & WHO, 2009



Surgeon General:
preventable morbidity & mortality from
obesity exceeds that of cigarette smoking!

CDC, 2006



Type II Diabetes Worldwide!

366 million diabetics

4.6 million deaths a year

one person dies every 7 seconds

Health care bill: \$465 billion

Diabetes Atlas, Nov 2011



Type II Diabetes Rates

Fueled by obesity rates & sedentary lifestyles.

9.3% or 29.1 million people in

US have type II diabetes

86 million have prediabetes

\$245 Billion in total medical costs

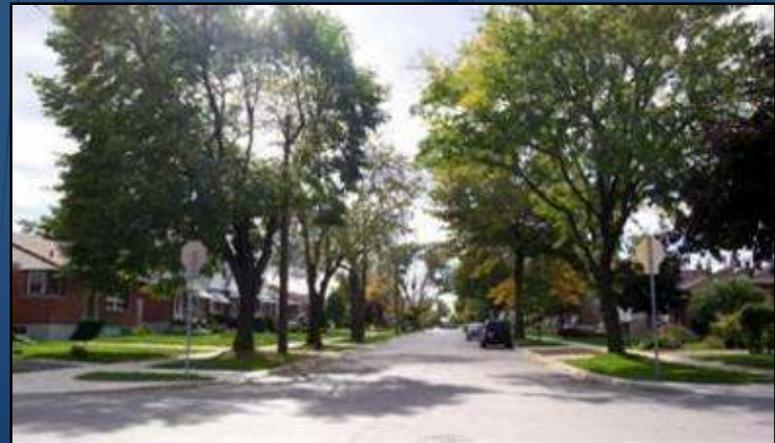
National Diabetes Statistics Report, 2014



Couch-Potato Kids

Kids ages 4-17, who watch 4 or more hrs of TV a day are 3x more likely to have high BP than those who view < 2 hrs.

American Journal of Preventive Medicine, 2007



The average American watches:

- 4 hours of TV a day
- 28 hours a week
- 1456 hours a year (almost 75% of a full-time job)
- 2 months of nonstop TV a year
- In a 65 year life, 9 years are lost watching TV

A.C. Nielsen Co, 2011



How to Motivate Patients To Exercise

Top 15 Benefits of Exercise



“My doctor told me to start my exercise program very gradually. Today I drove past a store that sells sweat pants.”

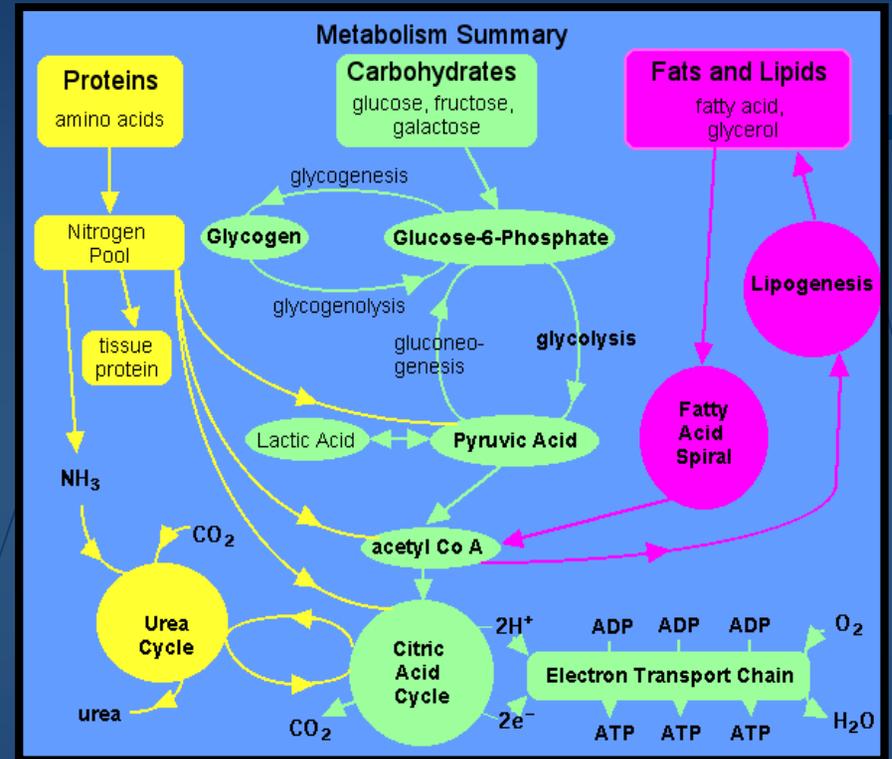
Start patient clubs weight loss, walking

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Metabolism...

Beginning in your 30's your metabolism slows by 5% a decade due to muscle loss. By 65 you can lose half your muscle mass & ↓ your metabolic burn by 200-300 calories.



**Strength training
2x/wk maintains
metabolism & will
replace 5-10 yrs
worth of muscle loss
in a few months.
Let the pt know they
will burn calories
while they sleep!**



Exercise for Alzheimer's

Regular exercise can protect the brain & even improve cognitive performance in older adults that show signs of mental decline.

45-60 minutes on a treadmill or stationary bike 4 days a week

Archives of Neurology, 2011



Kozo Haraguchi

Quick Healer

Regular exercise may speed up
wound-healing by 25%,
(skin wounds healed 10 days faster).

Ohio State University, Jan 2006

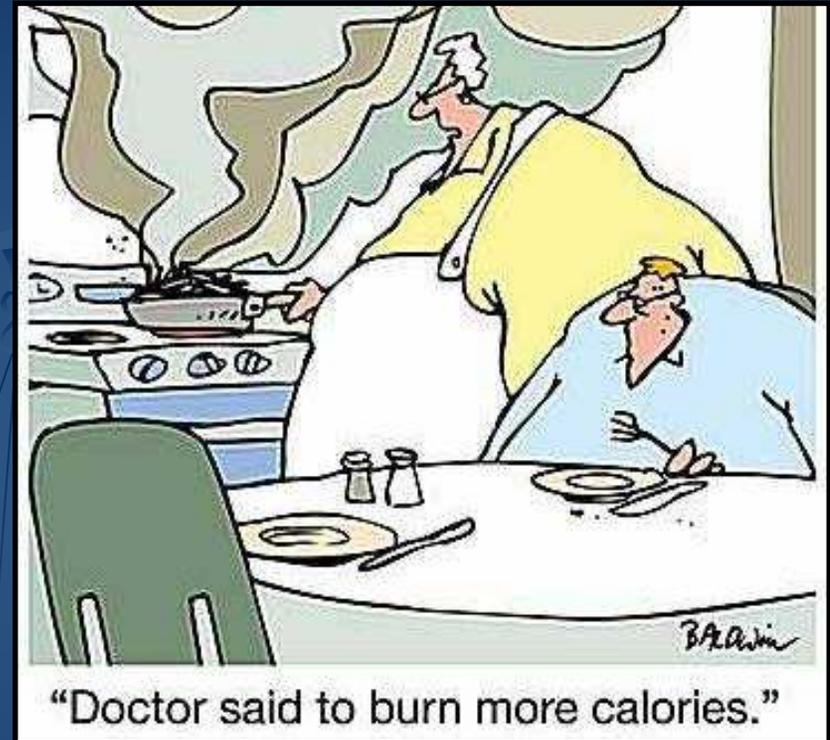


Burn Calories Live Longer

In a 6 yr study of healthy seniors, the most active burned 830 calories more a day than the least active group.

Side note: the most active were **70%** more likely to be alive at the study's end!

**National Institute on Aging,
Oct 2006**



***Never Too Late!**

People who became more active in their 40's cut their risk of heart disease by nearly the same amount as those who had maintained a lifetime of activity.

University of Heidelberg, 2006



Just Good For You!

**2½ hours of exercise per week ↓
the risk of all disease by 60%**

Framington Heart Study



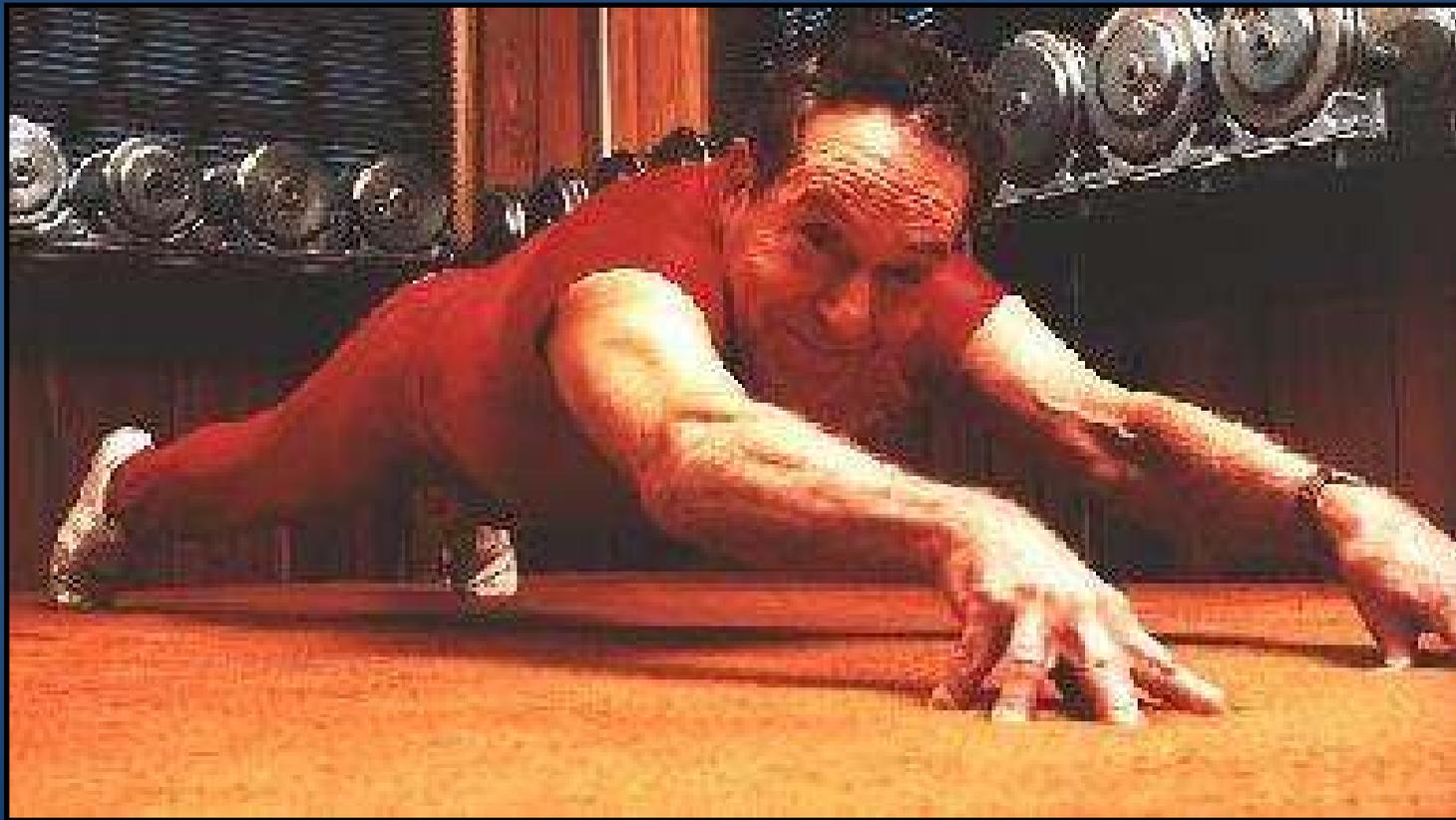
“Failure to exercise a minimum of 3 times per week for at least 30 minutes in duration each time is the equivalent of smoking one pack of cigarettes each day.

What this means is that exercise is no longer just good for you, it is bad for you if you don’t exercise.”

Surgeon General, July 11, 1996.



Top 10 Reasons To Strengthen Muscles



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4th Factor of Wellness

Mental Attitude



“You know, we’re just not reaching that guy.”



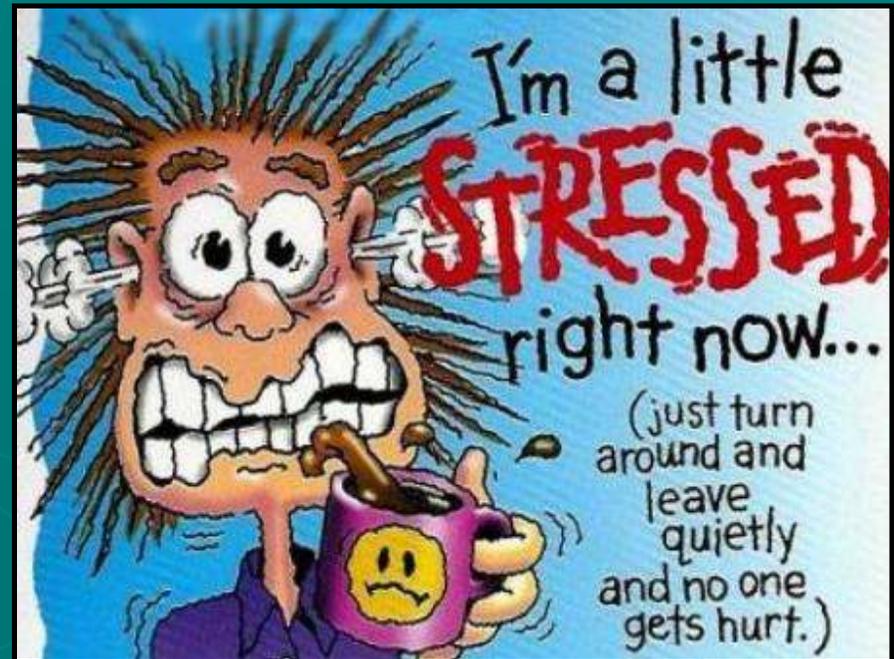
Stressed Americans!

US Ranked:

5th highest for stress

33rd in smiling

Time, 2010



**When you feel like giving up,
think of these people!**



The Important Things In Life

When things in your life seem almost too much to handle, when 24 hours in a day are not enough, remember the mayonnaise jar... and the beer.

A professor stood before his philosophy class and had some items in front of him.

When the class began he picked up an empty mayonnaise jar and proceeded to fill it with golf balls. He then asked the students if the jar was full. They agreed that it was.

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The professor then picked up a box of pebbles and poured them into the jar. He shook the jar lightly. The pebbles rolled into the open areas between the golf balls. He then asked the students if the jar was full. They agreed it was.

The professor next picked up a box of sand and poured it into the jar. Of course, the sand filled up everything else. He asked once more if the jar was full. The students responded “yes”.



The professor then produced 2 cans of beer from under the table and poured the entire contents into the jar, effectively filling the empty space between the sand. The students laughed.

Please recognize that this jar represents your life.

The golf balls are the important things: your family, your children, your health, your friends, and your favorite passions—things that if everything else was lost and only they remained, your life would still be full. The pebbles are the other things that matter, like your job, your house, your car. The sand is everything else, the small stuff.



If you put the sand into the jar first, there is no room for the pebbles or the golf balls. The same goes for life. If you spend all your time and energy on the small stuff, you will never have room for the things that are important to you. Pay attention to the things that are critical to your happiness.

Play with your children. Take time to get medical checkups. Take your partner out to dinner.

There will always be time to clean the house, and fix the disposal. Take care of the golf balls first, the things that really matter. Set your priorities.

The rest is just sand.



One of the students raised their hand and asked about the beer. The professor smiled. I'm glad you asked. It just goes to show you that no matter how full your life may seem, there's always room for a couple of beers.



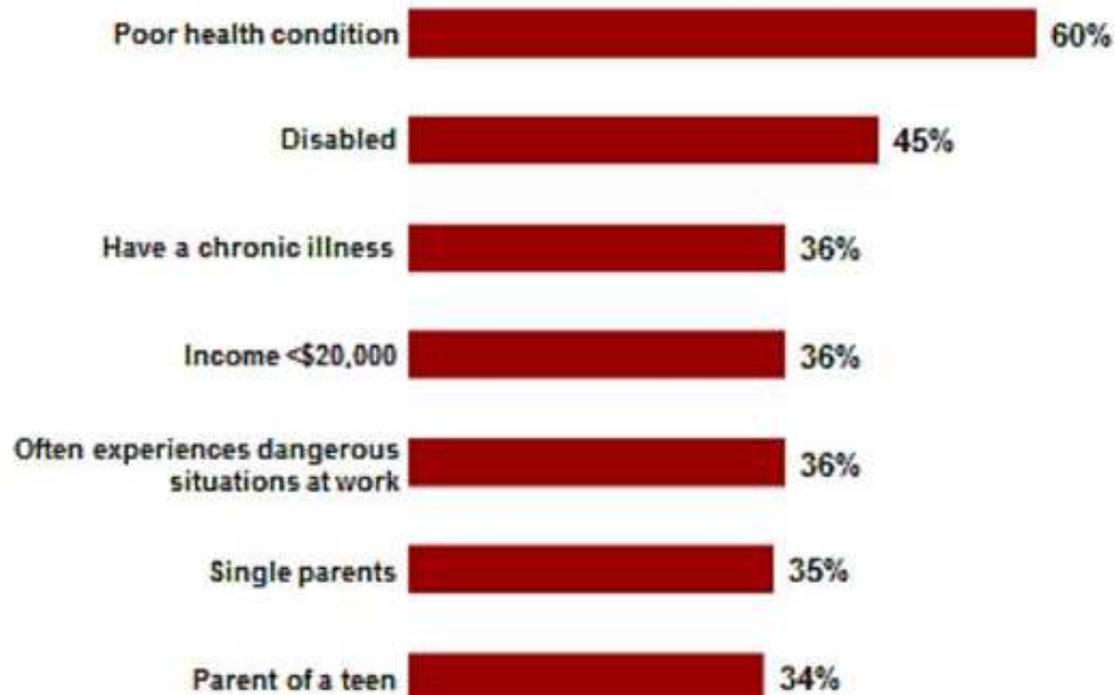
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Free Materials



Groups Experiencing High Stress Levels in the Past Month

% saying they experienced 'a great deal of stress' in the past month...



Showing groups with more than a third (33%) of respondents reporting 'a great deal of stress' in the past month.

NPR/ Robert Wood Johnson Foundation/ Harvard School of Public Health: The Burden of Stress in America, March 5- April 6, 2014

Harvard School of Public Health, April 2014

Stressed Out!

**Workplace stress costs > \$300 billion/yr
in health care & missed work**

90% of all disease is stress related

American Institute of Stress, 2011



Stressed workers health costs are 46% higher,
or \$600 more per person, than other employees

National Institute for Occupational Safety and Health, 2011

Stress is responsible for:

- * 19% of employee absenteeism
- * 40% of employee turnover
- * 60% of workplace accidents costs
- * 60-90% of doctor visits

American Institute of Stress, 2006



Work stress increases:

- 💣 cardiovascular problems 2x**
- 💣 anxiety/depression 2-3x**
- 💣 substance abuse 2x**
- 💣 infectious disease 2-3x**
- 💣 certain cancers 5x**
- 💣 back pain 3x**
- 💣 injuries 2-3x**

Luminari Landmark Study, 2004



Stress Is A Killer!

Stress helps account for 66% of doctor visits & 50% of the deaths to Americans under 65. Stress is implicated in heart, stomach & mental disorders, headaches, backaches, high blood pressure & high cholesterol levels.

CDC, 2011



Stress Stats

75% of Americans experience symptoms related to stress in a given month:

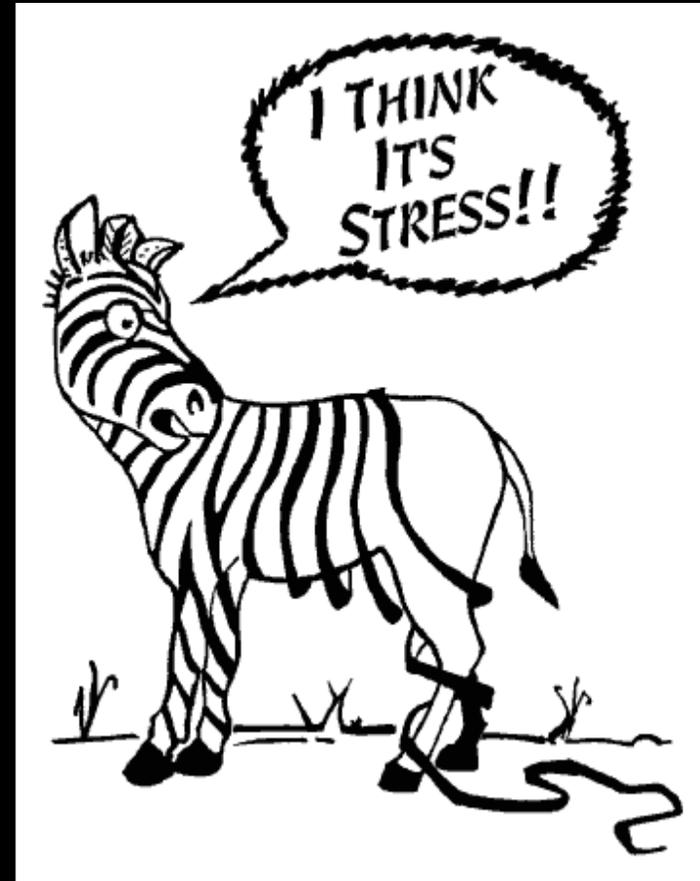
- 77% experience physical symptoms
- 73% experience psychological symptoms
- 33% feel they are living with extreme stress
- 48% feel their stress has **↑** in the past 5 years



Stress Stats

Physical symptoms of stress:

- fatigue 51%
- headache 44%
- upset stomach 34%
- muscle tension 30%
- change in appetite 23%
- teeth grinding 17%
- change in sex drive 15%
- feeling dizzy 13%



Stress Stats

Psychological effects of stress:

- irritability or anger 50%**
- feeling nervous 45%**
- lack of energy 45%**
- feel like crying 35%**
- lying awake at night 48%**

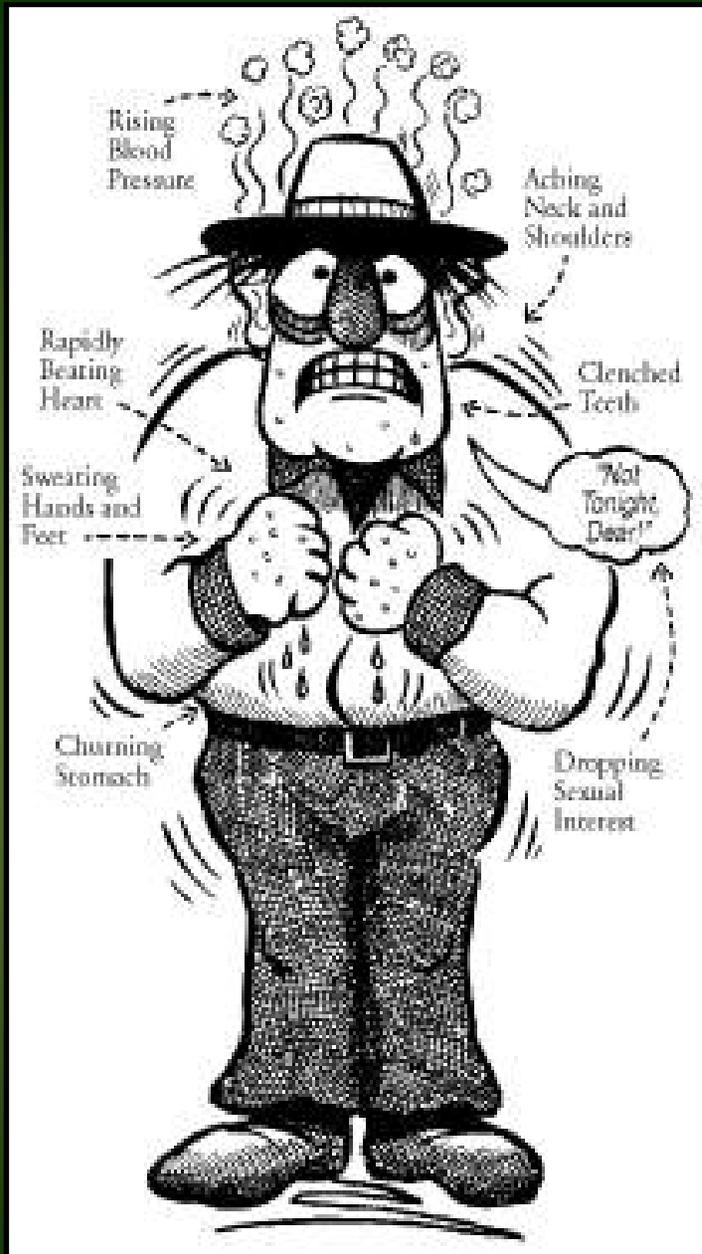


Stress impacts lives in a dramatic way:

- **54% fight with people close to them**
- **50% say stress has a negative impact on their personal & professional lives**
- **35% cite jobs interfering with family or personal time as a significant source of stress**
- **25% alienated from a friend or family**
- **8% connect stress to divorce or separation**

American Psychological Association, 2007



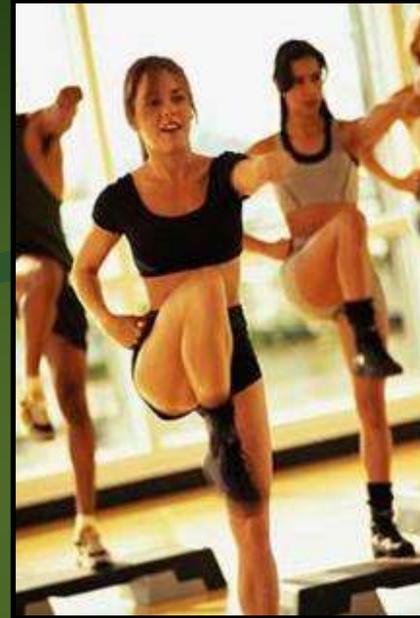


Stress symptoms:
tight shoulders,
digestive upset,
recurring headaches,
↑ **tendency to lose**
temper or become upset.
Stretching, breathing,
relaxation & meditation
are effective in
managing stress.

*Exercise Instead of Medication

Regular exercise
helps pts suffering
from depression.
Group exercise
3x/wk worked as
well as drugs.

Psychosomatic Medicine, Sept 2007

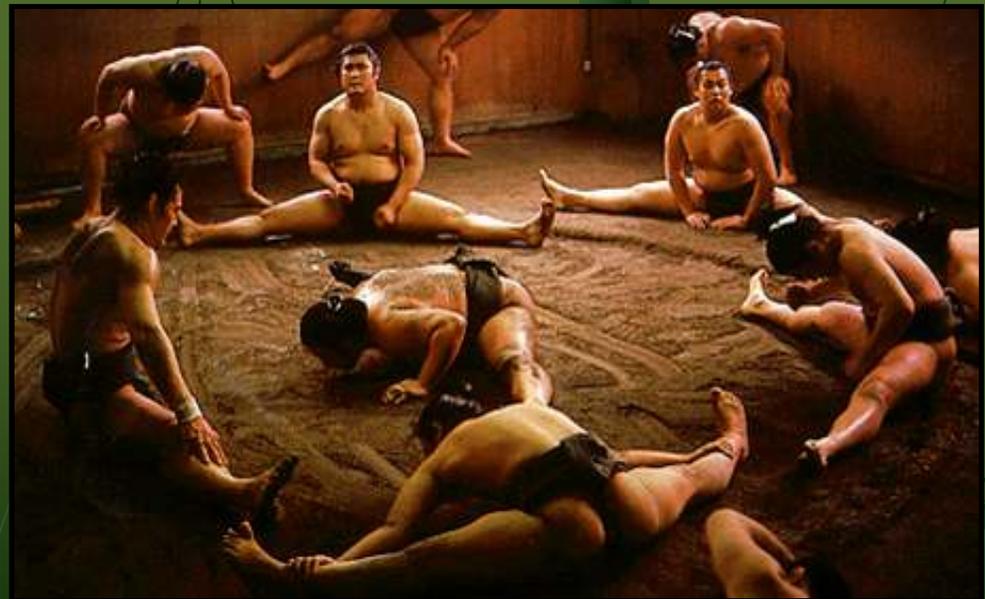


***Calm Down With Stretching**

66% of Americans blame stress for their nighttime tossing & turning.

Stretching 4x/wk led to falling asleep 30% faster & using 60% less sleep meds.

Hutchinson Cancer Research Center, 2006



Simple Ways to Decrease Stress

Relax Your Body

Your body is your temple and can easily get run down by stress, strain and struggle so:

- * Get good sleep
- * Chiropractic adjustments
- * Swedish massage, hot stone massage
- * Foot or hand paraffin
- * Body treatments: aromatherapy body wraps, body scrubs, etc
- * Reflexology
- * Rigorous and regular exercise
- * Healthy sex

Refresh Your Mind

Your mind is your guide, it can easily get distracted and off course so:

- * Take long walks
- * Spend time in nature the average person is outside only 17 minutes per day
- * Read inspirational messages
- * Learn new things
- * Talk with a good friend
- * Play with a dog or cat. Pet owners live longer and have fewer stress symptoms.
- * Therapy or personal coaching on a regular basis

Rejuvenate Your Spirit

Your spirit can easily be forgotten in the busyness of life so:

- * Meditate 10-30 minutes per day
- * Pray
- * Sing & dance, people swear by the power of music to release tension and stress
- * Consciously slow down
- * Be fully present
- * Know and live by your values and beliefs
- * Surround yourself with supportive, loving and accepting people

Stress-Free Activities

- * Connect with nature, it restores homeostasis to your system.
- * Make a list of your favorite things. Read it when you feel down.
- * Rely on friends and animals, they are great sources of support.
- * Create a pleasure drawer. Stock your drawer with personal momentos or simple indulgences:
favorite scents, textures and tastes to create your own multi-sensory stress-relief treatments.
- * Deep breathe. This will soothe your nerves, it sends oxygen to your brain and refreshes your mind. Inhale through your nose and count to 8. Fill your belly not your chest with air. Exhale through your mouth to the count of 10-15. Repeat 5-10 times per hour until you feel calmer.
- * Laugh. Laughter is the best medicine for stress. Find humor in the situation. Smile often.
- * Imagine. Use visualization and guided imagery to take your mind off the situation

Stress Reduction Kit



**Bang
Head
Here**

Directions:

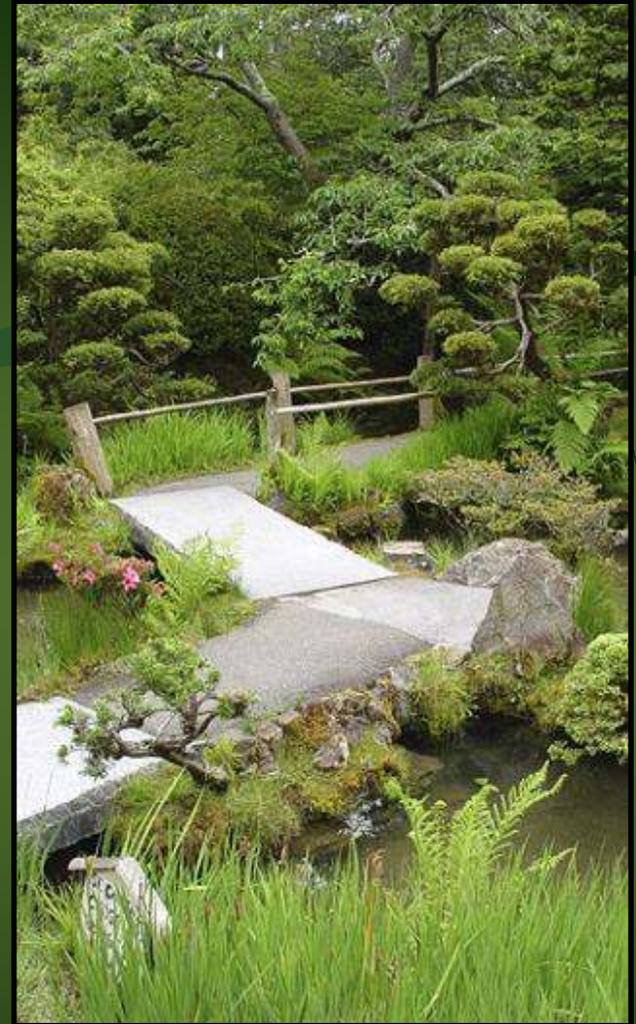
1. Place kit on FIRM surface.
2. Follow directions in circle of kit.
3. Repeat step 2 as necessary, or until unconscious.
4. If unconscious, cease stress reduction activity.

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Free Materials

More Ways To Decrease Stress!

1. Yell! But---be sure you are alone. The best place is in the car with the windows up. Stuck in traffic? Try it.
2. Do something soothing. Start or try an activity like knitting, crochet or pottery. Don't worry about being good at it. It's the process that's beneficial. Sitting still while performing repetitive movements is calming and stabilizing for many people. It can be a good time to collect your thoughts.
3. Start a garden. Even apartment-dwellers can do this. Tending plants, fruits, vegetables, flowers and watching them grow, bloom or yield food is rewarding. Avid gardeners say working a garden is the best way to control stress and worry. An added benefit is the creation of a more beautiful, restful environment.
4. Gaze at the stars. Preferably in a still, dark and quiet area, sit back and observe the heavens. The vastness of space is awesome. This way can make a lot of problems seem very small.
5. Focus on the things you can change and do not worry about the rest
6. Eliminate stress by decreasing your activities and/or responsibilities
7. Do not over commit, manage your time, avoid rushing from place to place
8. Focus on the positive
9. Do not gossip
10. Be tolerant of others
11. Be giving & forgiving
12. Don't speed
13. Turn off your TV, do not watch the news, read & play games instead
14. Hug at least 5 people a day



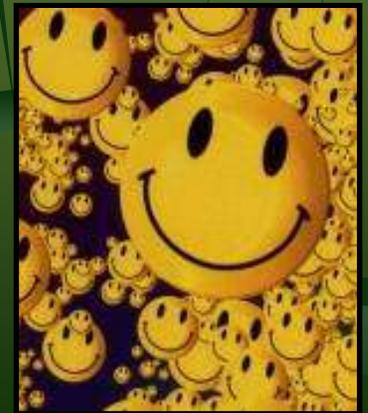
I'll be happy when...

We convince ourselves that life will be better after we get married, have a baby, then another. Then we are frustrated that the kids aren't old enough and we'll be more content when they are. After that, we're frustrated that we have teenagers to deal with. We will certainly be happy when they are out of that stage.



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We tell ourselves that our life will be complete when our spouse gets his or her act together, when we get a nicer car, when we are able to go on a nice vacation or when we retire. The truth is there's no better time to be happy than right now. If not now when? Your life will always be filled with challenges. It's best to admit this to yourself and decide to be happy anyway. Happiness is the way.



**So treasure every moment that you have
and treasure it more because you shared
it with someone special, special enough to
spend your time with...
and remember that time waits for no one.**



So stop waiting

Until your car or home is paid off.

Until you get a new car or home.

Until your kids leave the house.

Until you go back to school.

Until you finish school.

Until you lose or gain 10 lbs.

Until you get married or divorced.

Until you have kids.

Until you retire.

Until summer, spring, winter or fall.

Until you die.

Until this seminar ends.



There is no better time than right now to be happy. Happiness is a journey, not a destination. So work like you don't need money, love like you've never been hurt & dance like no one's watching. If you want to brighten someone's day, pass this on to someone special.

I just did!



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Free Materials



Choose to Be Happy!

Patch Adams

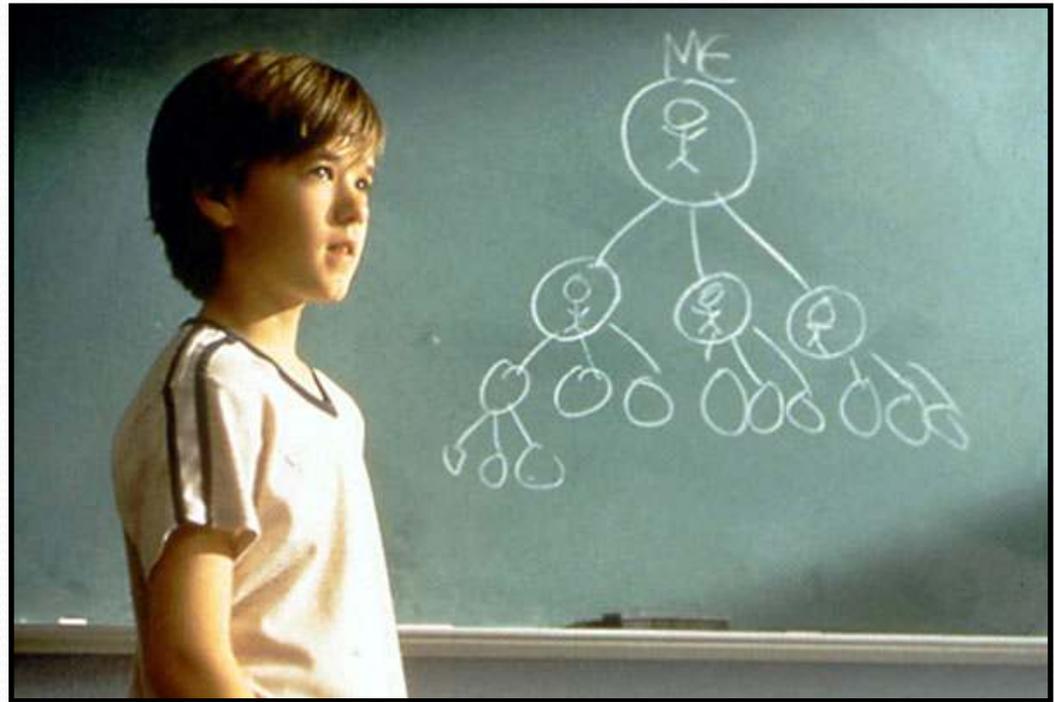
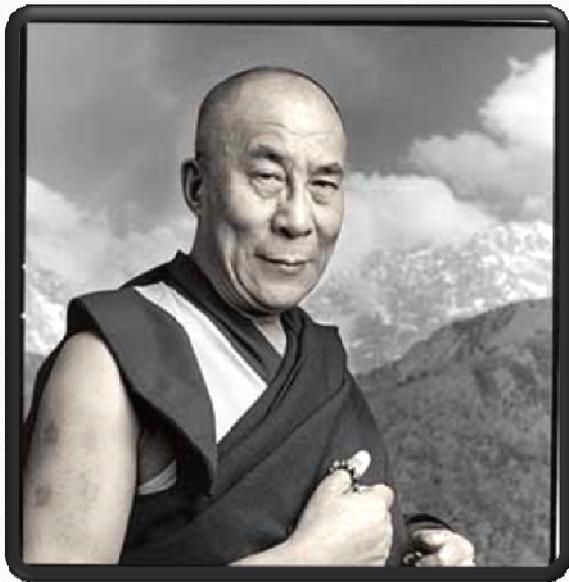


“Laughter ↑ secretion of catecholamines & endorphins, which ↑ oxygenation of the blood, relaxes arteries, ↑ heart rate, ↓ BP, which has a positive effect on all cardiovascular & respiratory ailments, as well as ↑ immune system response.”

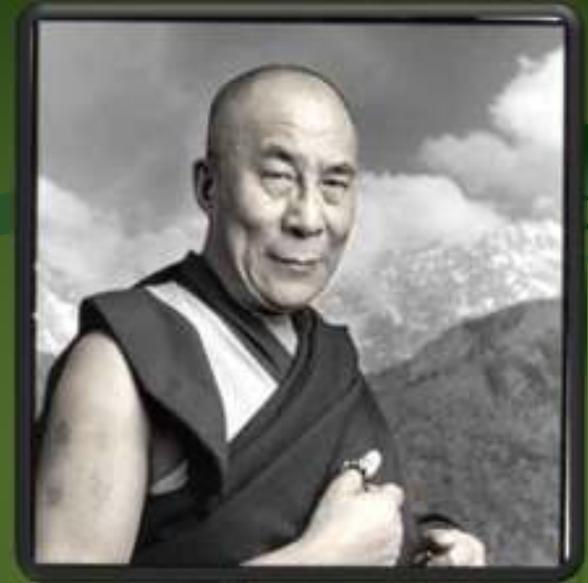
From the movie Patch Adams



Pay It Forward ~ Good Deeds



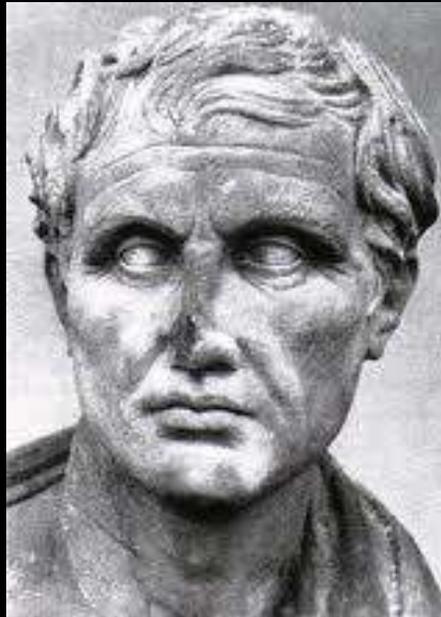
“If you have fear of some pain or suffering, you should examine whether there is anything you can do about it. If you can, there is no need to worry about it; if you cannot do anything, then there is also no need to worry.”



Dalai Lama



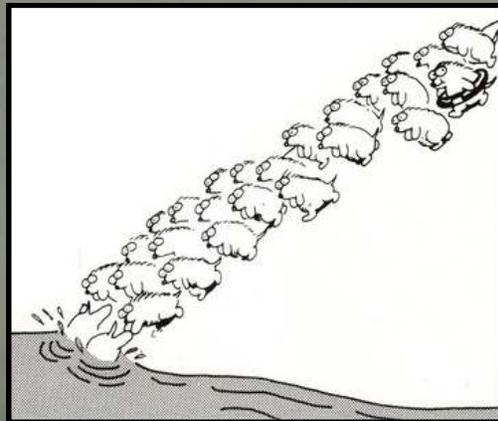
Alright! Let's Get Started!



“The greatest wealth is health.” ~ Virgil
Publius Vergilius Maro (Oct 15, 70 BC – Sept 21, 19 BC)

Follow The Leader?

Just like lemmings marching into the ocean to their death, the American people are not too dissimilar. Most Americans over eat, take pharmaceutical drugs, and are stressed out trying to make as much money as possible. Of course that list goes on and on and on. We all follow the exact same lifestyle habits, we all get sick and we keep repeating the process, **and no one seems to even notice!** Not you, no not the chiropractor, we have found a better way. Now we have to tell the other lemmings.

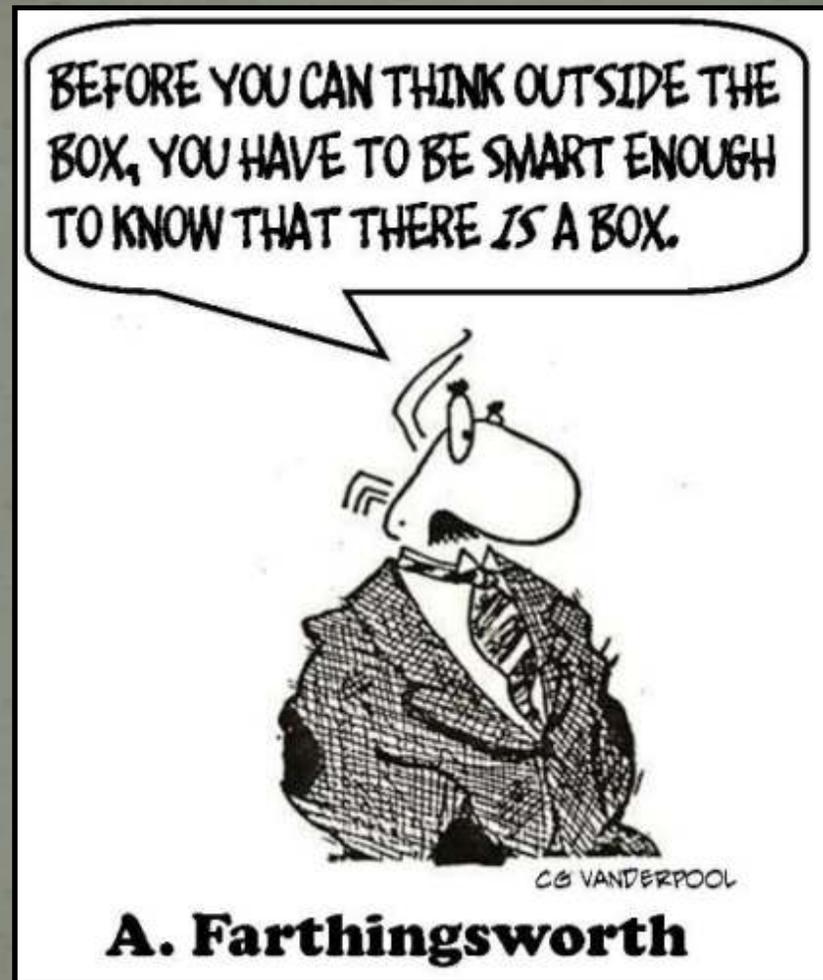


Chiropractic Lemming

Outside The Box



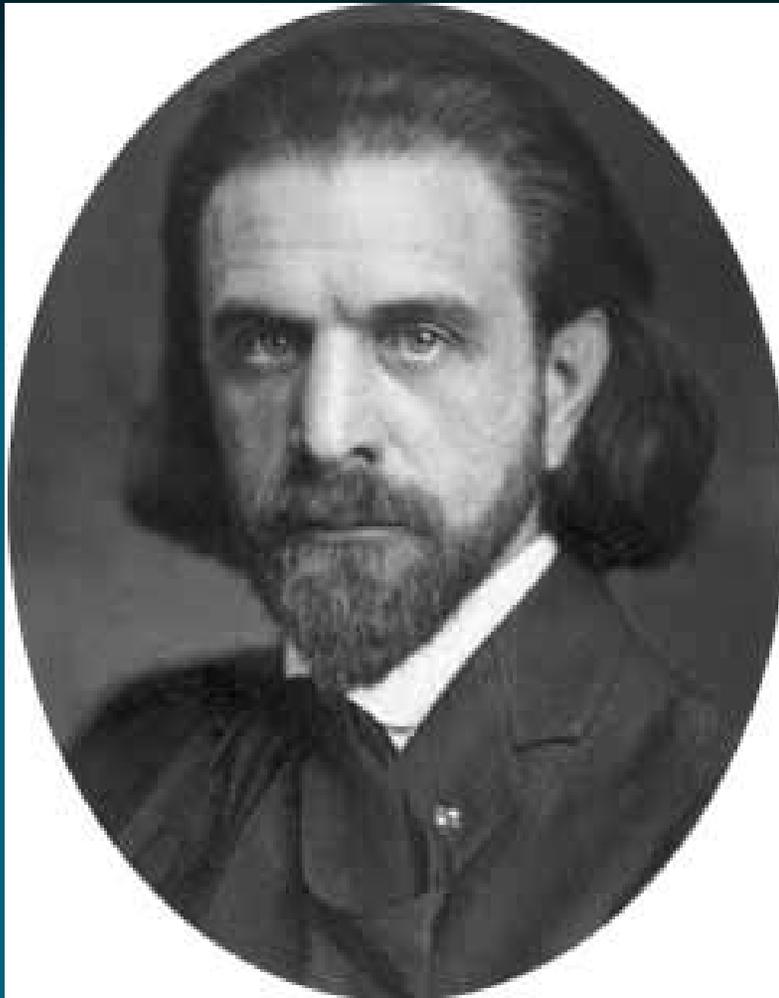
So it is our job to help the patients think outside the proverbial box. Explore the chiropractic principles with them. Open up their minds in all new ways. Get them excited to discover chiropractic. They can experience profound changes in their lives and that can happen right in your office!



“Health is a state of complete physical, mental and social well-being, and not merely the absence of disease or infirmity.”

~World Health Organization, 1948





B.J. PALMER
DEVELOPER OF CHIROPRACTIC

"The
preservation
of health is
easier than
the cure for
disease."

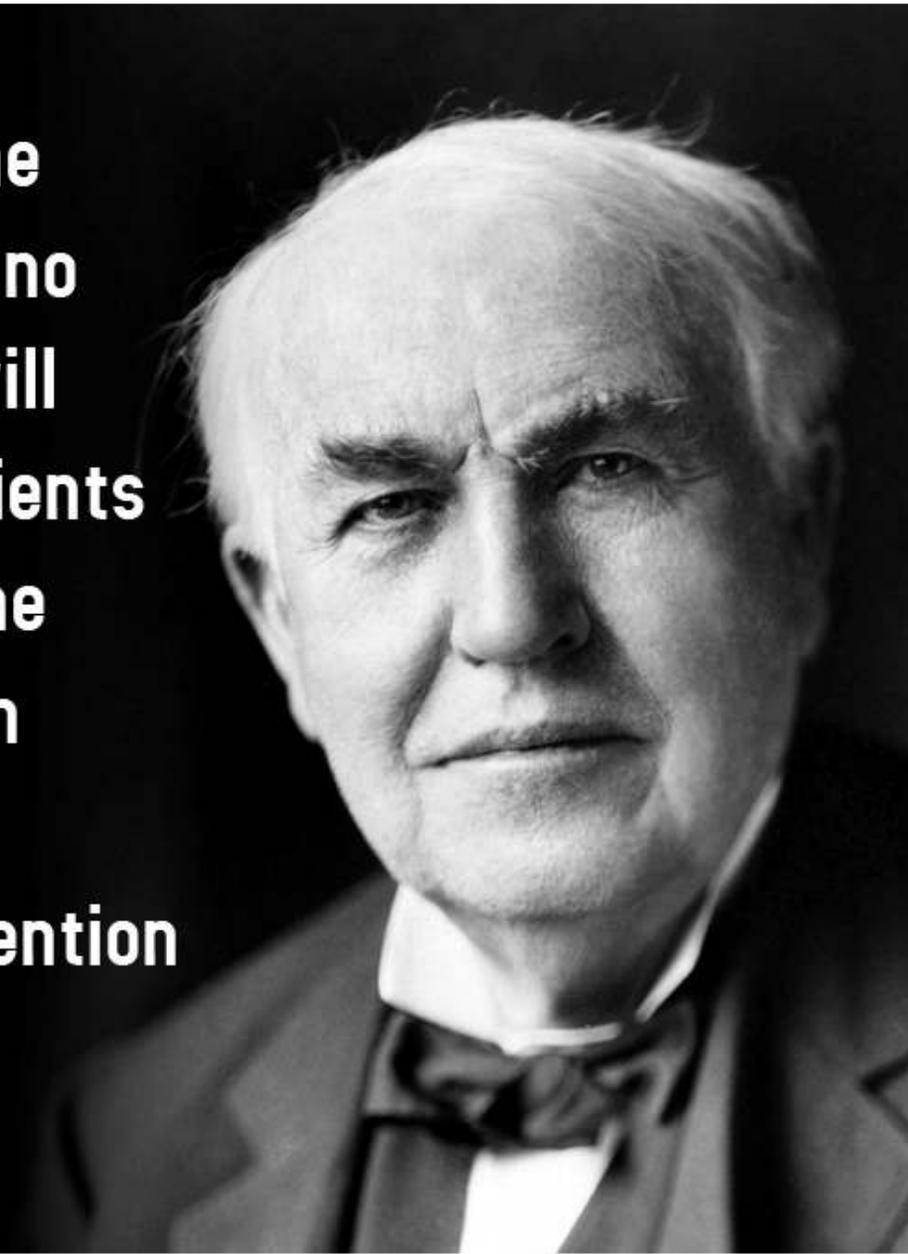
-BJ Palmer

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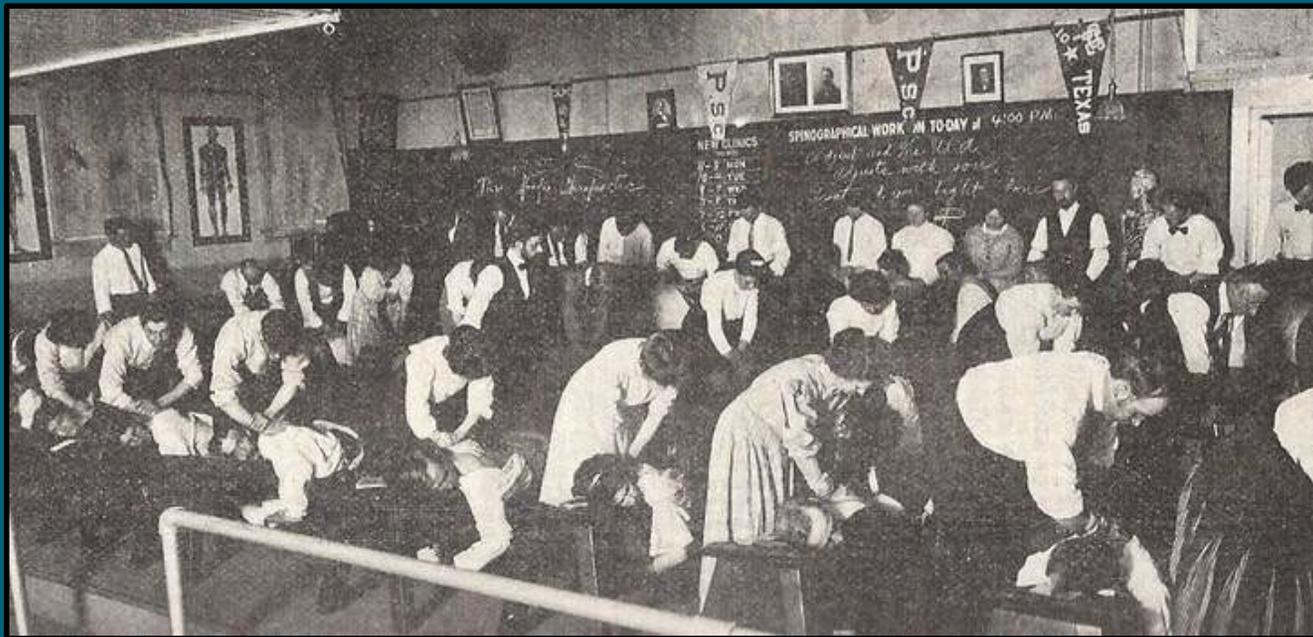
The **doctor** of the future will give no medicine, but will interest his patients in the care of the human frame, in diet, and in the cause and prevention of disease

-THOMAS EDISON

//



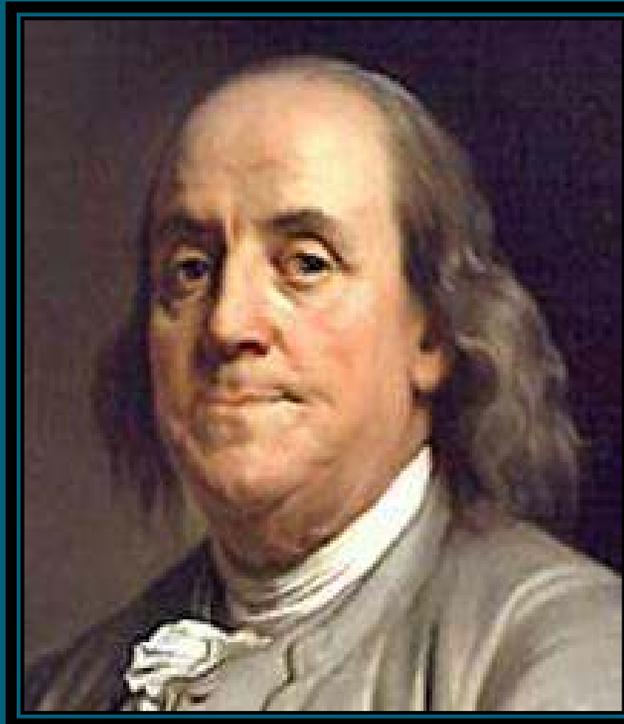
**"If the public knew what we knew, we would need a lot more chiropractors."
~ Marcus Strutz DC**



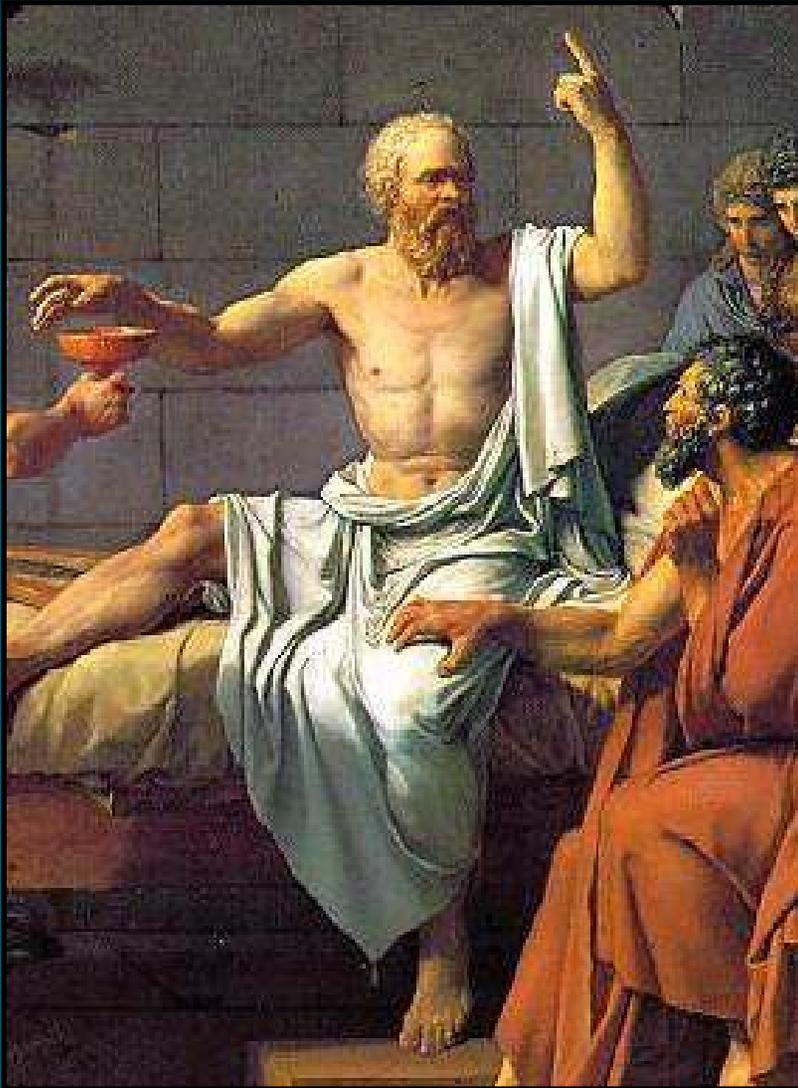
Wisdom From Ben

“Tell me and I forget.
Teach me and I remember.
Involve me and I learn.”

Ben Franklin



Socratic Method Of Teaching



The basic form is a series of questions formulated as tests of logic & fact intended to help a person or group discover their beliefs & understanding about a given topic.

The Flip!

Get pts to ask for care.

Ex: Classroom rules

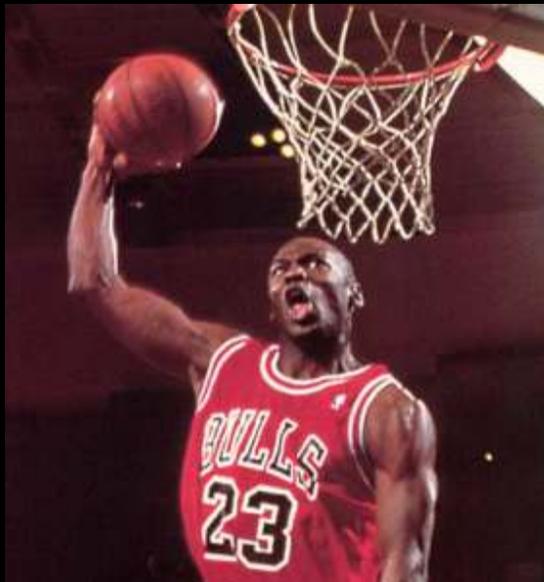
It's better to have pts

ask for your services

vs. you telling them.



What Do You Talk About?



The White Board

Did you know that
250,000 people DIE
each year from
IATROGENIC CAUSES?

**Ask a question for
next week too.**

Days/Hours

Mon 11-6

Tues 3-6

Wed 11-6

Thurs 11-6

Fri 11-2

No Show = \$20

Please Call

if you can't
make it!



No Magazines!
Your office is the only place to learn
about chiropractic.
Other magazines will have drug ads!



Educational Posters

Butcher Block Paper

Exercise



Life Expectancy: Shortening!
Obesity rates have increased 50% per decade since 1980. Consequently, for the first time ever in American history, it is anticipated that life expectancy will drop!
New England Journal of Medicine

Diet



Stress

Stressed Out!
● 90% of all disease is stress related
American Institute of Stress, 2006

Poor diet, lack of exercise & unhealthy lifestyle are responsible for 65% of cancer deaths!
American Cancer Society

Attitude

"Despite everything life is good!"
Anne Frank - 1929-1945

"Happiness is not something ready made. It comes from your own actions."
- Dalai Lama

Medicine

American Medical System: #1 cause of death!

1. Intrugenic 999,936
2. Heart disease 685,089
3. Cancer 556,961

Medical Errors!
Imagine knowing that a jumbo jet filled with 400 people crashes in the US every day! The equivalent of 390 jumbo jets are crashing each year due to medical errors!

HMOs spend more treating ADRs than on the actual drugs! ADRs are #1 in cost of malpractice payouts!
Research Institute Centers for Medicare




Bang Head Here
Stress Reduction Kit

CANCER

"Cancer has one prime cause. The replacement of normal oxygen respiration of the body's cells by an anaerobic (oxygen-deficient) respiration."
Dr. Otto Warburg - Nobel Prize 1931

How to Prevent Cancer

1. max BMI of 25, limit adult weight gain to 11 lbs. (daily moderate/wkly vigorous activity)
2. eat 5 or more servings of fruits & veggies daily
3. eat 7 or more portions of complex carbs daily
4. decrease processed foods & refined sugars
5. limit alcoholic drinks: 1-women, 2-men daily
6. limit red meat to no more than 3 oz daily
7. decrease fatty foods, particularly animal fats
8. limit intake of salted foods & use in cooking
9. eliminate tobacco use



The best health care is free; be proactive & take care of yourself before you have symptoms. — Marcus Strutz, DC

Talk Over The Patients Head

Impress the pt on that initial visit. Let them know you are highly educated & DIDN'T just attend a weekend course.

How smart do you sound on a routine visit?



Chiropractic Education Class Hours	Subject	Medical Education Class Hours
520	Anatomy	508
420	Physiology	326
271	Pathology	335
300	Chemistry	325
114	Bacteriology	130
370	Diagnosis	374
320	Neurology	112
217	X-Ray	148
65	Psychiatry	144
65	Obstetrics & Gynecology	198
225	Orthopedics	156
2,887	TOTAL HOURS	2,756
Adjusting, Manipulation, Kinesiology, and other similar basis subjects related to their specialty.	Other required subjects for doctors of medicine/doctors of chiropractic	Pharmacology, Immunology, general surgery, and other similar basic subjects related to their specialty.
4,485	GRAND TOTAL CLASS HOURS	4,248

What's On The Chiropractic Menu?

Sandwiches & Snacks	Mains	TEX MEX
<p>- Soup of the Day with a Freshly Baked Baguette * (Lunchtimes Only) - H & V £1.65</p> <p>- Toasted Panini Served with Continental Salad & Nachos with rice £2.85 £3.55</p> <p>Mozzerella, Basil & Roasted Veg - V Ham, Cheese & Tomato Tuna Melt Cajun Chicken & Salsa - H Brie Tomato & Rocket - V</p> <p>- Club Sandwich Three layers of Toasted Bread filled with Continental Lettuce, and a side order of Nachos, Tomato & your choice of: £2.95 £3.65</p> <p>Chicken & Bacon Avocado & Brie - V Smoked Salmon & Cream Cheese</p>	<p>Served with Continental, Coleslaw & Minted Potato Salads or Baked Potato & Vegetable Stir Fry. Or with Chips if you like!</p> <p>Boz Rump Steak £4.95 Served with a generous portion of onion rings</p> <p>Roasted Lemon Pepper Salmon Filet with Lime Mayonnaise £3.95</p> <p>Slow Baked Lasagne £3.95 Served with Garlic Bread Slices</p> <p>Vegetable Lasagne £3.95 Served with Garlic Bread Slices</p> <p>Eddie Moons Deep Filled Pies Served with Creamy Mash or Chips and Peas £4.50</p> <p>Shepherds Pie Pie Steak & Kidney Roast Chicken & Sage Chicken Balti</p> <p>Jumbo Fish'n'Chips £3.85 Served with Bread & Butter</p> <p>ALL DAY Breakfast 1 Egg, 2 Bacon, 2 Sausage, 2 Hash Browns, Beans or Tomato, Mushrooms Toast or Fried Bread + Hot Drink £3.95</p> <p>Veg Opt. 3 Veg Sausage + 1 more Egg. No Bacon or Meat Sausage.</p> <p>Check out our breakfast board for your early starters!</p>	<p>TEX MEX</p> <p>FAJITAS - H Our Fajita options are all served on a red hot skillet, with Pepper & Charred Onions, a separate Salad, with Guacamole, Salsa, Soured Cream & two large Flour Tortillas</p> <p>Skillet Chicken* £3.85 Skillet Beef £3.95 Skillet Quorn - V £3.85 Skillet Prawns £3.95</p> <p>BURITO A large stuffed Flour Tortilla topped with melted Cheese, Salsa, Guacamole & Soured Cream served with a Salad</p> <p>Chilli Beef £3.65 Refried Beans - V £3.65 Cajun Chicken & Bell Pepper £3.65</p> <p>Chilli Beef & Rice £3.95 Topped with Soured Cream</p> <p>Combo's</p> <p>Meat £4.65 Chicken Skewers, Garlic Bread, Onion Rings, Lattice Fries, Garlic Mushrooms & Tortilla Chips served with Soured Cream, BBQ Sauce & Salsa</p> <p>Vegetarian - V £4.65 Chargrilled Mediterranean Vegetable Kebabs, Garlic Bread, Onion Rings, Lattice Fries, Garlic Mushrooms & Tortilla Chips, served with Soured Cream, BBQ Sauce & Salsa</p>
Salads		
<p>Prawn & Avocado with Sweet Chili Tomato Dressing - H £3.95</p> <p>Warm Bacon, Stilton & Walnut with Caesar Dressing £3.95</p> <p>Avocado, Sundried Tomato, Seared Pimenta & Stilton Salad - H & V £3.95</p> <p>All served topped with warm crispy Herb Croutons & a warm Half Baguette</p>		

*Indicates a possible menu item

The Chiropractic Menu

- What Is Chiropractic? Define & Describe
- Things You Need To Know
- Frequently Asked Questions
- Explain Misconceptions
- When To Choose Chiropractic? Pain & Symptoms
- Conditions Managed (Testimonials)
- When To Choose Chiropractic? Non-pain Benefits
- Benefits Of Care (Wellness)
- Measuring Wellness

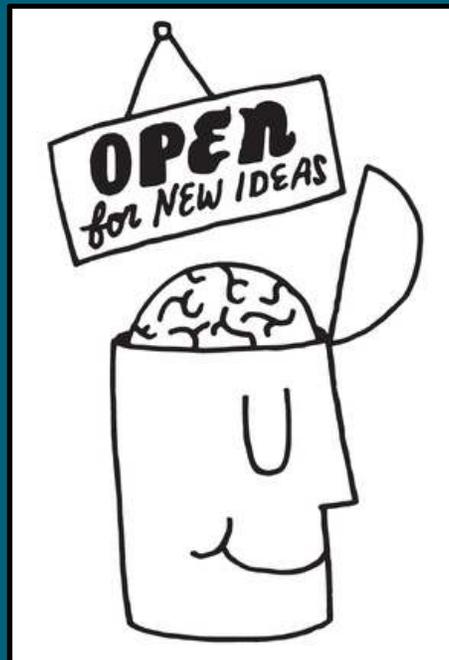
**All should be posted in your office,
on your website & available to take home.**



Activity

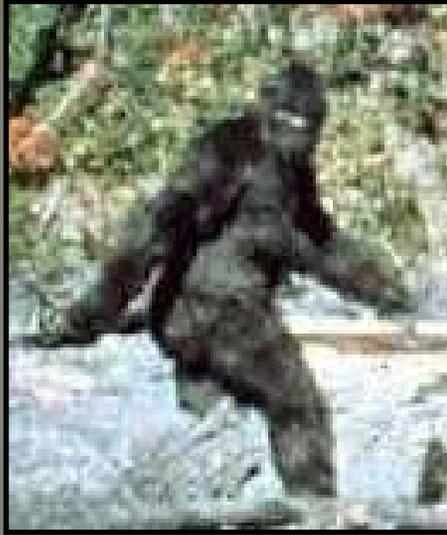
**Define & describe
chiropractic in one
paragraph for the
patient.**

How do we respond to a new idea? Chiropractic is new to many people!



**What If The First Thing
I Talked About Was....?
How would you respond?**





I Saw Bigfoot?

So last weekend I was up in Northern California camping and I saw bigfoot. I am not even kidding, it was simply incredible, he came out of the woods and...

So you think I am nuts, right? Of course you do. But why? Because the majority of people think bigfoot is not real. Even if 100 people went camping and came back with the same story, most would be thinking we got too close to the smoky fire!

The analogy: most people have NOT been to a chiropractor. So when they here some of our ideas, it may sound a bit like “I saw bigfoot”. No vaccines, adjustments help with headaches, anti-pharmaceuticals, the list goes on. These ideas make perfect sense to you and me, but sound quite out of place to most lay people. So next time you are explaining chiropractic, remember you may sound like you just saw bigfoot to them!

(by the way I did NOT see him, so please keep reading!)

How Many Visits Does It Take To Shift The Pt's Paradigm?



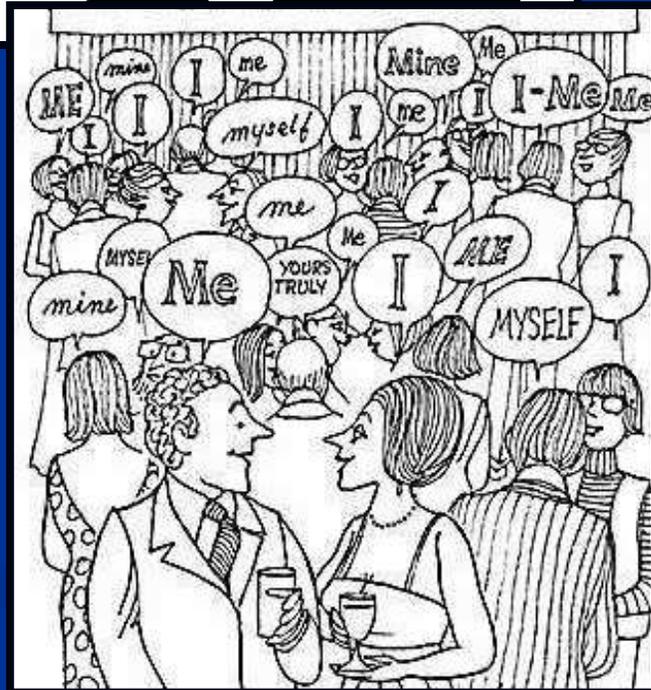
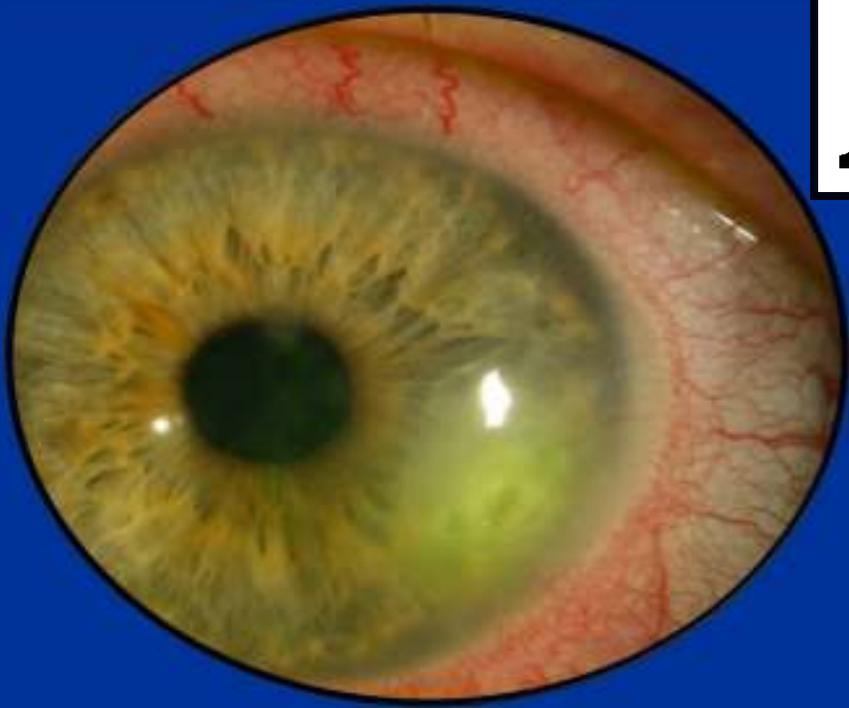
Shifting Paradigms?
**1% keep their New Year's
Resolution for the year.**
93% blow it by Jan 12th!
Pluto Not A Planet?



No “I” Infections!

IT'S ALL ABOUT

ME



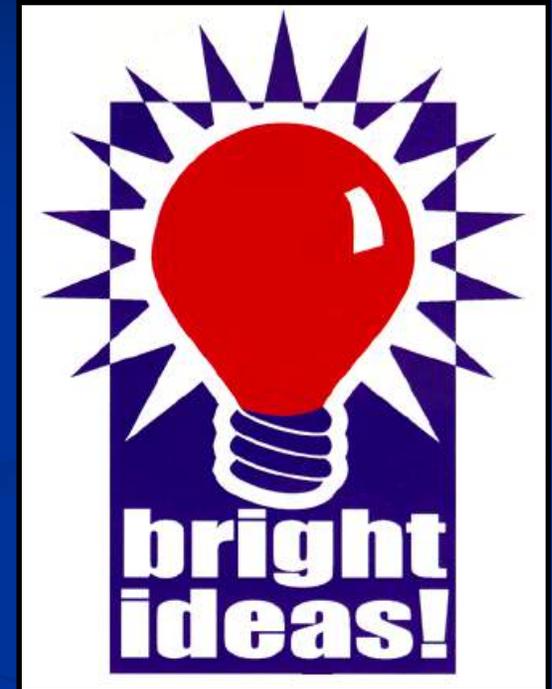
Marketing Ideas

Internal

Box on the Wall
ROF
Care Plan
Re-eval
Wellness Letters
Newsletters
Testimonials
Diploma's
Awards
Chiro Literature
Chiro Information
Sayings
Follow-up calls (noshows, late, out of town)
Reminder calls (before appointment)
Health Talks
Schedule Multiple Visits
Pre-pay
Polaroid pictures of patients on walls
Community Board
Free vitamins/echinacea tablets/water
Demonstrations

External

Screenings
Flyers
Radio
Newspaper
Clubs/Associations
Lions
Rotoray
Chamber of Commerce
Womens Club
Gyms
Church
Ergonomic Talks
Daycare
Stores
Scoliosis Screenings
Health Fairs
Sporting Events-Booth
Phonebook
Movie Theater
5% to group of the month
Sponsor sports team
Free Care for high school team
Team Dr.



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Free Materials

Hope

Many new patients have “tried everything” and we are their last hope. One of the greatest things DC’s can give their patients is HOPE! We have such a fresh perspective on health and dynamic “set of tools”, (never underestimate the power of the adjustment). With your unbridled energy, passion and skill the patient will get better. Never give up hope!

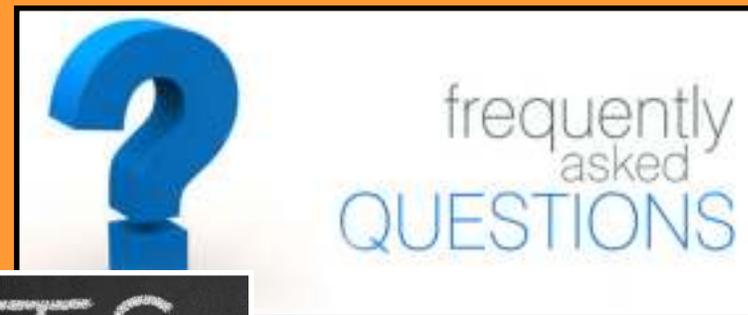


Activity

Things You Need To Know, Frequently Asked Questions & Misconceptions

Make a list of the top 10 things you want to have your patients understand before they start care.

Brainstorm on answers & develop “scripts” for these questions. Make posters & hand-outs for your office, post answers on your website & have this as part of your initial intake form.



Things You Need To Know

- **Pain is a poor indicator of health**
- **Chiropractic is licensed in all 50 states & is a 4 year postgraduate program**
- **There are many different techniques & specialty areas within chiropractic**
- **Chiropractors provide care for many different conditions**
- **Chiropractic care provides many non-pain related benefits**
- **Care is like working out or physiotherapy, (needs to be done more than once)**
- **Chiropractic is an alternative to pharmaceutical drugs & surgery**
- **You can be sore after the first few visits and that is okay.**

Frequently Asked Questions

- **What is a chiropractic adjustment?**
- **What is that popping sound?**
- **Is Chiropractic safe?**
- **Does it hurt?**

Misconceptions

- **The bone is being popped back into place.**
- **Are bones moving?**

Why Do Some Pts Come In Only Once?



Ever go to a restaurant & say everything was fine
& then on the way home say,
“we are never going there again”?
Does that ever happen in a DC’s office?

Don't Get Complacent!

Is a neck adjustment a big deal?

In terms of doing it perhaps not, as you do it all the time. But in terms of the benefit it **IS** a huge deal. Remember to the pt it **IS** a big deal, as they may be concerned about injury or just afraid of the unknown. So explain it & don't minimize it!



“It’s a simple operation. Routine. Boring. I’m only doing it for the money.”²⁸⁷

Chiropractic Diversity: Good or Bad?

Does our diversity confuse the public?

Compare us to the dental profession. Most dental care is standard & the experience seems to be the same from the public's perspective.



Activity

Patient Education: When To Choose Chiropractic!

Specialty Areas

Make a list of the specialty areas within chiropractic.



Chiropractic Diversity: Specialty Areas

Wellness/Maintenance

Exercise Programs in office

Extremity

Manipualtion Under Anesthisa

Neurology (DACNB)

Nutrition (DACBN)

Orthopedics (DABCO)

Pediatrics

Radiology (DACBR)

Rehabilitation

Sell supplements in office

Soft Tissue Work

Sports Physician (CCSP) (DACBSP)

Taping/Bracing

Traction

Veterinary

X-Ray in office

Activity

Patient Education: When To Choose Chiropractic! Chiropractic Techniques

Make a list of the techniques chiropractors use.



Chiropractic Diversity: Techniques

Activator Methods

Active Release Therapy

Applied Kinesiology

Atlas Orthogonal

Atlas Specific

Bio Cranial Therapy

BEST

Bioiset

Blair Upper Cervical

Chiropractic Biophysics

Cox Flexion-Distraktion

Cranial Technique

DNFT

Diversified

Drop Table

Gonstead Technique

Grostick Technique

Herring Cervical Technique

HIO - Hole in One

Logan Basic Technique

Myofascial Technique

Network Chiropractic

NUCCA Technique

Pettibon Spinal Biomechanics

SOT

Thompson Terminal Point

Technique

Toftness Technique

Toggle Recoil Technique

Top Notch Visceral Techniques

Tortipelvis/Torticollis

Total Body Modification

Webster Technique

Activity

Patient Education: When To Choose Chiropractic!

Pain & Symptoms Based

Initial Intake Form:

Make a list of the top 20 common conditions that chiropractic can manage.



Common Conditions For DCs

Neck Pain

Headaches/Migraines

Shoulder Pain

Frozen Shoulder

Rotator Cuff

Elbow Pain

Wrist/Hand Pain

Carpal Tunnel Syndrome

Back Pain

Hip/SI Joint Pain

Sciatica

Knee Pain

Ankle/Foot Pain

Tarsal Tunnel Syndrome

Plantar Fasciitis

Arthritic Joints

Numbness/Tingling

Pinched Nerves

Bursitis

Fibromyalgia

Tendonitis

Motor Vehicle Injuries

Put this list on initial intake form.

Putting Neck Pain Treatment Risks into Perspective



© American Chiropractic Association

Sources: Available at www.acatoday.org/infographic

Likelihood of Surgery For Workers with Back Injuries

First point of contact:
surgeon/MD

42.7%

First point of contact:
chiropractic physician/DC

1.5%



© American Chiropractic Association

Source: Keeney et al (2012) Spine

Choosing Wellness



Chiropractic Philosophy & Western Medicine

Here we go!

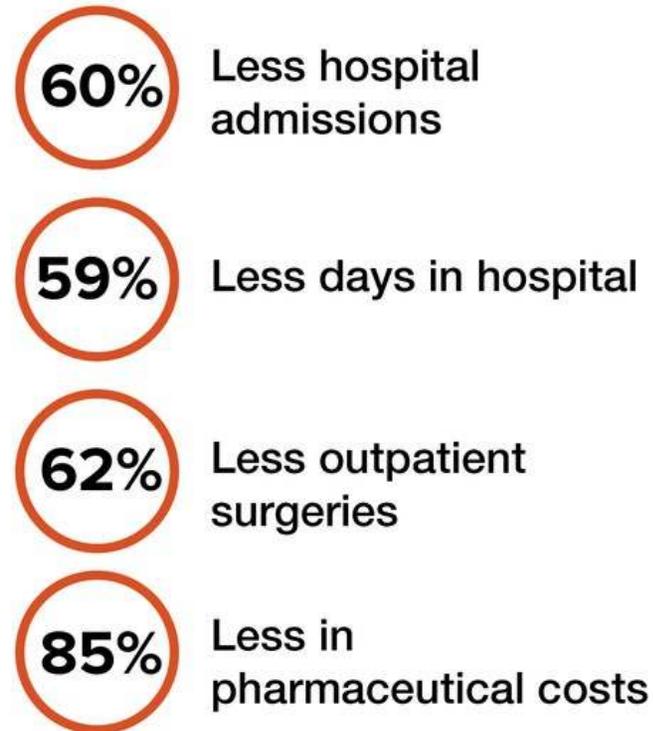
Health Topic	Chiropractic	Western Medicine
Base Strategy	Proactive: stay healthy.	Reactive: symptom, pain based.
Care Strategy	Whole body approach.	Focal illness approach.
Philosophy	Body is self healing with innate intelligence.	Body is machine, needs help to be fixed.
Flu Vaccine	No. Build natural healthy immunity to fight flu bug.	Yes. Use vaccine to build antibodies to fight flu bug.
Pharmaceuticals	No. Find natural ways to get healthy and stay healthy. Don't want toxins in body.	Yes. Use chemistry to aid body function. Systems are weakened need assistance.
Drug Side Effects	Concerned, find alternative.	Minimizes. Feel reward overrides risk of side effects.
Surgery	No. Explore chiropractic option first.	Yes. Often seen as best option.

Add to the chart as many as you want.

Choose Chiropractic

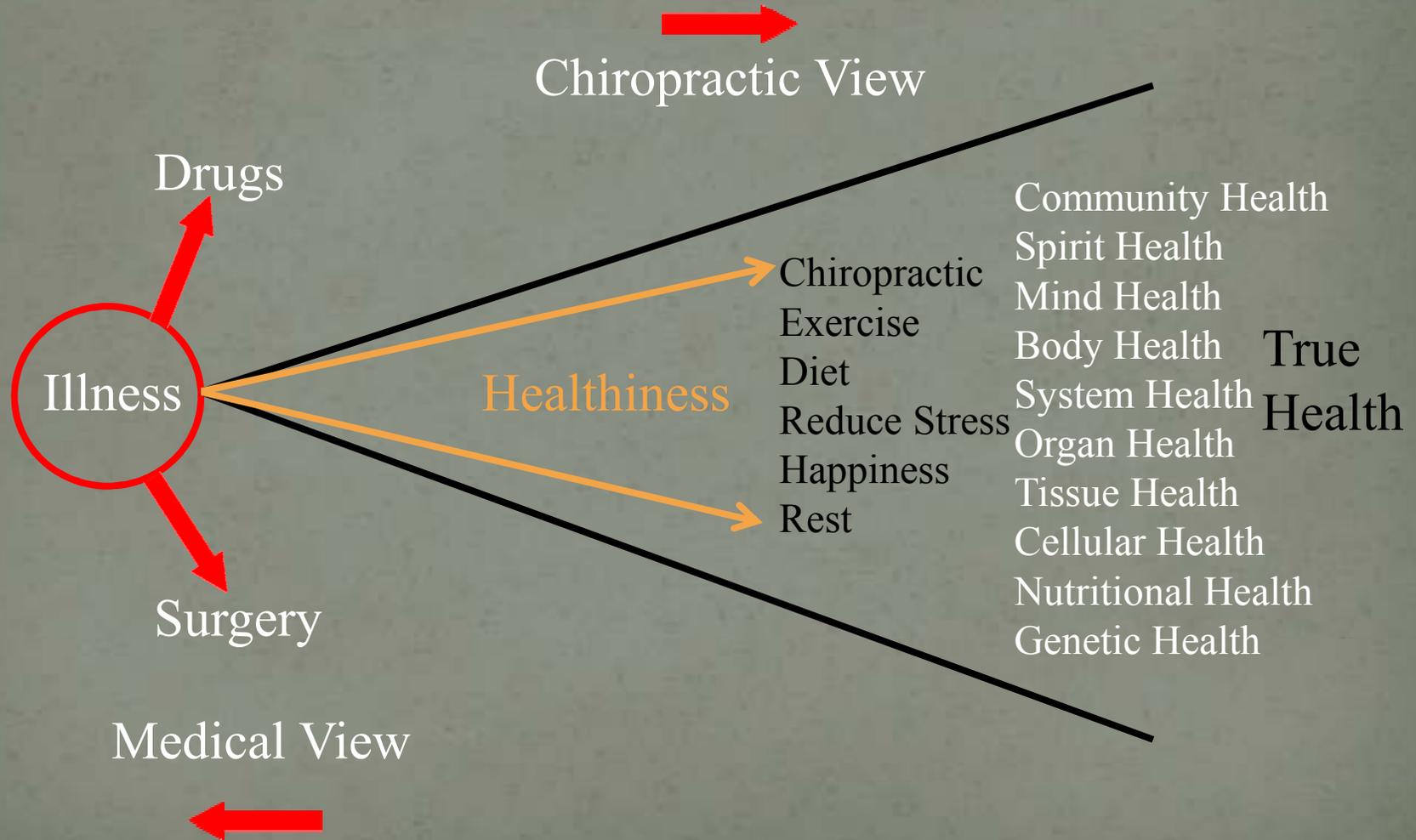
Think differently about staying healthy!

A 7-year study showed that patients whose primary physician was a **Chiropractor** experienced the following results:



Source: Journal of Manipulative and Physiological Therapeutics; May 2007, 30(4); 263-269. Richard L. Sarnat, M.D., James Winterstein DC., Jerrilyn A Cambron DC, PhD

Chiropractic Philosophy & Western Medicine



Survey Says: They Love Us

88% who tried chiropractic said it helped a lot!

Completely or very satisfied:

Chiropractor 59%

Physical Therapist 55%

Acupuncturist 53%

Physician, specialist 44%

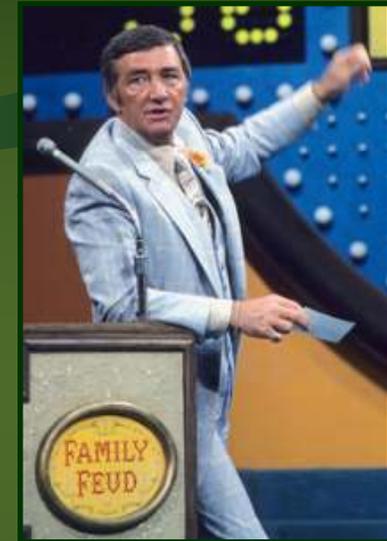
Physician, primary-care doctor 34%

Asked to rate satisfaction on a 10 point scale,

87% gave chiropractic an 8 or higher.

56% rated their chiropractor with a perfect 10.

Consumer Reports ~ May 2009





**“People increasingly see
conventional medicine not as
health care but as disease care.
People want more than that.
It’s irrational to always wait until
one develops a problem to pay
attention to one’s health.”**

Larry Dossey, MD



The Alternative!

**Don't wait until you are sick,
maintain your health!**

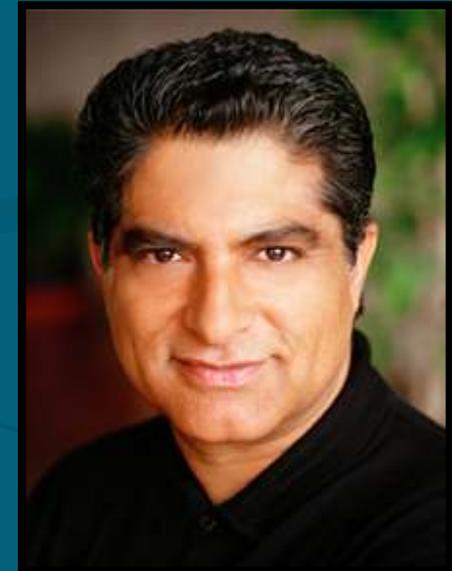
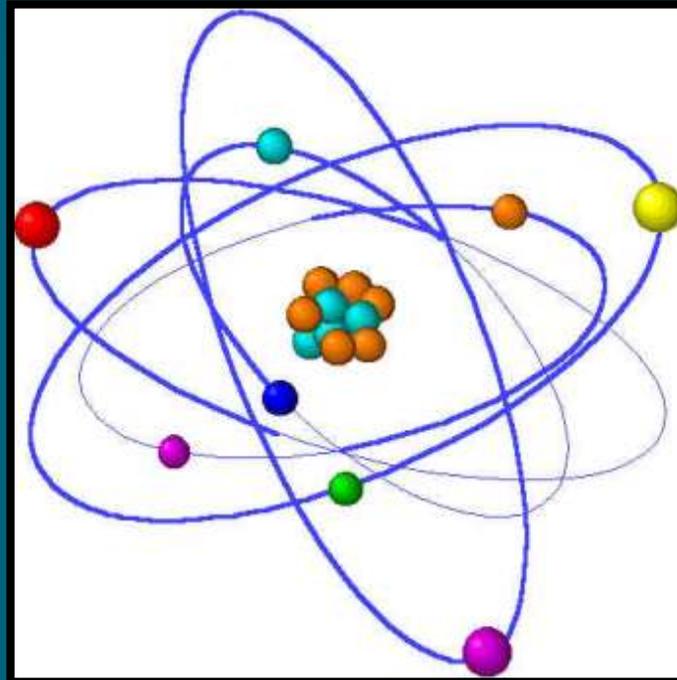
The goal is to live long & be healthy, achieving a more effective life, maintaining full function & well-being. The goal of chiropractic care is correction of dysfunction w/pain relief, restored function & enhancement of well-being. DC's make pts aware of their role & responsibility in maintaining their health.

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Free Materials

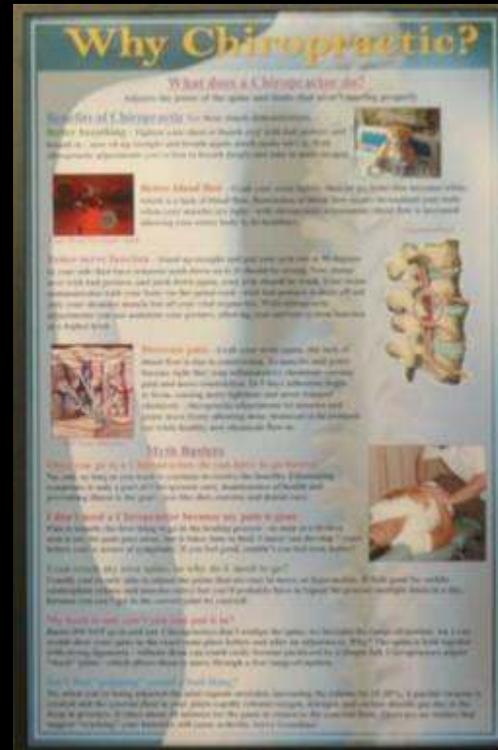
"98% of the atoms in your body were not there a year ago."

Deepak Chopra, MD



Benefits:

- Pain Relief
- Wellness:
- Posture
- Respiration
- Cardiovascular
- Nervous System



Patient Education: Demonstrations

Repetitive Micro-Trauma

How long does it take for pants or a shirt to wear out?

Macro trauma at the knee, micro trauma in the pant pocket region from keys slowly rubbing.



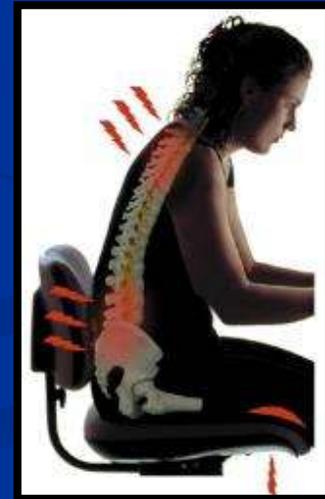
Pt Education: **Trapezius Tension**

Have your pt palpate your traps as you pretend to: drive, cook, brush your teeth, use a mouse, read, etc.

Ask the pt if they only work 30 seconds a day!

Ask them what **THEY think would happen after an entire day, week, month, year or lifetime of this tension. This is why they hurt even though “nothing happened”!**

Try this on the low back too!



Wellness: Respiration & Cardiovascular Health



Have your pt sit-up straight & breathe. Then have them hunch over & breathe. Ask them the difference - it's obvious. **Try breathing through a straw.** Let them know chiropractic helps maintain proper breathing & explain the importance of oxygen & decreased pressure on you heart. Also perform a pre/post adjustment breathing test, or use a spirometer.

Wellness: Respiration & Cardiovascular Health

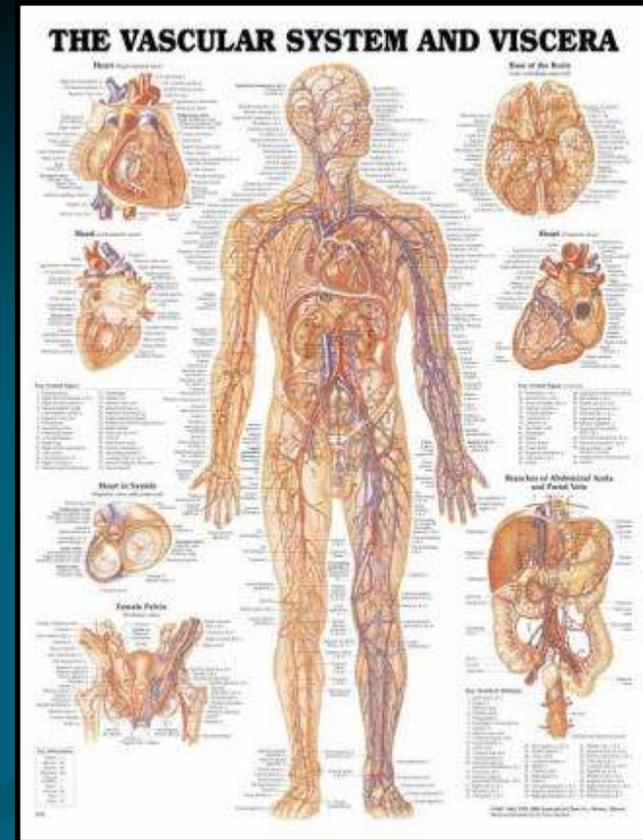


**Video them with THEIR phone pre & post adjustment so they can see the changes.
Seeing IS believing!**

Again ask the pt what they think will happen to the cardiovascular & respiratory systems with chiropractic care & postural restoration.

Patient Education

Pain Relief & Blood Flow



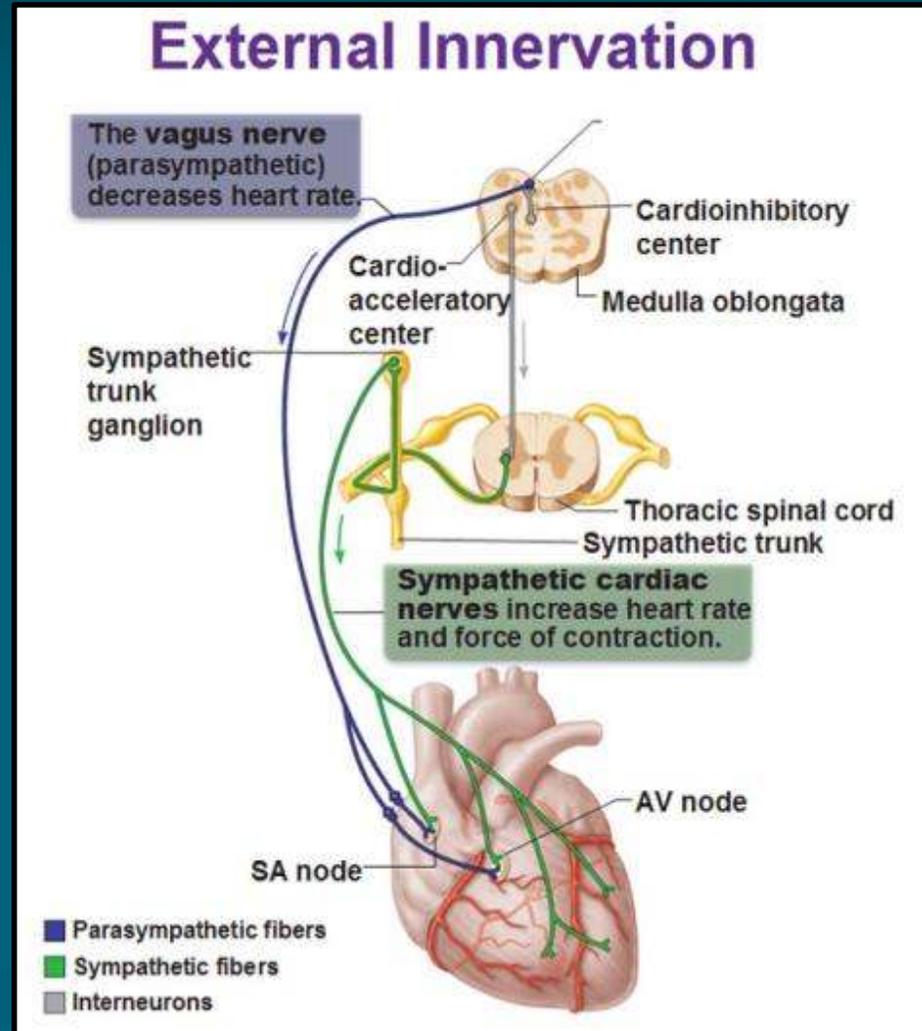
Squeeze your forearm & let go. Ask the pt why the skin turns white. Ask your pt what they think happens when their muscles are tight. That's right - decreased blood flow & trapped chemicals which cause pain.

Why Don't You Die When You Sleep?
Great question for your pts, they actually don't know. Now we can talk about the autonomic nervous system!



Wellness: Nervous System

If you cut the nerves that go from the brain to the heart what would happen?
What if those nerves were compressed?



Wellness:

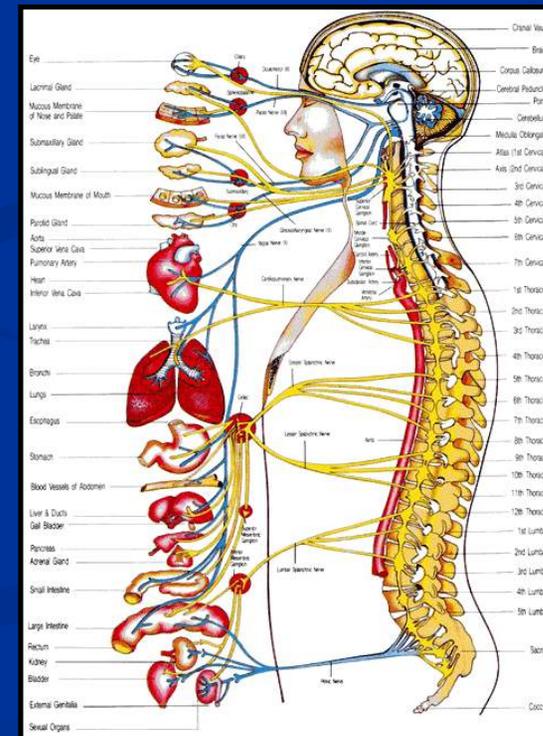
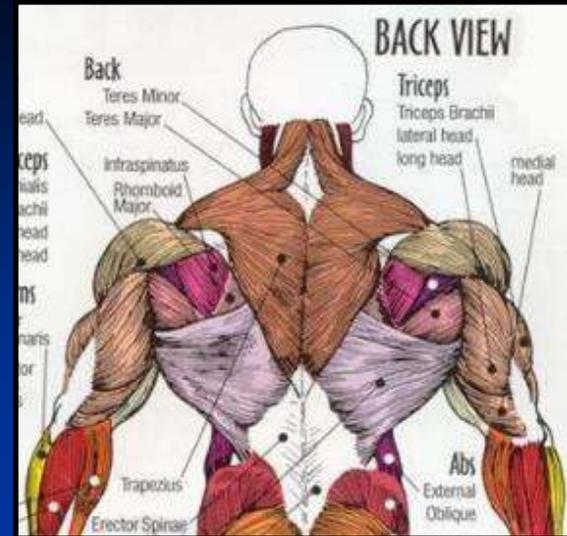
Nervous System

AK Posture Check

Stand up straight & put your arm out at 90° to your side then have someone push down on it.

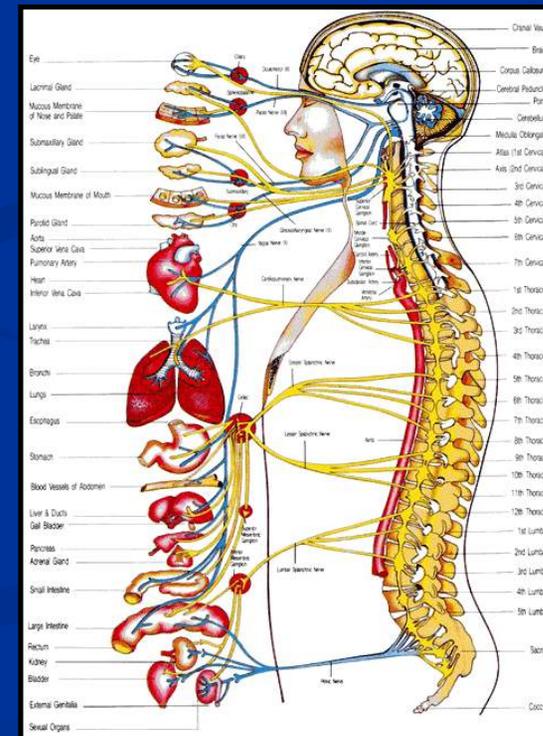
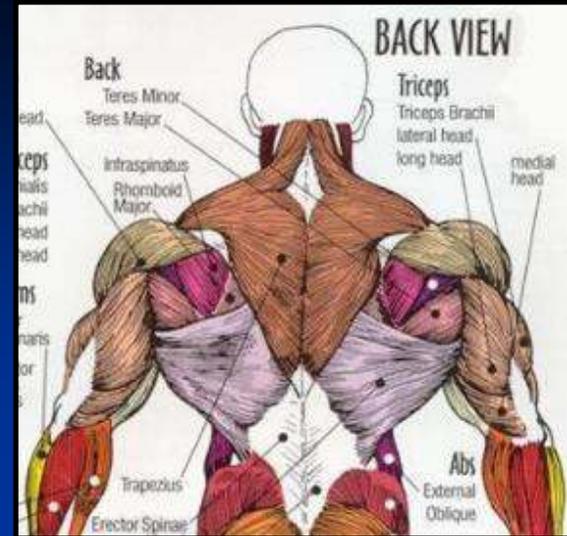
It should be strong.

Now slump over (anterior head translation & flexion) with bad posture & push down again, your arm should be weak.



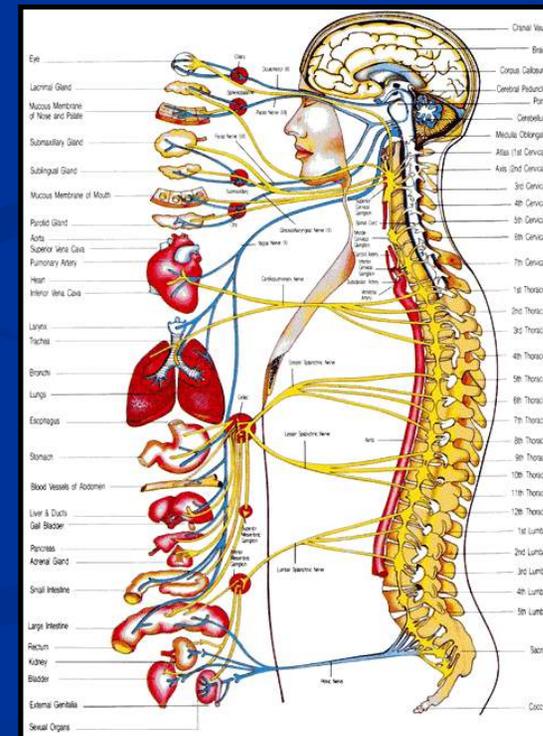
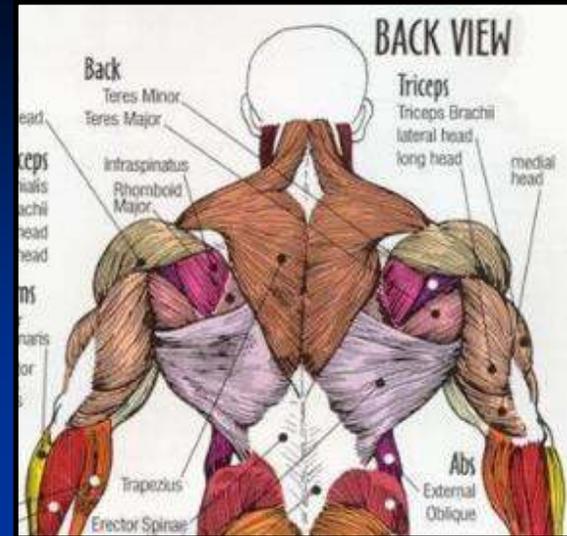
Explanation:

Review with pt. So with good posture your shoulder was strong? Yes. With bad posture it was weak? Yes. So do you think that only the shoulder muscle was affected or do you think it affects your entire nervous system as well? Entire system.



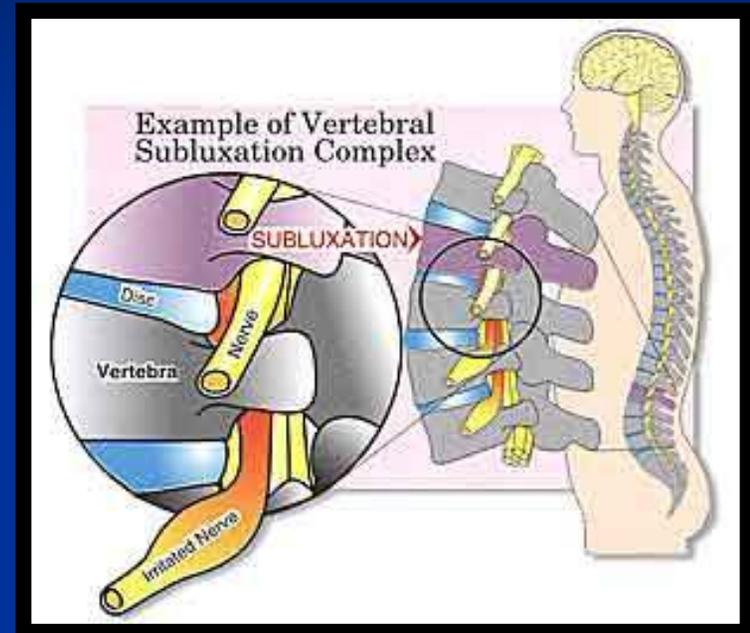
Final Part

So if we adjust your neck & upper back, getting your shoulders & head back in a good postural position, what do you think will happen to your nervous system? Wait for the pt to answer, way more effective than you telling them!



*Subluxation

1. Myopathophysiology
2. Neuropathophysiology
3. Kinesiopathophysiology
4. Histochemical Changes
5. Pathophysiology



How many DC's use this term?

How many words in the English language have only one definition?

“Minuscule amounts of pressure on a nerve root (10mm Hg, equal to a feather falling on your hand), resulted in up to a 50% decrease in electrical transmission.”

-Seth Sharpless PhD & Marvin Luttges PhD

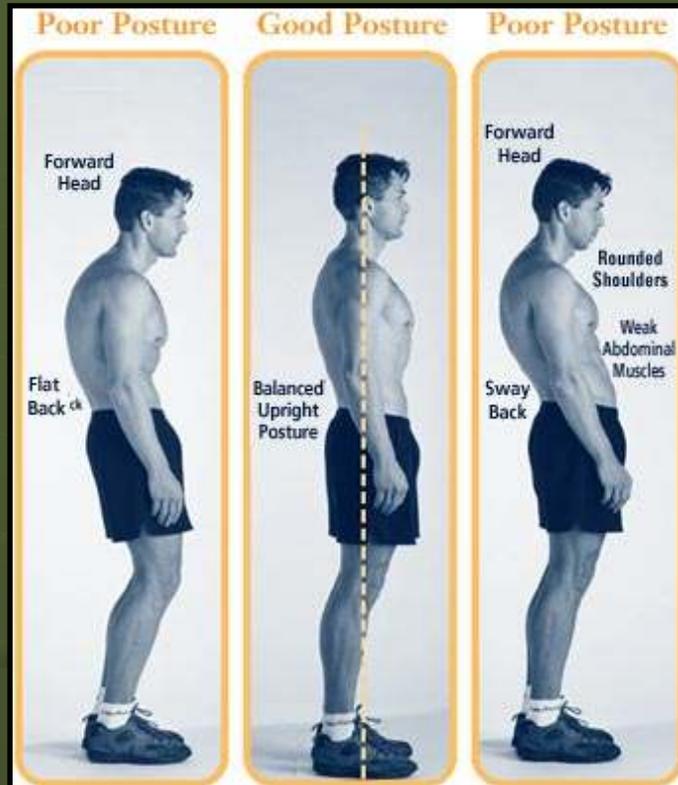


“Subluxations change the entire health of the body by causing structural dysfunction of the spine and nerve interference. The weight of a quarter on a spinal nerve will decrease nerve transmission by as much as 60%.”

-Chang Ha Suh, PhD



Posture is #1



Posture affects & moderates:
spinal pain
headache
mood
blood pressure
pulse
respiration
sympathetic function
homeostasis
autonomic regulation
breathing
hormone production

American Journal of Pain Management, 1994

Pts may not understand the terms in this list. Idea: Have term or concept of the week. Post on your website or in your office, or email it to pts.

Power of Posture

- All measures of health status showed significantly poorer scores as C7 plumb line deviation increased forward of the sacrum.
- Even minor forward head/body sagittal balance is detrimental.
- The severity of symptoms increases in a linear fashion with progressive increase of forward head/body sagittal imbalance.
- There was clear evidence of increased pain and decreased function as the magnitude of forward head/body sagittal balance increased.

Spine Volume 30(18), September 15, 2005 pp. 2024-2029

Power of Posture

“Head in forward posture can add up to 30 lbs of abnormal leverage on the cervical spine. This can pull the entire spine out of alignment. Forward head posture may result in the loss of 30% of vital lung capacity. These breath-related effects are primarily due to the loss of the cervical lordosis, which blocks the action of the hyoid muscles, especially the inferior hyoid responsible for helping lift the first rib during inhalation.”

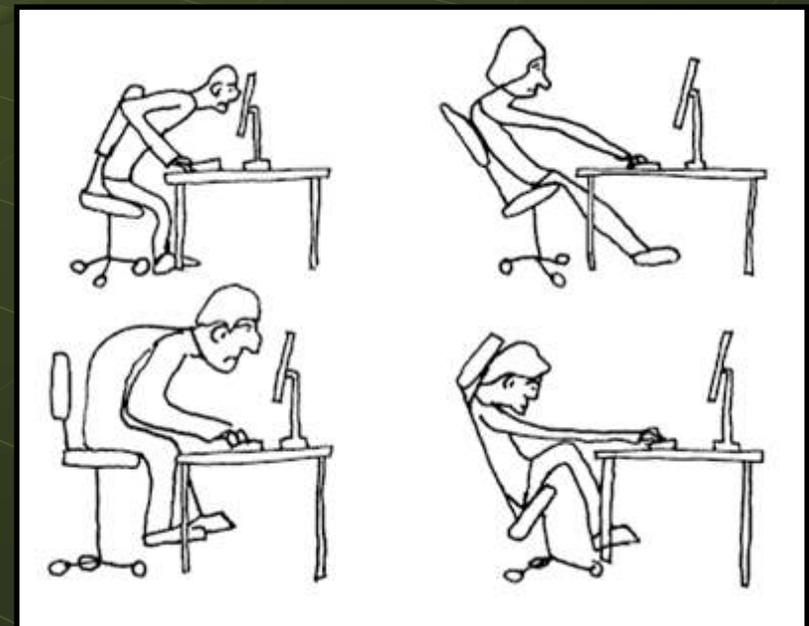
Rene Cailliet M.D., famous medical author and former director of the department of physical medicine and rehabilitation at the University of Southern California

Sit-up Straight!

Loss of proper joint structure & function (due to poor posture)

↑ adhesion formation in spinal soft tissue.

Grieve, Common Vertebral Jt Problems, 1988



Patient Education 10 lb demo



Fact: the average head weighs 10-12 lbs.

For every inch of anterior translation your muscles hold an additional 10-12 lbs.

Demo: have your pt palpate your bicep as you move the weight from over your shoulder to our in front of you. The bicep will go from loose to tight. This is the same as the trapezius muscle which holds your head upright all day.

“Better than 90% of the energy output of the brain is used in relating to the physical body in its gravitational field. The more mechanically distorted a person is, the less energy available for thinking, metabolism and healing.”

**Dr. Roger Sperry,
1981 Nobel Prize in Physiology & Medicine**



Posture & Wellness

Don't Believe Me? Take A Look

Have your pts observe the posture of people over 50. Typically people with good posture appear healthy & people with bad posture look ill.



Wellness ~ Myth Busters

Once you go, do you have
to go forever? **NO!**

~ Only as long as you want the
benefits of Chiropractic.

Analogies: exercise, diet,
dental care, tune-up your car.

Chiropractic isn't just about
eliminating symptoms,
it's about maintaining health.

of visits ~ how many?

What's excessive?



Chiropractic...

Choosing The Right Type Of Care For You

Choosing the type of care that fits your needs at this point in your life is one of the most important decisions you can make. Your health is your responsibility and I am excited to serve you however you see fit.

My main goal is to help you to make educated choices in regard to the different types of health care available in the office. There are three types of care:

- * Do Nothing Right Now
- * Relief/Band-Aid Care
- * Life Enhancement/Corrective Care

Do Nothing Right Now

Although "Do Nothing At All Now Care" reflects a "save it for a rainy day" attitude, most people understand that the problem will most likely get worse with time. Maybe the symptoms will go away, but the underlying problem still needs to be addressed. I trust that you received important information about your body and your health for future decisions.

Relief/Band-Aid Care

This type of care is designed for people who want to focus only on relieving immediate symptoms. This is similar to taking an aspirin for low back pain. The pain may temporarily go away but it does nothing to address the underlying cause.

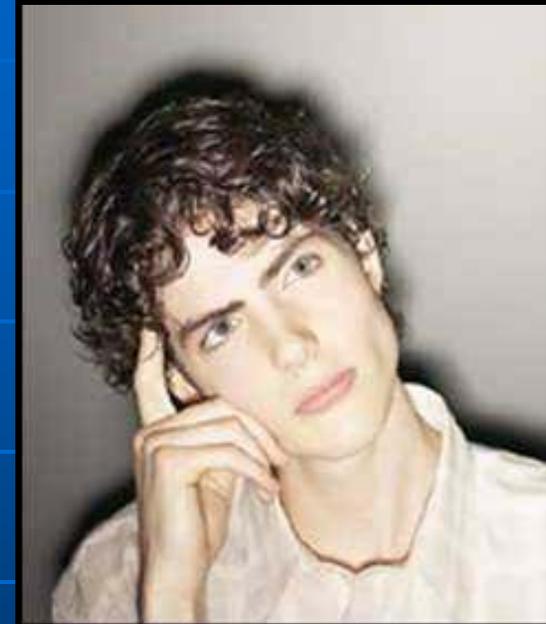
Ignoring the cause often leads to more serious problems. In the same way, pressure on the spine and the nervous system can alter physical and chemical structures, possibly leading to dysfunction and degeneration of the soft tissue, nerves, muscles, ligaments, disc and bone. The problem will most likely return again and again, often becoming worse. I am glad to address relief for your immediate symptoms and I will be here for you if you choose to later address and correct the underlying problems.

Life Enhancement/Corrective Care

Life Enhancement/Corrective Care is what Chiropractic is really all about. This care helps you get the most out of your body for the rest of your life. It goes beyond providing immediate relief and addresses the underlying cause of your problem. Correcting vertebral subluxations, removes the interference in your spine and allows the nervous system to function properly, thus realizing the highest level of health. This level of care is designed to bring about stabilization and healing.

This process takes Time, Repetition and Energy. Once your nervous system has started the healing process and functions closer to 100%, it pays you back many times over. You may then develop a stronger immune system, higher energy levels, better sleep patterns, clearer mental focus and a higher quality of Life.

My goal is to give you the information and support to make an informed decision about your health care.
The choice is yours.



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Free Materials

Activity
When To Choose Chiropractic!
Initial Intake Form:

Make a list of the top 20 non-pain benefits of chiropractic care (wellness benefits).



Non-pain Benefits of Chiropractic Care

Put this list on initial intake form.

Self Health Evaluation

Activities Of Daily Living

Athletic Performance

Balance

Blood Pressure

Breathing Measurements

Decreased Headaches

Decreased Pain

Decreased Stress

Fewer Colds

Increased Flexibility

Increased Range of Motion

Improved Function

Improved Digestion

Improved Posture

Improved Sleep Patterns

Increased Energy

Neurological Test Improvements

Orthopedic Test Improvements

Pulse

Respiration Rate

Strength

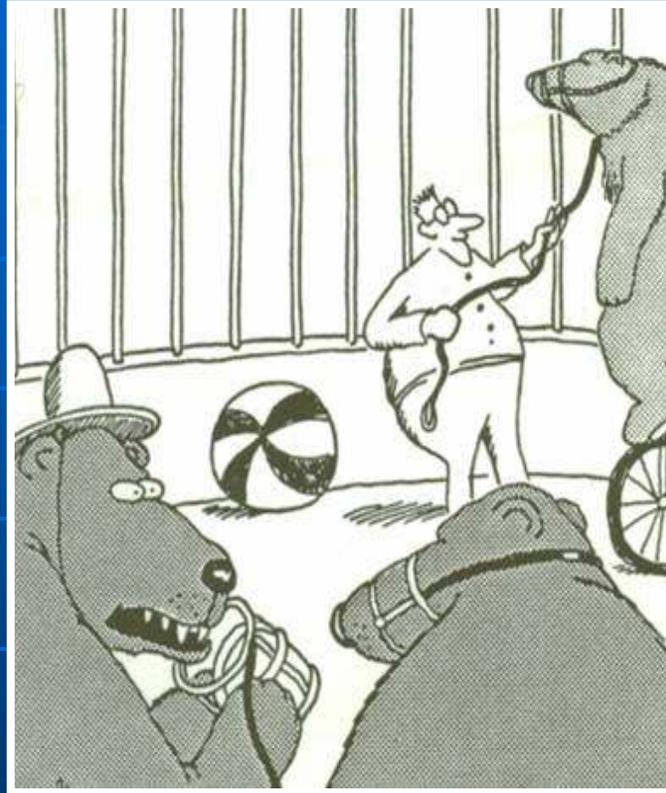
Prevention of Surgery

Weight Loss BMI

changing pts awareness of health can lead to better choices

Many processes including inflammation & degeneration happen below the conscious level!

RealAge.com



“Well, hey... These things just snap right off.”



LIVE LONG & HEALTHY?

Take the quiz and add up your score. That's the number of years you can expect to live above or below your life expectancy. These aren't the only factors that determine your longevity, but these are the ones you can control. Good luck.

Build	Athletic	Thin	Average	Overweight	Obese	Score
	5	3	0	-5	-18	_____
Exercise	Intense	Moderate	Periodic	Light	Sedentary	
	5	3	0	-3	-5	_____
Stress	None	Mild	Moderate	High	Constant	
	5	0	-1	-4	-7	_____
Sleep/hours	<6	6	7	8	>9	
	-3	0	1	2	-3	_____
Cholesterol	140	160	200	220	240	
	3	2	0	-3	-5	_____
Blood Pressure	110/60	120/80	140/90	160/100	170/120	
	3	0	-2	-3	-5	_____
Smoking	Quit 10+ years ago never			4		
	Quit within last 10 years			0		
	Smoke occasionally/second hand smoke			-3		
	1 Pack daily			-7		
	2 Pack daily			-12		
Drugs	Seldom			1		
	Some aspirin & OTC drugs			0		
	Heavy aspirin & OTC drugs			-4		
	Regular use of prescription drugs			-6		
	Heavy use of prescription drugs			-10		
Diet	Low fat no refined foods			5		
	Moderate fats/few refined foods			3		
	Typical fats/several refined foods			0		
	Few fruits & vegetables/mostly refined foods			-3		
	Fad diet			-5		
Breakfast	Everyday			1		
	Sometimes			0		
	None			-1		
	Coffee only			-2		
	Coffee & donut			-3		

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Free Materials

Ask pt to grade themselves. Are they an old 50 or a young 50? List 3 ways to change that.

Activity ~ Measuring The Benefits?

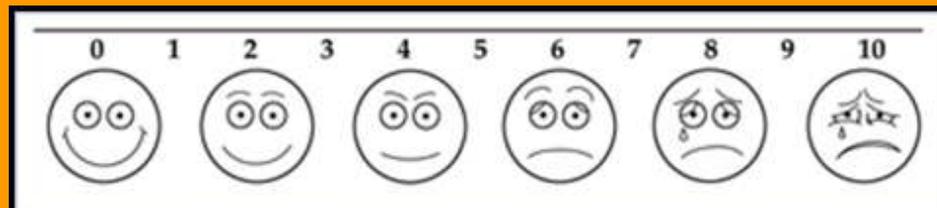
How can we measure wellness?

We need several measurable components of wellness.

Things that we can do pre-adjustment vs post-adjustment and show the pt a measurable difference.

Please list as many things as you can.

(think systems & organs)



Reason Seeking Care: Pain/Injury Related YES NO

Wellness/Health Maintenance YES NO

Have you been to a chiropractor before? YES NO

Briefly describe that experience:

Did the last chiropractor adjust your spine? YES NO

If yes, was there a “popping” sound when they adjusted you? YES NO

If yes please explain to the best of your ability what causes that “popping” sound:

Expectations of care.

How many visits to our office do you anticipate?

In our chiropractic office we provide many services for your health. To get an idea of what you want and expect please take the following survey.

Do you want to live a long & healthy life? Yes No

If you answered yes above, how much time per day outside our office are you willing to commit to this goal? _____hours _____minutes

Please score yourself from 1 to 10 below in each health category and then indicate if you are interested in receiving help in these areas. You can select as many or as few as you like.

Neck pain: 1 2 3 4 5 6 7 8 9 10 (1 no pain at all, 10 extreme pain)

I would like help and/or info on decreasing my neck pain: Yes No

Mid-back/rib cage pain: 1 2 3 4 5 6 7 8 9 10 (1 no pain at all, 10 extreme pain)

I would like help and/or info on decreasing my mid-back/rib cage pain: Yes No

Low back pain: 1 2 3 4 5 6 7 8 9 10 (1 no pain at all, 10 extreme pain)

I would like help and/or info on decreasing my low back pain: Yes No

Shoulder pain: 1 2 3 4 5 6 7 8 9 10 (1 no pain at all, 10 extreme pain)

I would like help and/or info on decreasing my shoulder pain: Yes No

Elbow pain: 1 2 3 4 5 6 7 8 9 10 (1 no pain at all, 10 extreme pain)

I would like help and/or info on decreasing my elbow pain: Yes No

Wrist/hand pain: 1 2 3 4 5 6 7 8 9 10 (1 no pain at all, 10 extreme pain)

I would like help and/or info on decreasing my wrist/hand pain: Yes No

SI joint pain: 1 2 3 4 5 6 7 8 9 10 (1 no pain at all, 10 extreme pain)

I would like help and/or info on decreasing my SI joint pain: Yes No

Hip joint pain: 1 2 3 4 5 6 7 8 9 10 (1 no pain at all, 10 extreme pain)

I would like help and/or info on decreasing my hip joint pain: Yes No

Knee pain: 1 2 3 4 5 6 7 8 9 10 (1 no pain at all, 10 extreme pain)

I would like help and/or info on decreasing my knee pain: Yes No

Ankle/foot pain: 1 2 3 4 5 6 7 8 9 10 (1 no pain at all, 10 extreme pain)

I would like help and/or info on decreasing my ankle/foot pain: Yes No

Energy level: 1 2 3 4 5 6 7 8 9 10 (1 low energy, 10 high energy)

I would like help and/or info on increasing my energy level: Yes No

Diet and nutrition: 1 2 3 4 5 6 7 8 9 10 (1 horrible diet, 10 excellent diet)

I would like help and/or info on improving my diet and nutrition: Yes No

Exercise program: 1 2 3 4 5 6 7 8 9 10 (1 horrible exercise habits, 10 excellent exercise habits)

I would like help and/or info on exercise: Yes No

Ability to sleep well: 1 2 3 4 5 6 7 8 9 10 (1 horrible sleeper, 10 excellent sleeper)

I would like help and/or info on getting a good night's sleep: Yes No

Stress level: 1 2 3 4 5 6 7 8 9 10 (1 no stress at all, 10 extreme stress)

I would like help and/or info on decreasing my stress: Yes No

Headache frequency: 1 2 3 4 5 6 7 8 9 10 (1 constant headaches, 10 never)

I would like help and/or info on decreasing my headaches: Yes No

Posture: 1 2 3 4 5 6 7 8 9 10 (1 poor posture, 10 perfect posture)

I would like help and/or info on improving my posture: Yes No

Breathing: 1 2 3 4 5 6 7 8 9 10 (1 poor breather, 10 good breather)

I would like help and/or info on improving my breathing: Yes No

Blood pressure: 1 2 3 4 5 6 7 8 9 10 (1 poor blood pressure, 10 normal blood pressure)

I would like help and/or info on improving blood pressure: Yes No

I would like help and/or info on improving blood pressure: Yes No

Daily Activities: 1 2 3 4 5 6 7 8 9 10 (1 unable to perform, 10 able to perform)

(ex: house chores, driving distance, sitting extended period, etc)

I would like help and/or info on improving my ability to perform daily activities: Yes No

Enjoyable Activities: 1 2 3 4 5 6 7 8 9 10 (1 unable to perform, 10 able to perform)

(ex: golf, gardening, play with kids)

I'd like help and/or info on improving my ability to perform enjoyable activities: Yes No

Please list 5 activities of daily living you can't perform at 100% (ex: house chores, driving distance, sitting extended period, etc)

- 1.
- 2.
- 3.
- 4.
- 5.

Please list 5 activities that you really enjoy that you can't perform at 100% (ex: golf, gardening, play with kids)

- 1.
- 2.
- 3.
- 4.
- 5.

VAS Math!

1st VAS	2nd VAS		% 
8	7	1	12.5%
7	6	1	14.3%
6	5	1	16.7%
5	4	1	20.0%

$$1/7 = \overline{.142857}$$

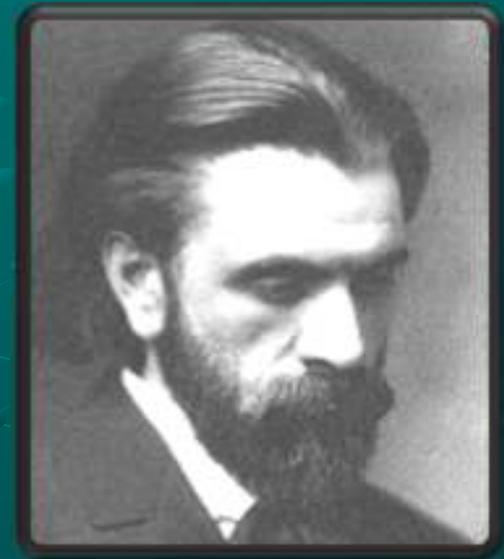
Pt Education & Technique



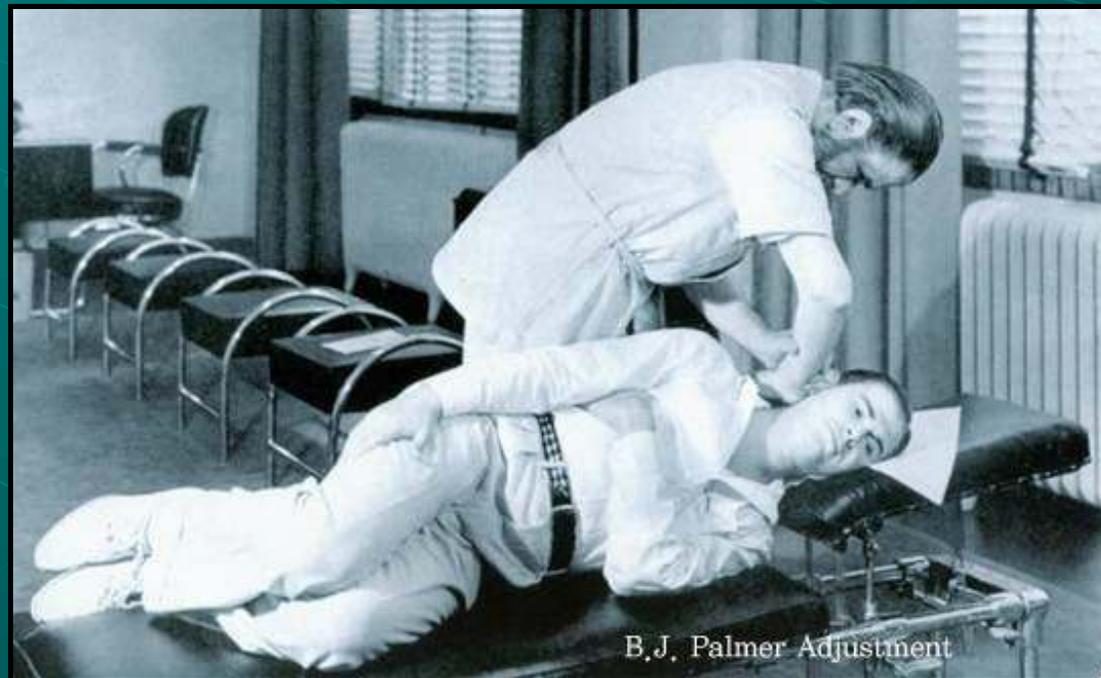
Reverend Samuel H. Weed, selected two Greek words, 'cheir' and 'praktikos', meaning when combined, "done by hand" Chiropractic

BJ Palmer ~ 1881-1961 Last Printed Words

Time always has and always will perpetuate those methods which better serve mankind. Chiropractic is no exception to that rule. My illustrious father placed this trust in my keeping, to keep it pure and unsullied or defamed. I pass it on to you unstained, to protect as he would have you do. As he passed on, so will I.



**We admonish you to keep this principle and
practice unadulterated and unmixed.
Humanity needed then what he gave us.
You need now what we give you.
Out there in those great open spaces are
multitudes seeking what you possess.**



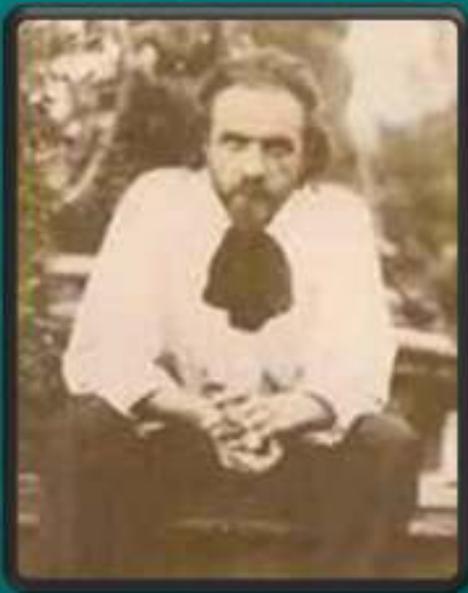
B. J. Palmer Adjustment



**The burdens are heavy;
responsibilities are many;
obligations are providential;
but the satisfaction of traveling the
populated highways and byways,
relieving suffering and adding
millions of years to lives of
millions of suffering people,
will bring forth satisfaction and
glories with greater blessings than
you think. Time is of the essence.**



May God flow from above-down his bounteous strengths, courage's and understanding to carry on; and may your innate's receive and act on that free flow of wisdom from above-down, inside-out... for you have in your possession a sacred trust. Guard it well.



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Free Practice & Patient Materials



Chiropractic Philosophy & Technique

Okay so what technique should I use? Well this is a similar discussion as the practice management question. I have seen DC's use Network technique and be incredibly successful, but I have also seen some fall flat on their face. One DC followed the Gonstead technique and the practice was a huge success. The next DC could not make it work. Another DC was an upper cervical doc and wow, a huge practice and the DC across the street doing the same thing couldn't get anyone to come in.

Whether the DC used an activator, PT equipment, incorporated exercise and nutrition, had a multi-disciplinary approach, sold shoe inserts, had fancy equipment or just an old chiropractic bench, none of that seems to matter. I have seen every technique under the sun be super successful and I have seen everyone of them fail. The difference? Well the difference was always the DC. If the DC was 100% behind the philosophy of that technique or style then success seemed inevitable. But if that DC was unsure of what they were doing then the whole thing seemed doomed. The INTENT of that DC was the key to success.

Chiropractic Philosophy & Technique



Every technique I have come across seems to get great results if it is applied with the proper intent and skill. The arguments we had in school about which technique was best seem a bit silly now. They all work just fine. YOU should feel that your technique is best, that is the belief system you need to make what you do successful. If uncertainty creeps in then your success will wane.



Chiropractic Philosophy & Adjusting Skills

In regards to adjusting skills, my philosophy is simple: practice, practice, practice. Some DC's stop working on their skills as soon as they graduate, and assume adjusting patients is practice enough. Gone are the long evenings at a colleague's apartment with endless set-ups and thrusts. The in depth discussions we used to have in regards to biomechanics and how the proper adjustment should take place., gone. And the speed drills, when was the last time we did that?

I view adjusting as a sport. Think back to the times you played sports, (perhaps you are currently competing). Did you practice? Of course. In fact you probably practiced way more than actually playing "the game". Over and over, again and again, you practiced your skill set, working on the flaws in your game.



“Practice Does Not Make Perfect. Perfect Practice Makes Perfect!” ~ Vince Lombardi, Hall of Fame Football Coach Green Bay Packers

Pain Theory:

↓ Pain

Immobilize

Ice

Effect:

Muscles atrophy/weaker

Muscles tighten

↑ Adhesions

↓ Proprioception

↓ Fluid flow

Functional Theory:

Speed healing

Mobilize

Heat

↓ pain

Effect:

Muscles stronger

Muscles looser

↓ Adhesions

↑ Proprioception

↑ Fluid flow

Adjusting Styles

I have seen DC's use Network technique and be incredibly successful, but I have also seen some fall flat on their face. One DC followed the Gonstead technique and the practice was a huge success. The next DC could not make it work. Whether the DC used an activator, PT equipment, incorporated exercise and nutrition, had a multi-disciplinary approach, sold shoe inserts, had fancy equipment or just an old chiropractic bench, none of that seems to matter.

Adjusting Styles

I have seen every technique under the sun be super successful and I have seen everyone of them fail. **The difference?**

Well the difference was always the DC. If the DC was 100% behind the philosophy of that technique or style then success seemed inevitable. But if that DC was unsure of what they were doing then the whole thing seemed doomed.

The INTENT of that DC was the key to success.

Activity

Explain The Adjustment!



Macro vs Micro Trauma

In The Beginning...

In the DC's office you get 2 types of cases, macro-trauma (think hit by a bus) or the dreaded repetitive micro-trauma (RMT). For the typical DC office 90-99% of new patients likely present with RMT instead of macro-trauma, but we shall consider both.

For this course I will assume that visceral and systemic pathology have already been ruled out and that we are dealing with classic acute and chronic soft tissue injuries.

What's Happening!

With Macro or Micro Trauma...

1. Pt has tight contracting muscles (acute and/or chronic)
2. Chemicals (acute inflammatory, chronic inflammatory and/or metabolic waste products) become trapped in the soft tissue cells
3. Adhesions form (visible under microscope within 4 days)
4. Joints involved now have restricted motion.
5. With time the cycle continues to become worse.

Patient Education: Demonstrations

Repetitive Micro-Trauma

How long does it take for pants or a shirt to wear out?

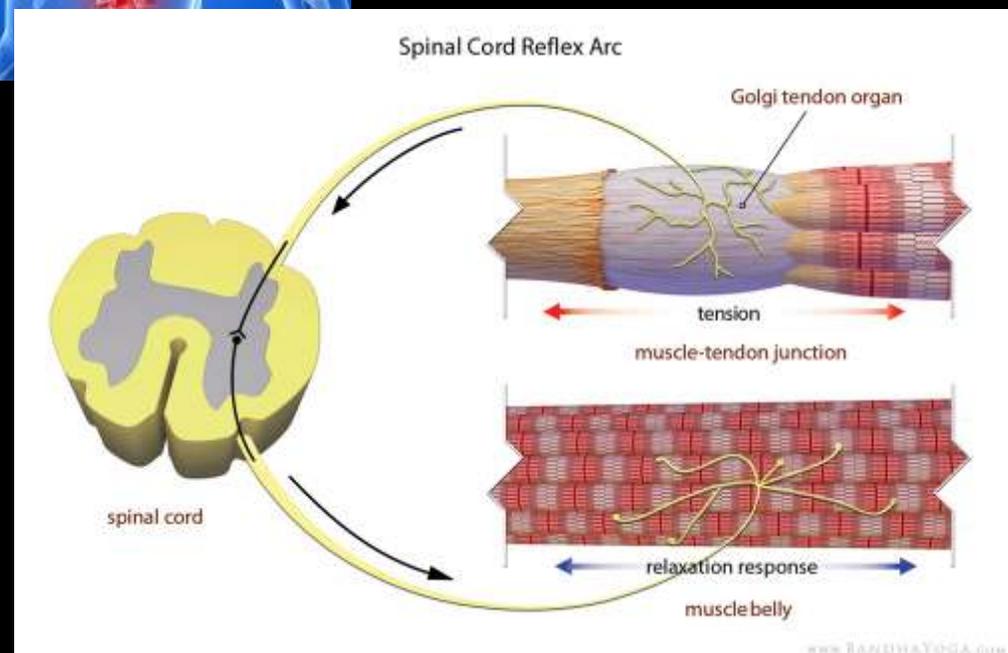
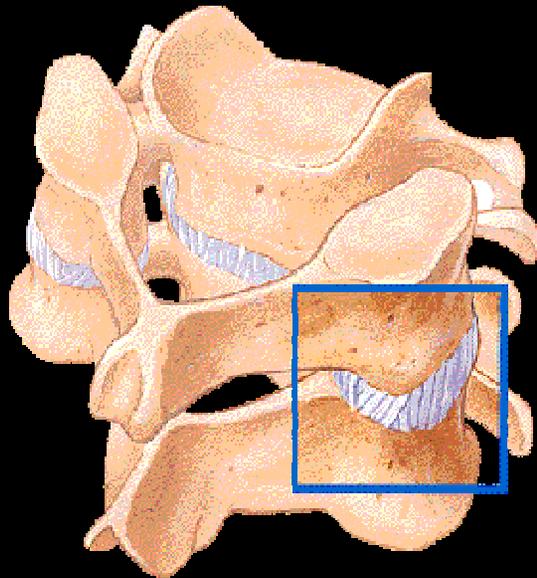
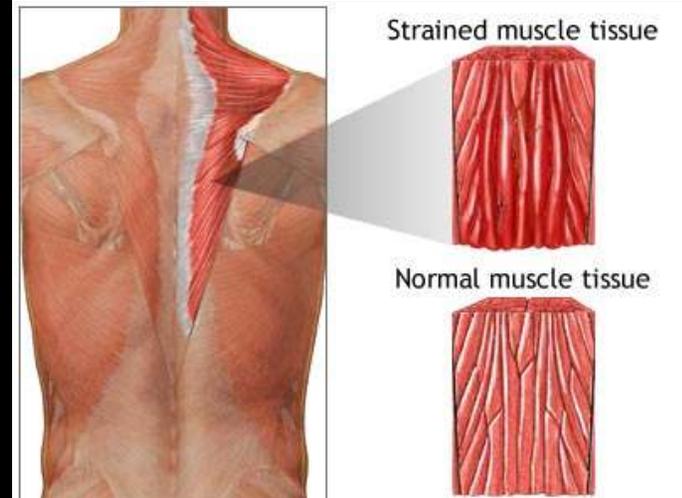
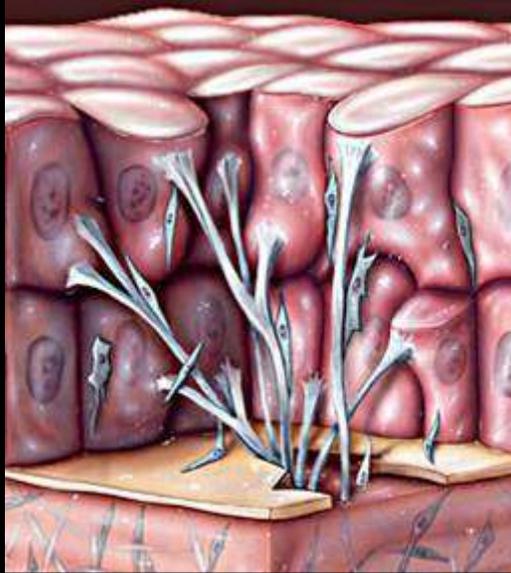


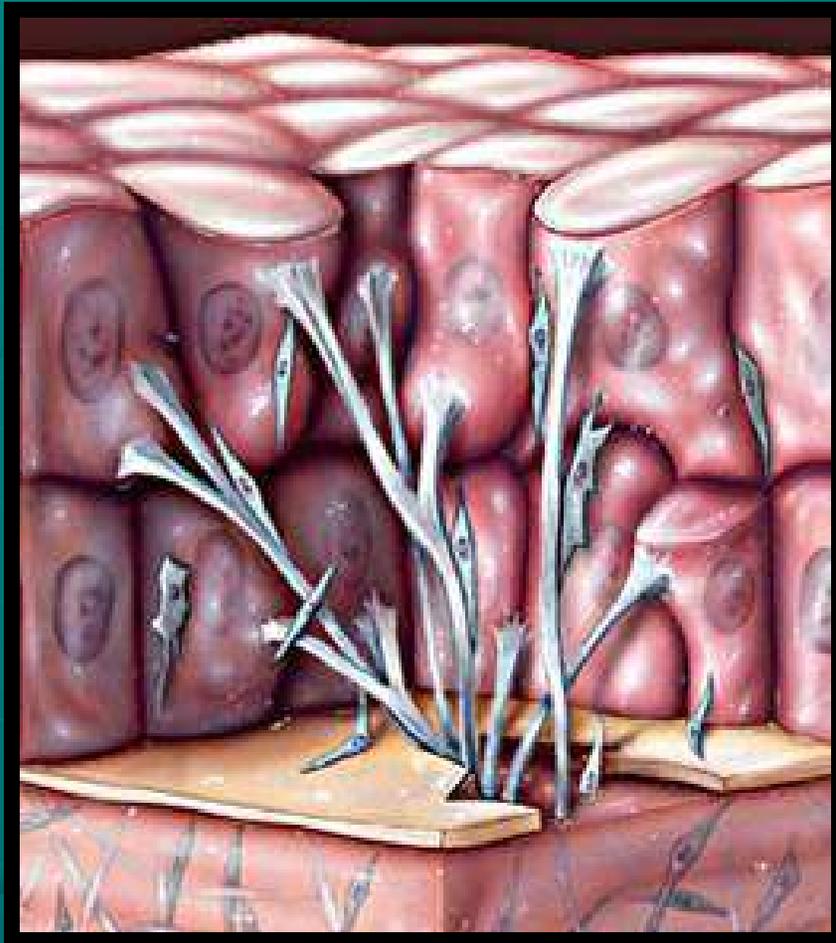
What Are We Doing!

Adjustments:

1. Relax tight contracting muscles
2. Allow new chemicals to flow into the cells
3. Allow acute/chronic inflammatory chemicals to flow out
4. Stretch and/or break up adhesions
5. Allow for improved joint motion

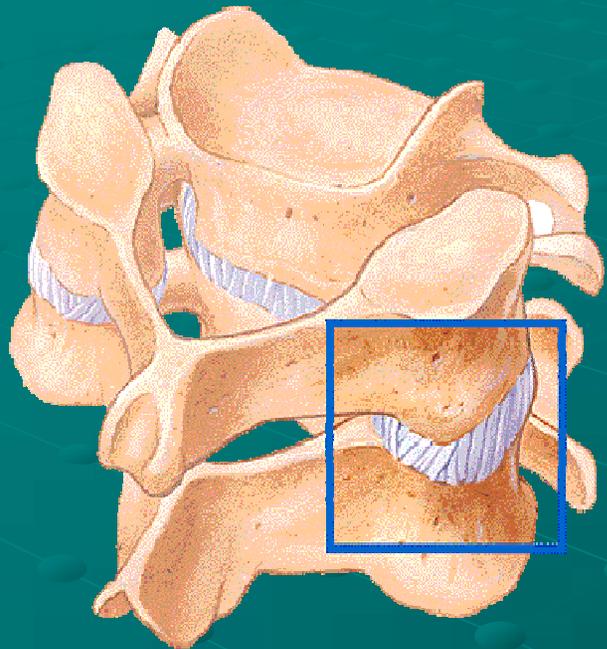
What Are We Doing!





**Fibrin deposits
result in
chronic
inflammatory
conditions.**

Spine, 1987



**Hypomobility results in
degenerative changes
& adhesions around
the facet joints.**

**Adjusting gaps the joint
& breaks up adhesions,
re-establishing joint
motion.**

JMPT, 2004



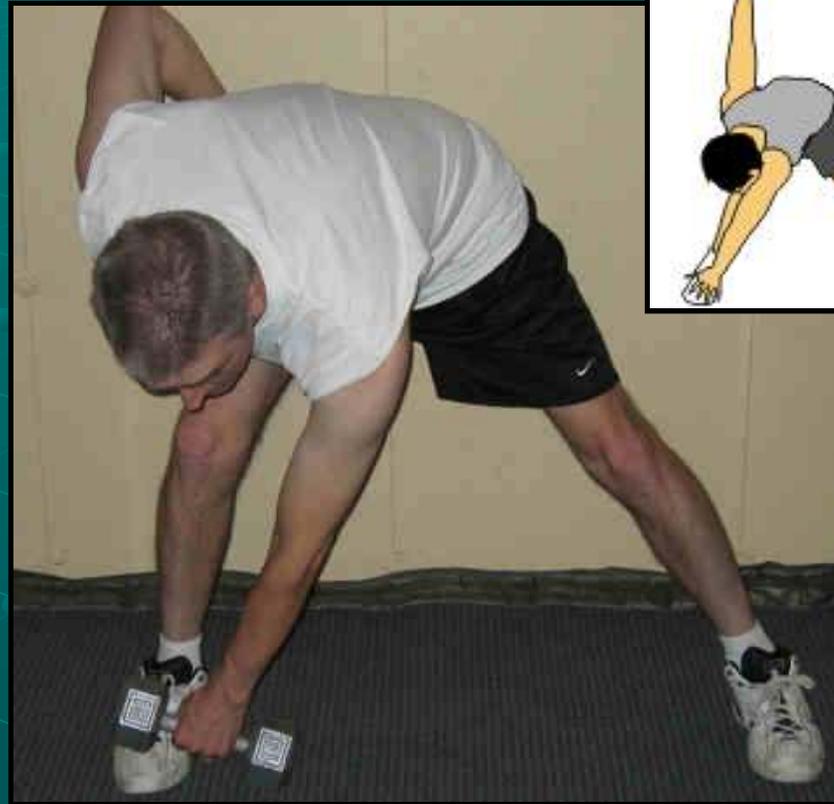
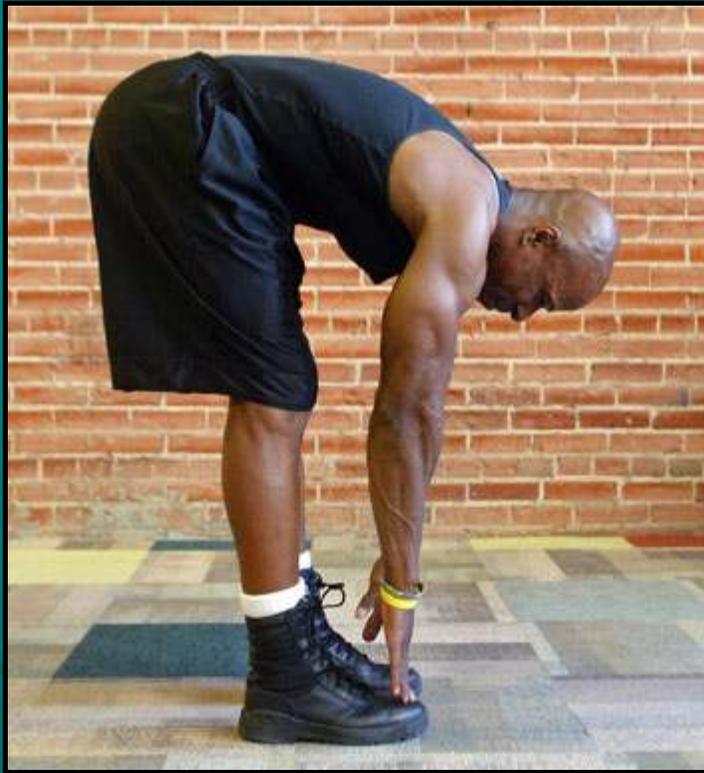
Scattered toothpicks, shrink wrap or a spider's web are all examples of the pattern of adhesion formation.

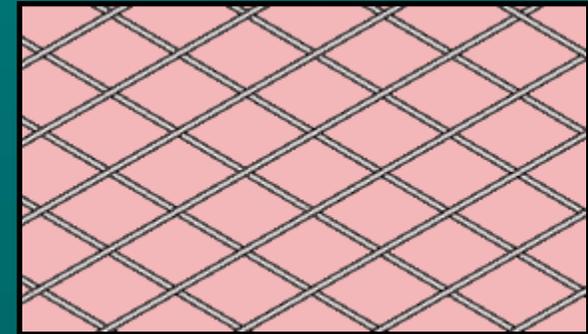
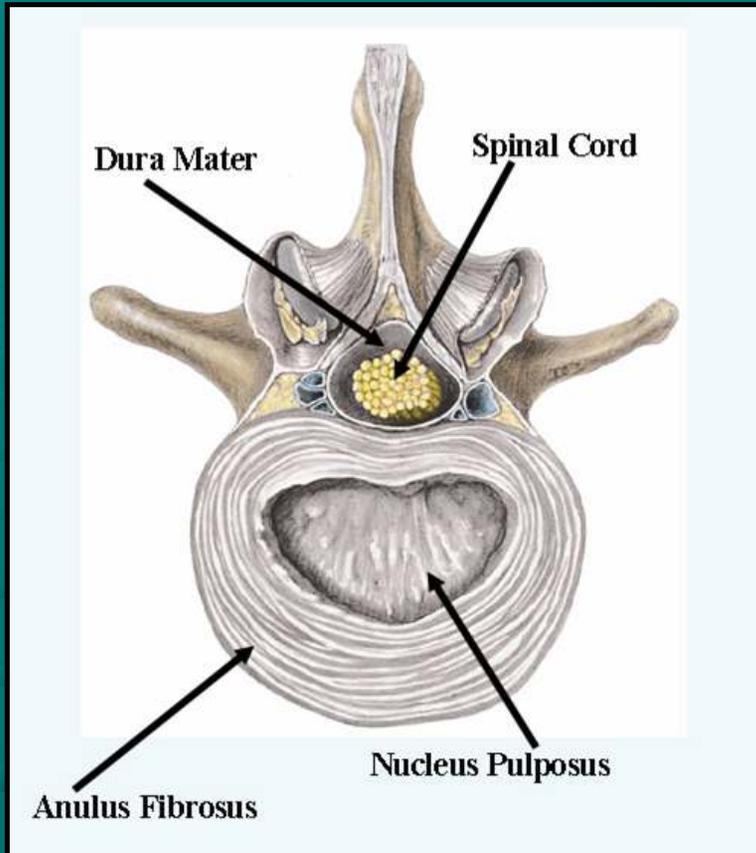
Bad Stretching



**Bad stretching
position.
No isolation & leaning
over is always hard
work for the back.
Two rubber bands demo.**

We Learned That In School?





**Annular Fibers:
Relaxed**



**Annular Fibers:
Under Stress**

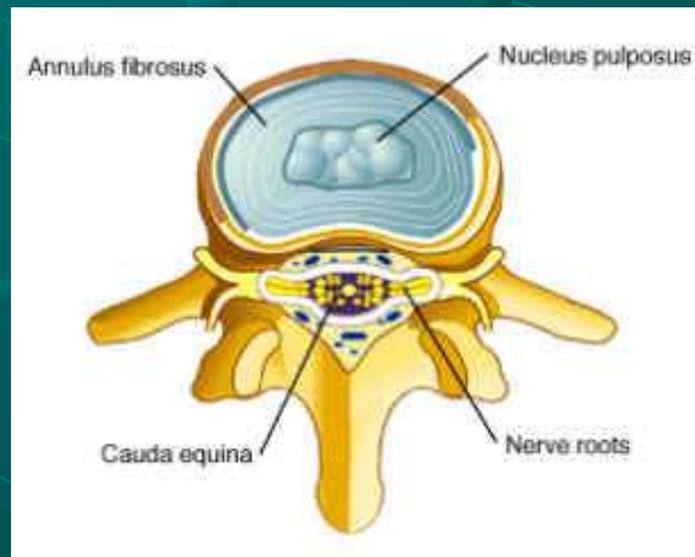
The fibers are at a 30° angle, as you lean forward & rotate only half the fibers hold, making them susceptible to injury.

Motion & Nutrition

Immobilization arthropathies are probably due to nutritional failure. Avascular cartilage, behaving like a water filled sponge, gives off fluid on compression & takes it up on release of pressure.

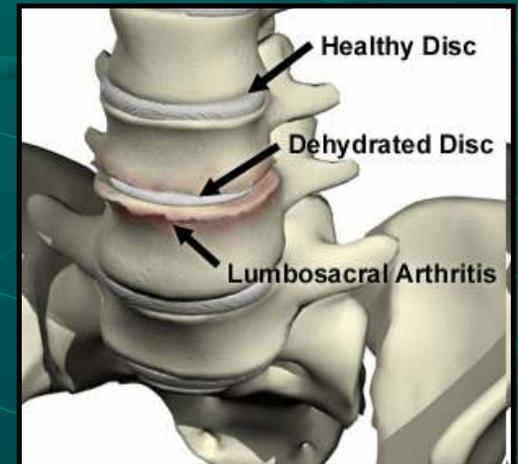
Alternate compression & re-expansion allows a supply of nutrients & removal of metabolic waste.

Arthritis & Rheumatism, 1984



Patient Education: The Sponge

A dried-up & wet sponge are good examples of fluid flow & dehydration of the disc.



Imbibition for the Discs



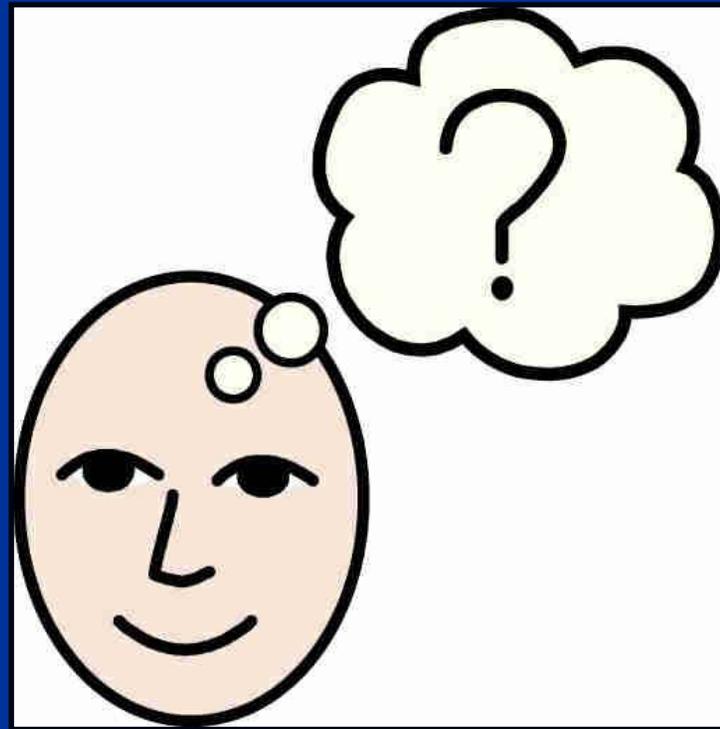
Swaying back & forth is great to prevent back stiffness & pumps the discs.

Eddie Izzard ~ Dressed To Kill



What Is The Public Perception?

**Chiropractors perform many exams that pts have not seen, be sure to explain as you go!
(verbalize your routine spinal assessment
~ AK, leg checks, palpation etc)**



Let Them Know What You're Doing!

1. What you're about to do
2. Why you're doing it
3. What you're looking for
4. What you found
5. What it means
6. What you're going to do about it
7. What are your expectations

Patient Education:

(public has no idea what we are selling)



Marketing Ideas

Internal

Box on the Wall
ROF
Care Plan
Re-eval
Wellness Letters
Newsletters
Testimonials
Diploma's
Awards
Chiro Literature
Chiro Information
Sayings
Follow-up calls (noshows, late, out of town)
Reminder calls (before appointment)
Health Talks
Schedule Multiple Visits
Pre-pay
Polaroid pictures of patients on walls
Community Board
Free vitamins/echinacea tablets/water
Demonstrations

External

Screenings
Flyers
Radio
Newspaper
Clubs/Associations
Lions
Rotoray
Chamber of Commerce
Womens Club
Gyms
Church
Ergonomic Talks
Daycare
Stores
Scoliosis Screenings
Health Fairs
Sporting Events-Booth
Phonebook
Movie Theater
5% to group of the month
Sponsor sports team
Free Care for high school team
Team Dr.



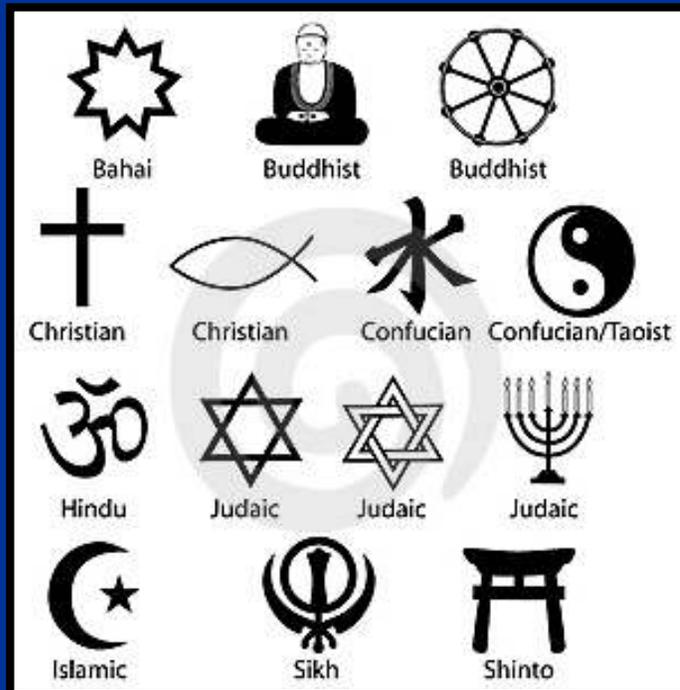
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Free Materials

Religion & Pluto

Shifting Paradigms

1% keep their New Year's Resolution for the year. 93% blow it by Jan 12th!



Talk Over The Patients Head

Impress the pt on that initial visit. Let them know you are highly educated & DID NOT just attend a weekend course.

How smart do you sound on a routine visit?



Chiropractic Education Class Hours	Subject	Medical Education Class Hours
520	Anatomy	508
420	Physiology	326
271	Pathology	335
300	Chemistry	325
114	Bacteriology	130
370	Diagnosis	374
320	Neurology	112
217	X-Ray	148
65	Psychiatry	144
65	Obstetrics & Gynecology	198
225	Orthopedics	156
2,887	TOTAL HOURS	2,756
Adjusting, Manipulation, Kinesiology, and other similar basis subjects related to their specialty.	Other required subjects for doctors of medicine/doctors of chiropractic	Pharmacology, Immunology, general surgery, and other similar basic subjects related to their specialty.
4,485	GRAND TOTAL CLASS HOURS	4,248

Group Discussion

How often should someone get adjusted?



**How often should someone get eat fruits
and vegetables or work out?
Once a month?**



How Is Everything? Why Do Some Pts Come In Only Once?



Complacency

Doctor: “This is no big deal.”

Patient: “It is to me.”



**“It’s just a simple operation. Routine.
Boring. I’m only doing it for the money.”**

Outrageous Claims?

How many Blind or Deaf Pts can you cure?



Chiropractic Diversity:

Good or Bad?

Dentist Office Skit



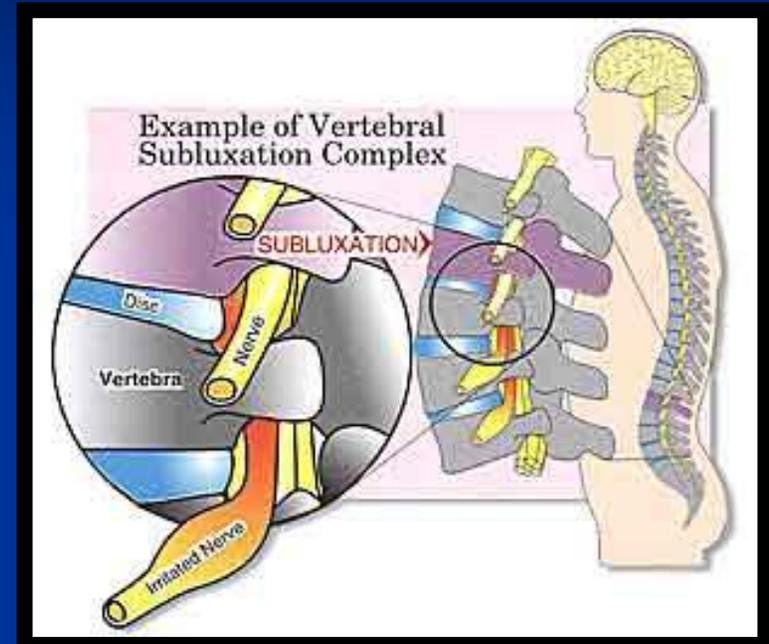
“United we stand,
divided we fall.”

- Patrick Henry, 1799



*Subluxation

1. Myopathophysiology
2. Neuropathophysiology
3. Kinesiopathophysiology
4. Histochemical Changes
5. Pathophysiology



“Minuscule amounts of pressure on a nerve root (10mm Hg, equal to a feather falling on your hand), resulted in up to a 50% decrease in electrical transmission.”

-Seth Sharpless PhD & Marvin Luttges PhD



“Subluxations are real.

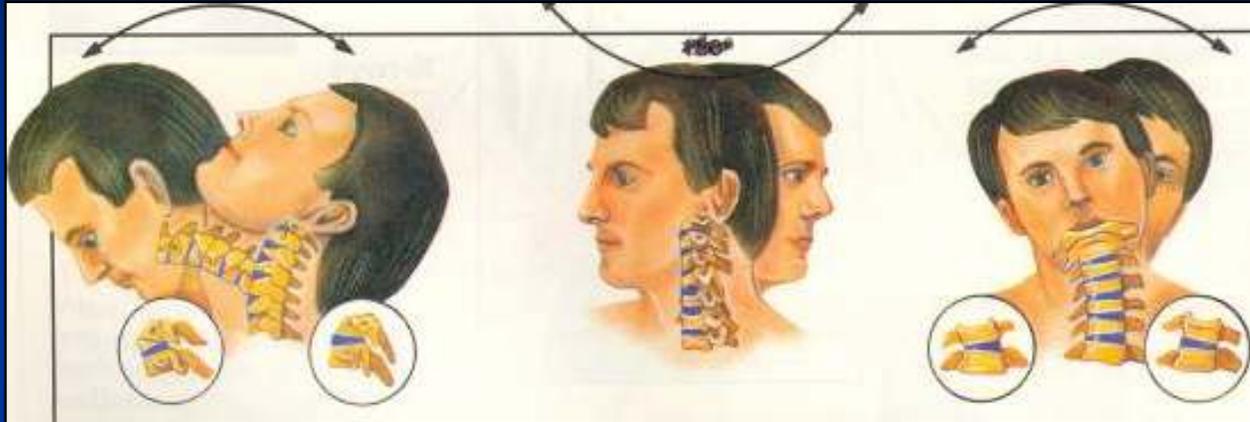
We have documented it to the extent that no one can dispute their existence. Vertebral subluxations change the entire health of the body by causing structural dysfunction of the spine and nerve interference. The weight of a quarter on a spinal nerve will decrease nerve transmission by as much as 60%.”

-Chang Ha Suh, PhD



Patient Education

Subjective Range of Motion: Neck



Have your pt go through all 6 neck motions. Ask them if they move symmetrically, smooth, with no obstructions or pain.

Remember The Flip: You want pts to ask to be adjusted, instead of you telling them.

Myth Buster ~



I don't need a Chiropractor, my pain is gone. Pain is often the first thing to go in the healing process; think broken arm. Cancer can develop for 7 yrs before you're aware of symptoms. If you're feeling good couldn't you feel even better? Think dental care, oil change & proactive health!



Wellness care, adjusting areas that don't hurt?

Patient Education: Sprained Ankle

Patients often have a hard time understanding a sprained low back or neck, so use a sprained ankle as an example.



Pt Education: It may hurt!

Inform pt after an adjustment they may be sore regardless of the stage of healing.

This can last 1-3 days & is NORMAL.

Why? During the acute stage due to ↑ inflammation, during the chronic stage by releasing trapped chemicals & starting new inflammation.

This chemical flow (old-out, new-in) is essential for tissue healing.

If you don't explain this, pts will leave thinking you hurt them.

Functional Care

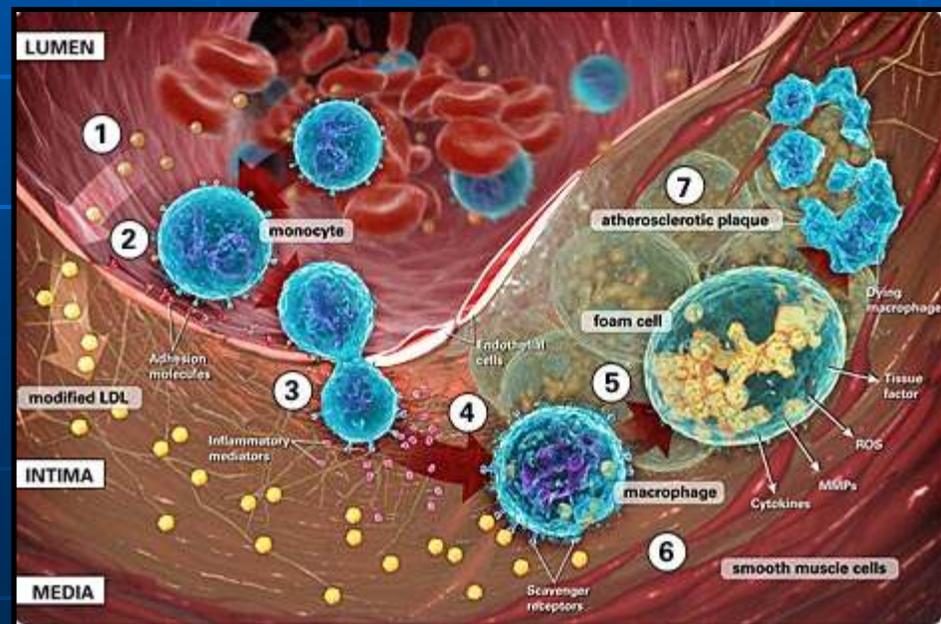
Bend your finger back until it's painful. A biopsy won't reveal a tumor, infection or any lesion. But releasing the finger & letting it return to its "position of comfort" will allow the pain to subside. We need to think about low back pain in a similar way -functionally. 97% of back pain seen by primary care physicians is mechanical in origin -there's something wrong with the muscles, ligaments or connective tissues.

Physician & Sports Medicine, 1997.

Inflammation & Pain: Good or Bad?

Remember the acute inflammatory process is what helps heal the tissue. Have pt pinch themselves then release.

Severity of pain does not always correlate with severity of injury.



No Frankenstein!

Don't "freeze" the body after an adjustment.

**Our goal is to:
increase or maintain motion!**



Myth Buster ~

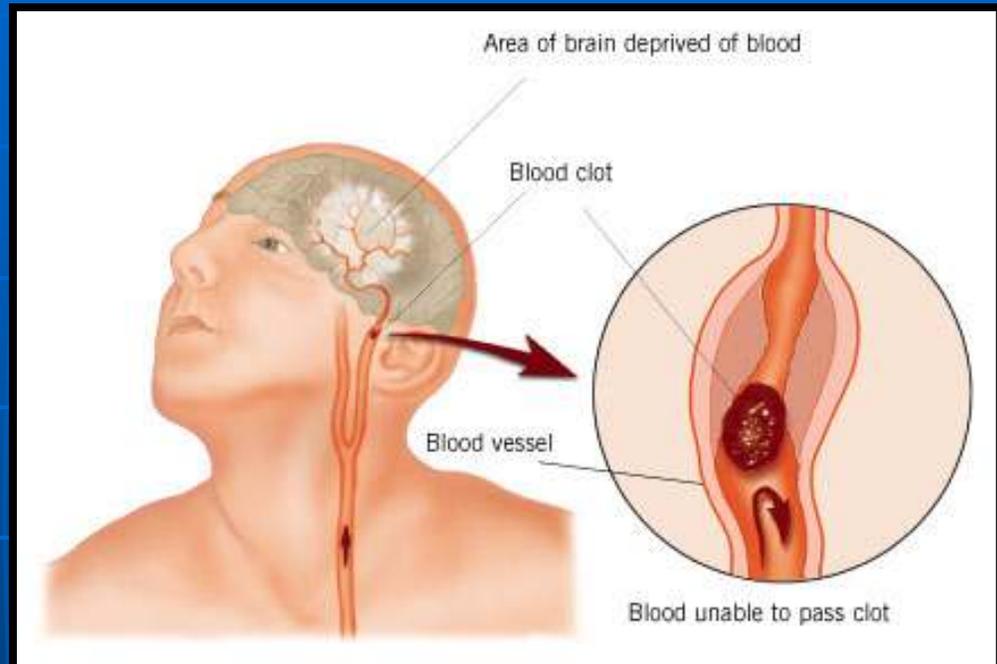
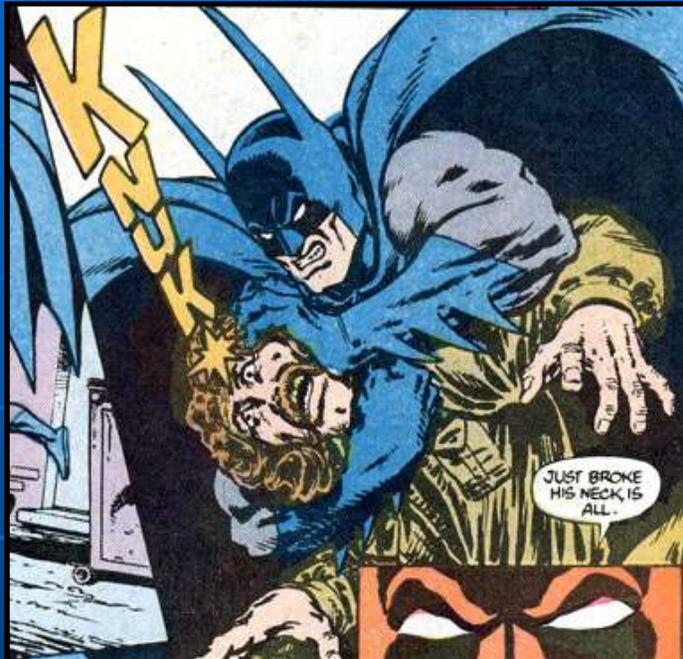
I can crack my own spine so I don't need to go?



When you self adjust you're moving the joints that are easy to move or hypermobile. Typically you aren't adjusting the correct joint, it feels good for a moment (endorphins release & muscles relax) but you'll have to repeat the process multiple times in a day.

Fact: DC's choose to get adjusted by another DC instead of doing it themselves.

Stroke Risk



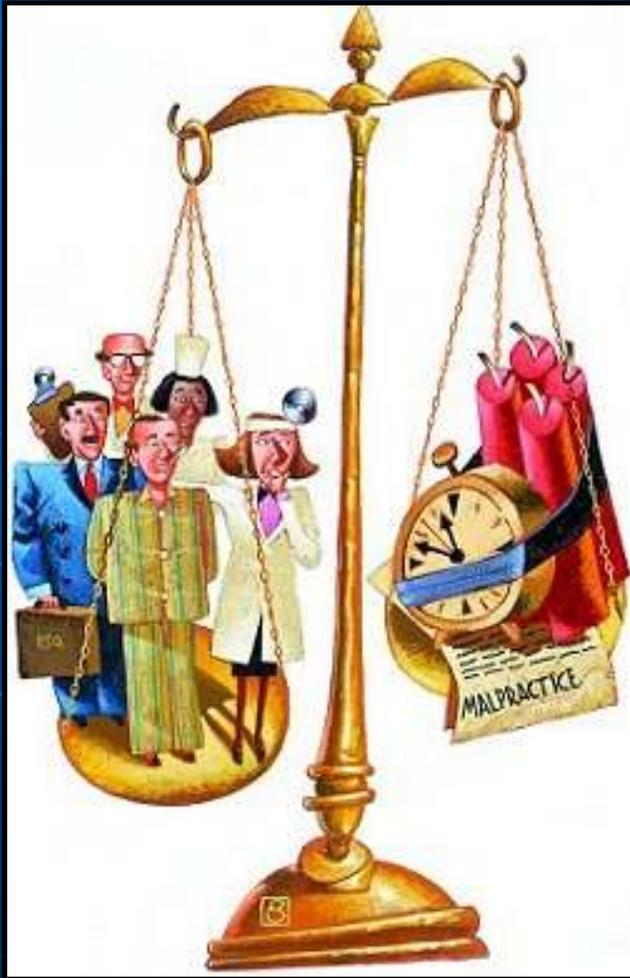
Rotational manipulation of the upper cervical spine is most likely to cause a stroke.

VBA Strokes?

There is no evidence of excess risk of VBA stroke with chiropractic when compared to primary care. The ↑ risk of VBA stroke is likely due to pts with headache & neck pain from VBA dissection seeking care before their stroke.

Spine 2008





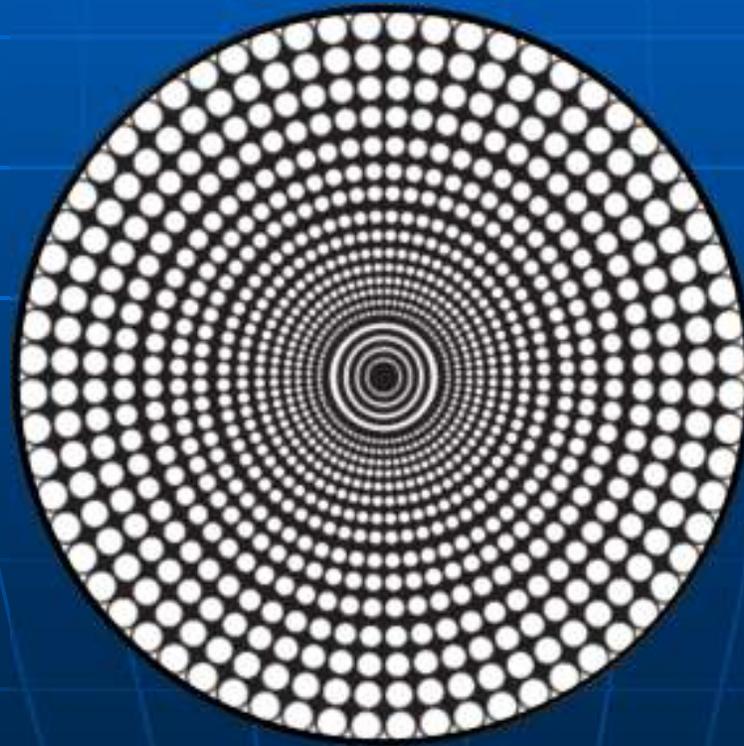
If you adjust 100 pts/wk or 5000/yr, it would take 80 practice years (using 1 in 400,000) to cause a stroke & 800 practice years (using 1 in 4 million) to cause a single death.

Why is chiropractic malpractice insurance is so low?

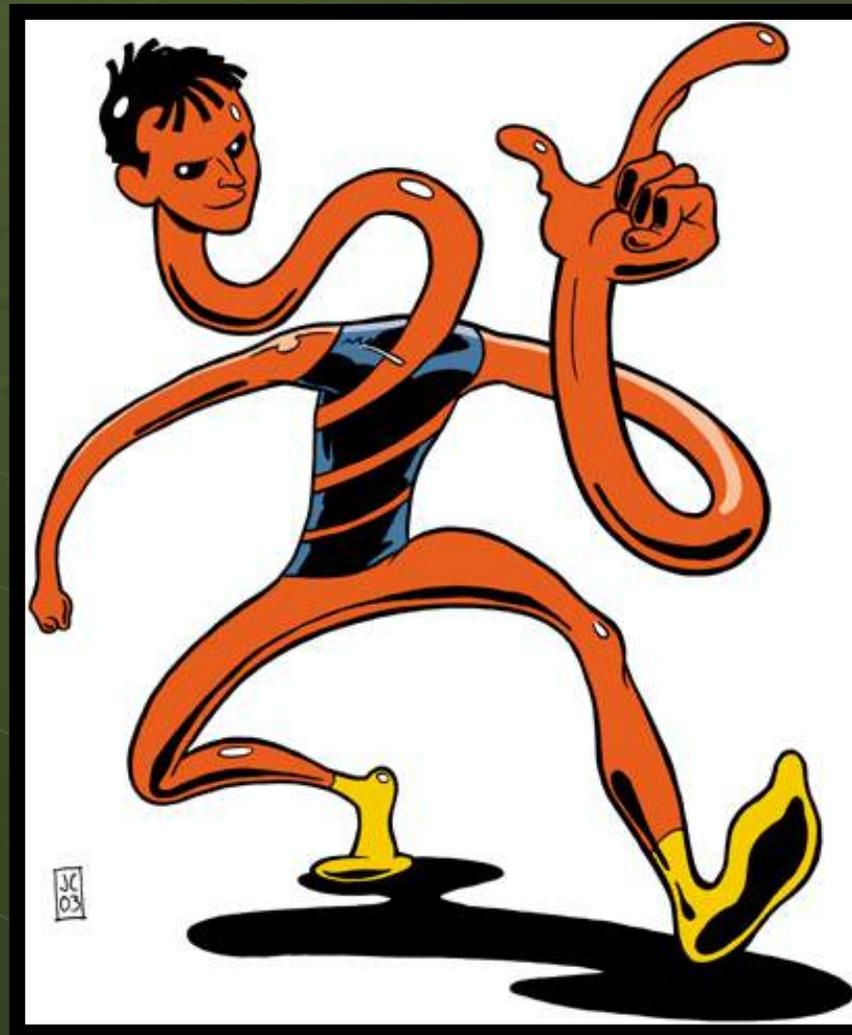
Blood Flow & The Adjustment

Cerebellar hypoperfusion may occur after an adjustment, explaining why certain people experience headache, dizziness or nausea.

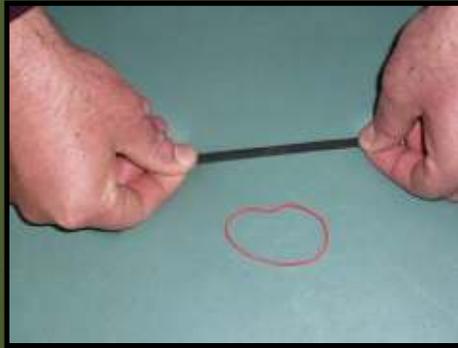
Erik Barbaix, MD; Rudi Dierckx, MD, PhD



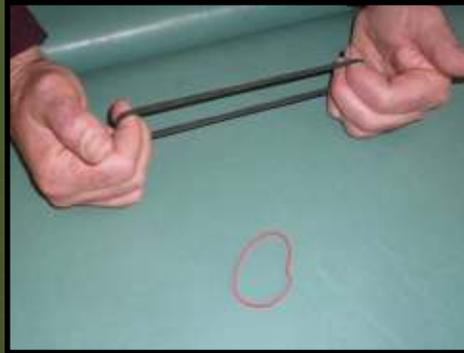
Tissue Properties of The Joint Complex



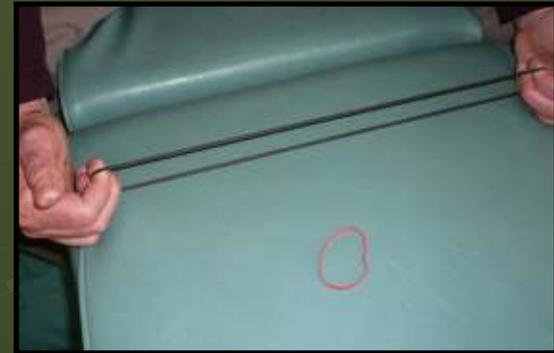
Rubber Band Demonstration



**Relaxed,
no tension**



**Normal
tension**

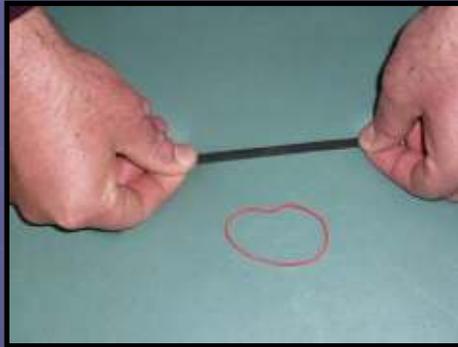


**Excessive tension,
band will fatigue
& become lax**

Elasticity: the springiness or resilient property of a tissue that causes it to resist deformation by recovering the original shape & size without permanent deformation.

Ask your patient what happens when you pull the rubber band apart and let go once vs 1,000 times.

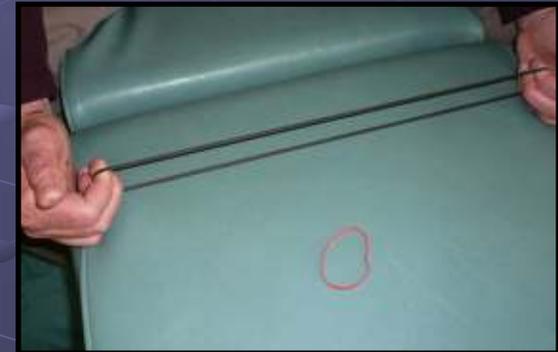
Plasticity is the property of a tissue that allows it to maintain elastic properties, but is not able to return to its' normal length. Permanent deformation has occurred.



Neutral Zone



Elastic Zone



Plastic Zone

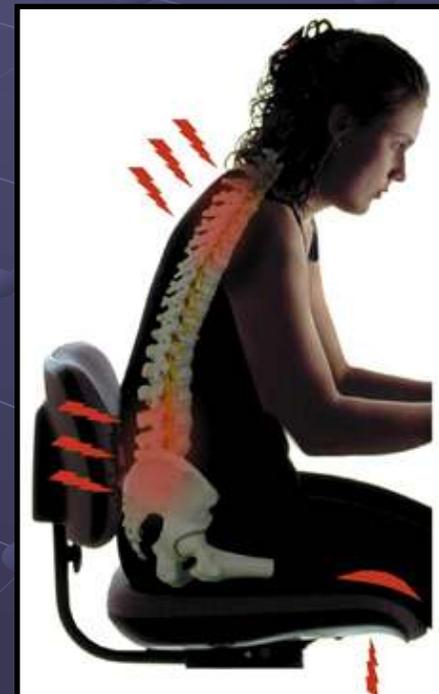
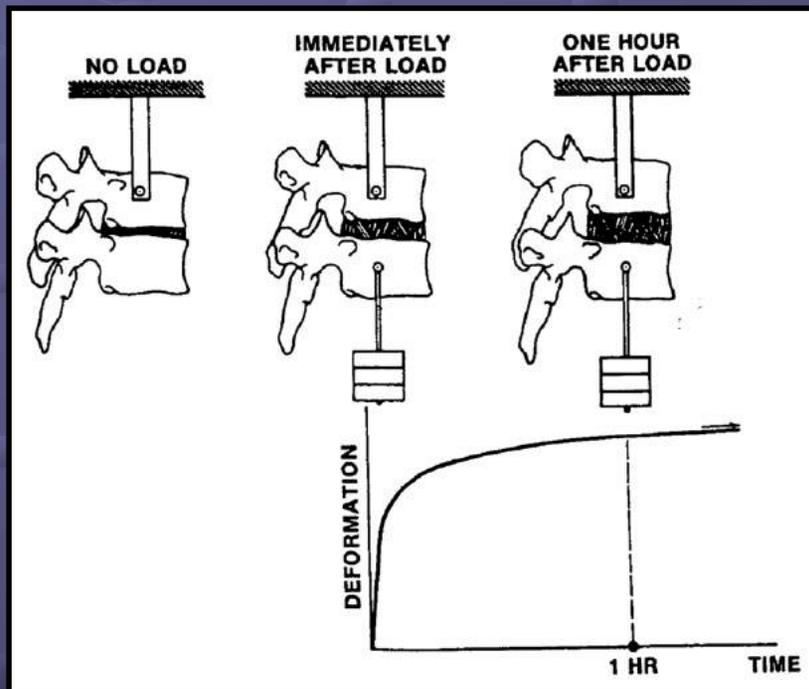
Rubber Bands & Knots

Ask your patient which rubber band will stretch the most.

With or with-out a knot?

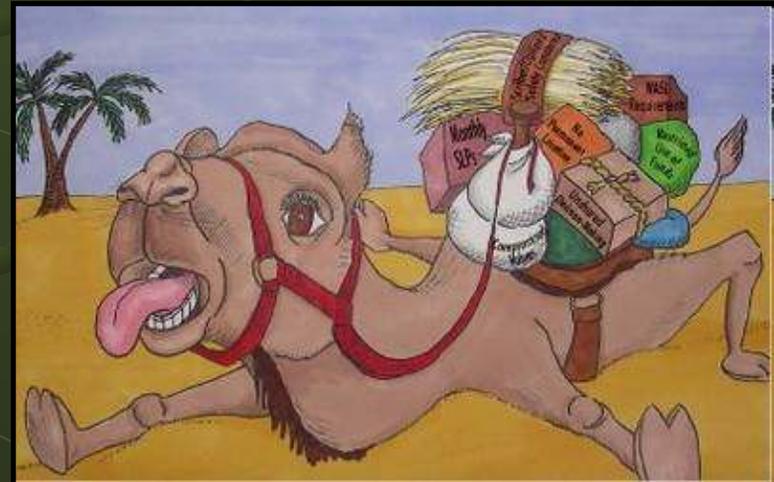


Viscoelasticity is a time dependent property of tissue sensitive to loading rate. All tissues (bone, ligaments, discs, tendons & passive muscles) have a loading rate where a slow, gradual pull will produce considerable deformation before fracture.



I was tying my shoes and...

If you tie your shoes every day & your back goes “out” once, then it can’t be from tying your shoes- otherwise it would happen every day. What happened? Your muscles slowly fatigue over time from routine activity, inflammatory chemicals build-up & muscles go into spasm. It’s the “straw that broke the camel’s back”.



Myth Buster

My back is out, can't you just put it in?

Backs **DO NOT** go in & out. Chiropractors don't realign the spine, we increase the range-of-motion. An x-ray would show your spine in the exact same place before & after an adjustment.

Why? The spine is held together with strong ligaments - without them you could easily become paralyzed by a simple fall.

Chiropractors adjust "stuck" joints - which allows them to move through a free range-of-motion.

Did you get “It”?

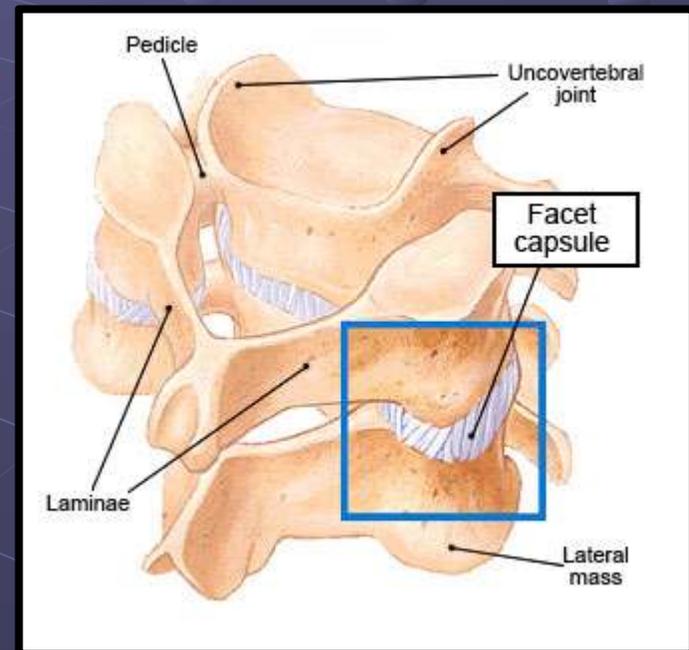
“I got it”, “it moved”.

Remember your pts **DO NOT** know what “it” is.

They have no idea what a joint complex is or how it functions.



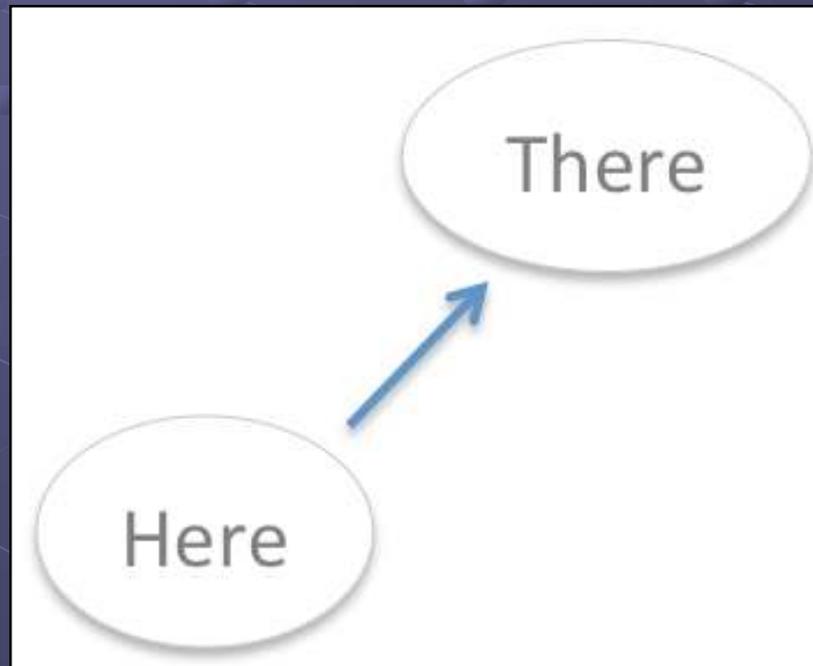
IT?



Watch What You Say!

Did “it move”? Is “it” in? All these imply that the bone moved from here to there.

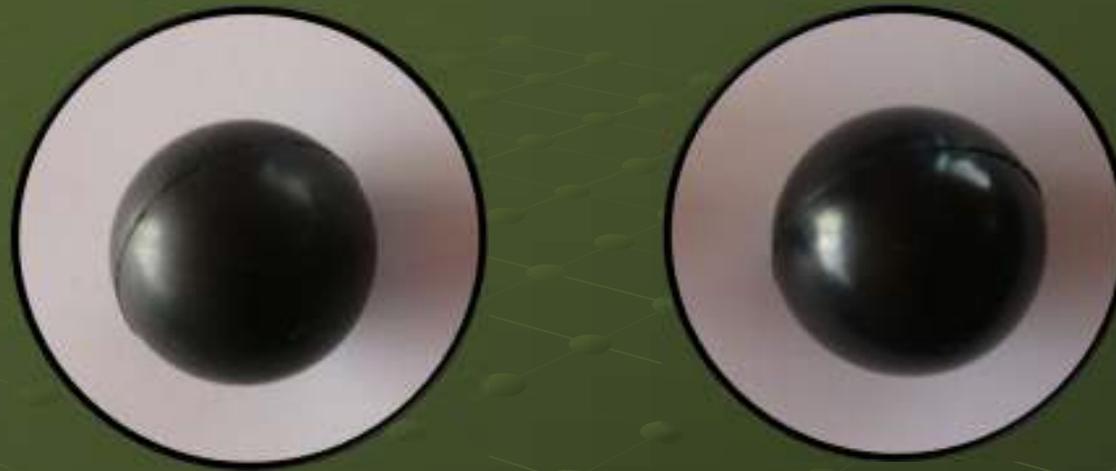
In fact, the joint can now move through a more complete range of motion. The bone has not moved to a new location.



WHILE DOING THE "HOKEY-POKEY,"
I PUT MY RIGHT HIP IN... I PUT MY RIGHT HIP OUT,
AND THAT'S WHERE IT STAYED!



Rubber Ball Demonstration

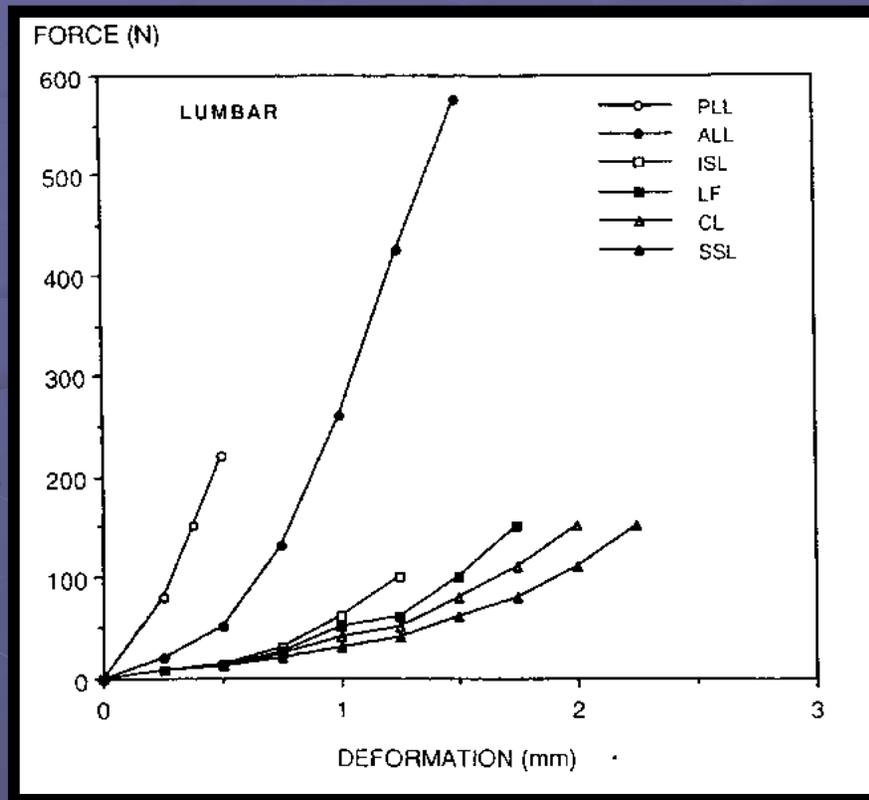


**Both look the same
but one bounces & the other doesn't!**

Why?

**The balls are made of different materials that
have different properties.**

Force-deformation curve of the spinal ligaments



Forces exerted during an adjustment, (short duration) are not sufficient to cause a change in the viscoelastic component of the ligaments.

To do this requires sustained forces: muscle tone, gravity or traction.

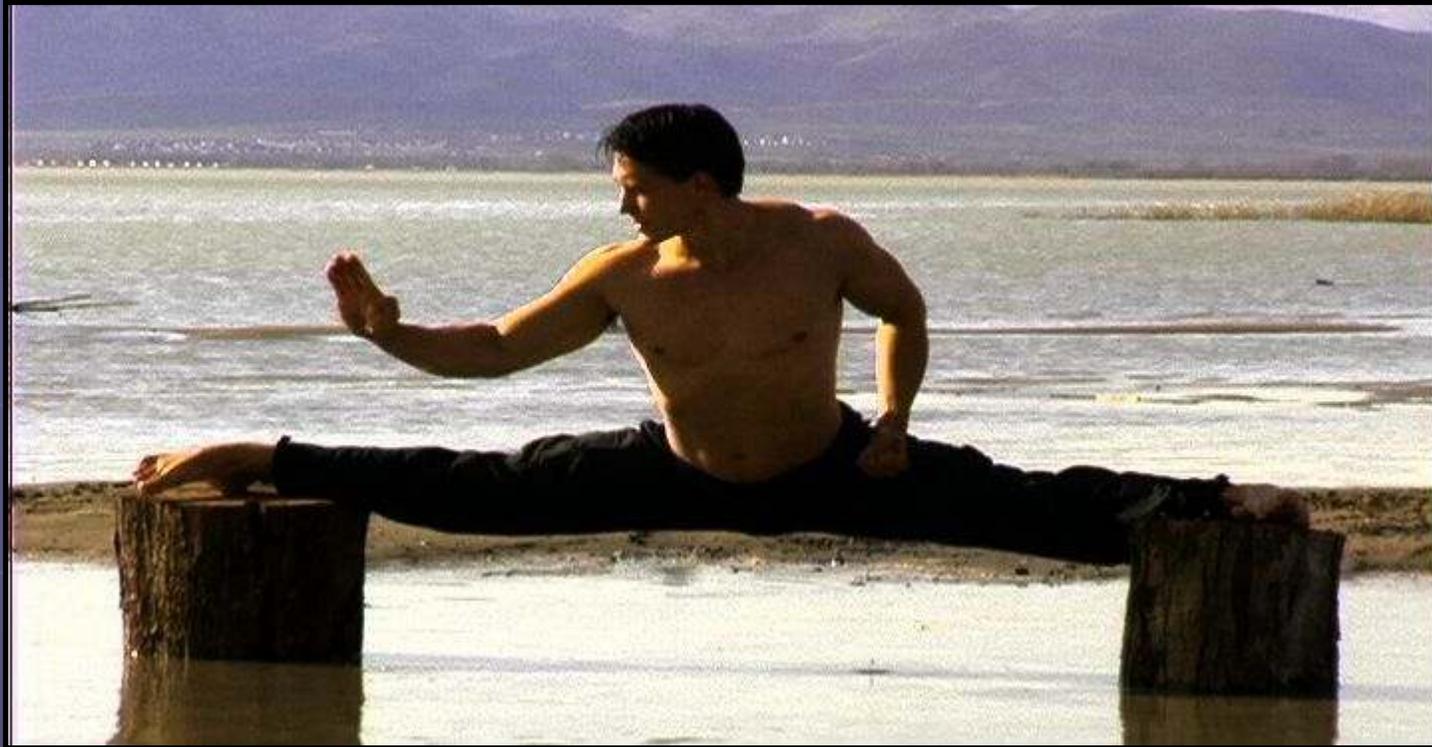


**NFL Players X-rays are identical before
& after games!**

**Bend your finger & let it go,
Does it stay misaligned?
Why not?
Crack all your knuckles.
Do they become misaligned?**

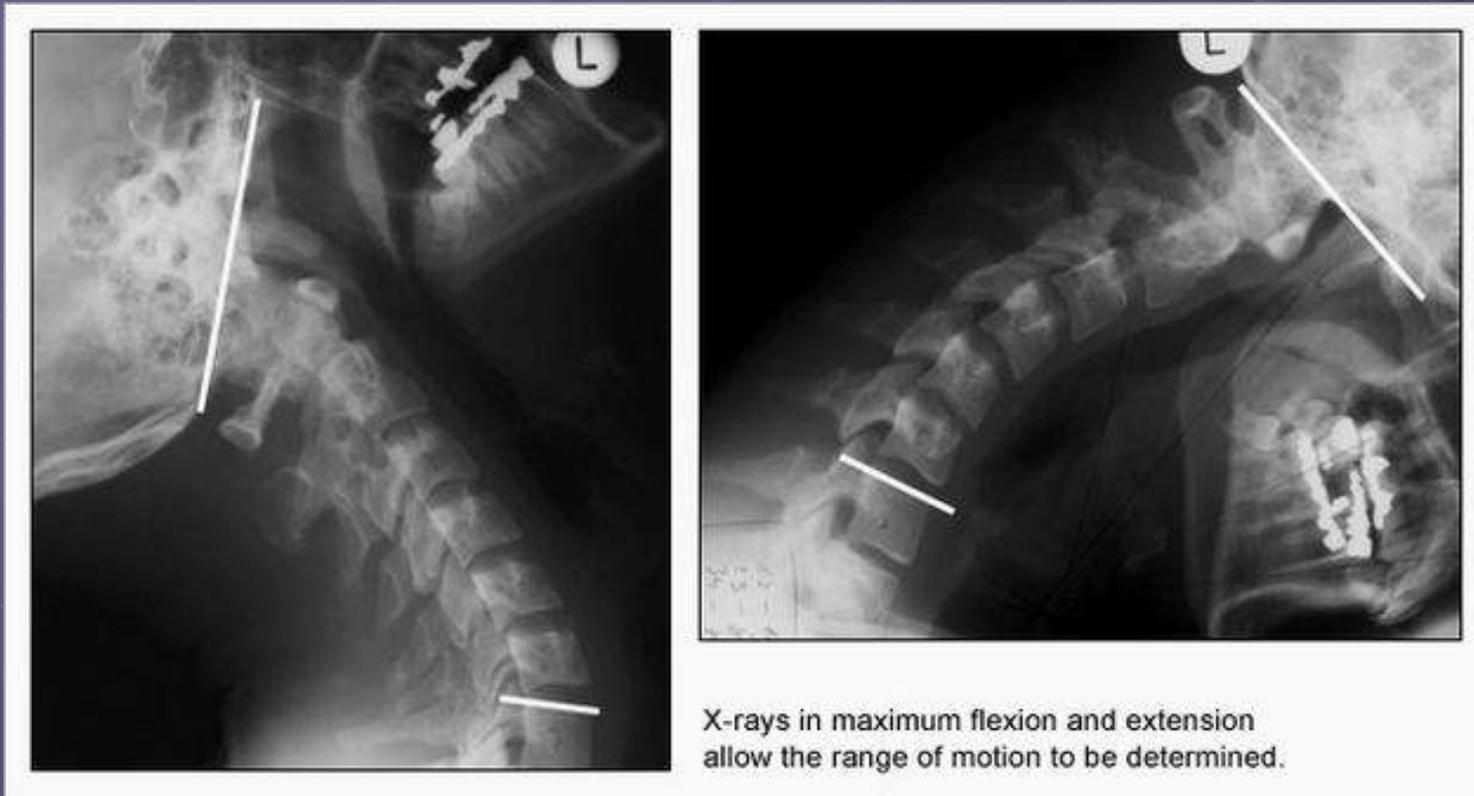


How Long Does It Take To Lengthen A Ligament? Or For You To Do The Splits?



Motion Studies

Why are motion studies performed after a MVA?



Misalignment on X-ray

Which area is most likely subluxated?

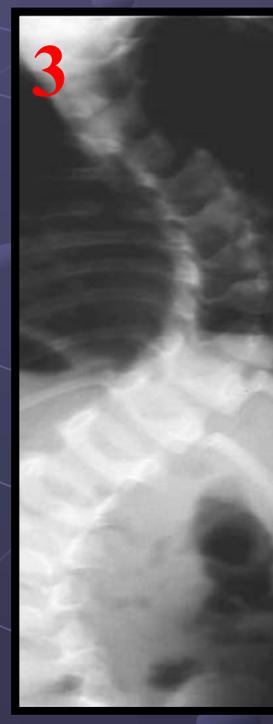
Which area are you most likely to adjust?

Which pt is in the most pain?

Did the pt on the right get hit by a car?

Could you realign them with one adjustment? Why not?

Would you adjust the pt on the left? What are the listings?



Motion vs Realignment

**Are we moving
the bone?**

If we adjust this vertebra
to the right what happens?

1. It stays to the right
2. It goes to neutral, (realigned)
3. It returns to where it started



It depends on what's causing the misalignment:

1. Shortened ligaments
2. Chronic muscle contraction
3. Inflammation
4. Acute muscle contraction
5. All four

*Many pathologies can also cause the misalignment



The Pickle Jar Adjustment

Which way to adjust?

Can we adjust opposite the listing?

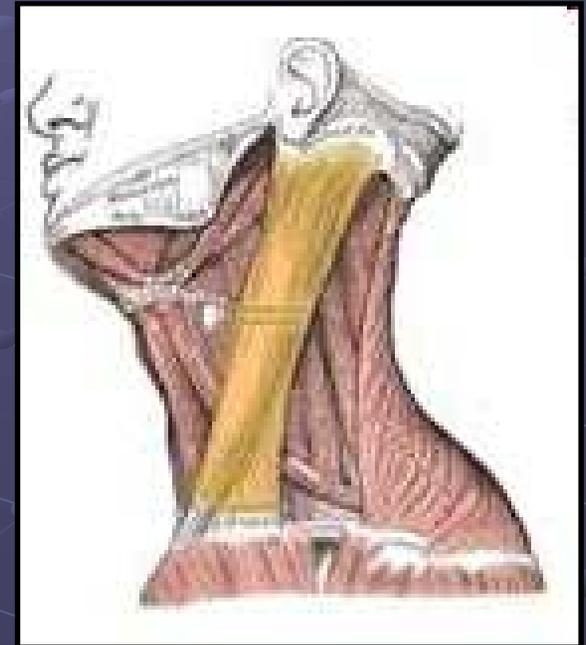
The vertebra will not stay in that position. Ligaments are causing the misalignment & adjusting the wrong way may ↑ the motion.

Think of loosening a jar lid, if you twist the wrong way first it may help loosen the lid. Gained motion far outweighs any aberrant neurological input.



Acute Muscle Spasm Protocol

1. History, X-ray & exam to rule out fracture & torn tissue
2. O'Donoghue's Test to DDX muscle vs ligament, also to calm pt down
3. Ice, spray & stretch, ischemic compression on attachment site away from pain
4. PNF stretching
5. Adjustment (don't miss)



Unstable Spondy?

In this case we have lax ligaments that allow the vertebra to shift.

Muscles can easily go into spasm causing pain & other symptoms.

This vertebra will move on film, similar to a flexion-extension x-ray study of a whiplash pt.

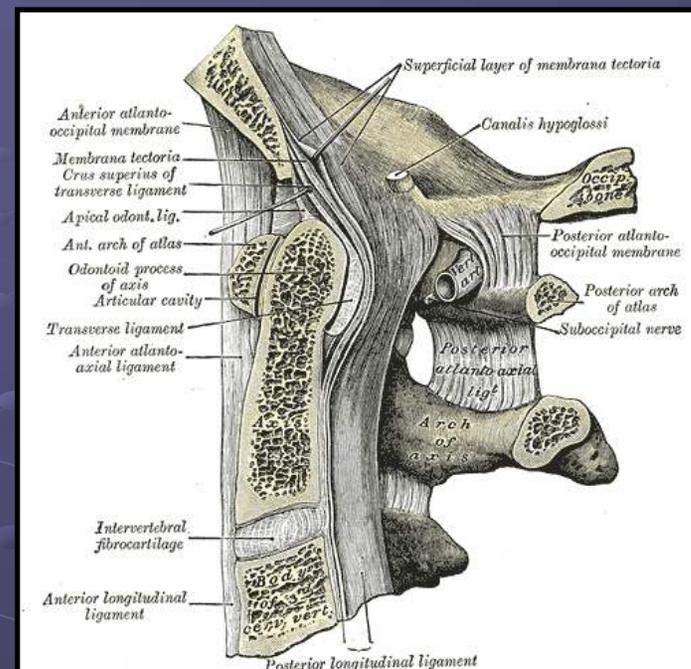


Upper Cervical Techniques?

We can see realignments on upper cervical films because the tissue **IS** often in acute spasm.

The upper cervical ligaments are more elastic than the rest of the spine due to a higher concentration of elastin fibers.

They are designed to allow more motion relative to the rest of the spine.



Physiological Response & Chiropractic Adjustments



Benefits of Chiropractic in Asymptomatic Pts

- ✦ Studies reported improvements in neurocognitive function, visual field blind spot analysis, visual acuity, salivary cortisol levels, muscle strength & savings in health care costs.
- ✦ Improved: ROM, muscle strength, surface EMG, immune response, endorphin levels, BP, heart rate & spirometry.
- ✦ Significant changes: agility, balance, kinesthetic perception, power & speed reaction in asymptomatic athletes.

The Benefits of Adjustments

All tissues of the back: muscles, ligaments, jt capsules & discs - respond & heal well when adjusted.

1. Restores motion - symmetry & ROM
2. Normalizes biomechanics & load distribution
3. Pumps out waste products & edematous fluid
4. Improves discs & articular cartilage nutrition
5. Relaxes tight muscles
6. Normalizes proprioception

7. Stimulates sensory-motor reflexes improving dynamic muscular stabilization of jts
8. Accelerates healing - as movement:
 - ↑↑ metabolic rate
 - ↑↑ collagen & protein production
9. Improves alignment of new connective tissue

Malik Slosberg, DC

Negative Effects of Immobilization- Deconditioning Syndrome

Craig Liebenson, DC

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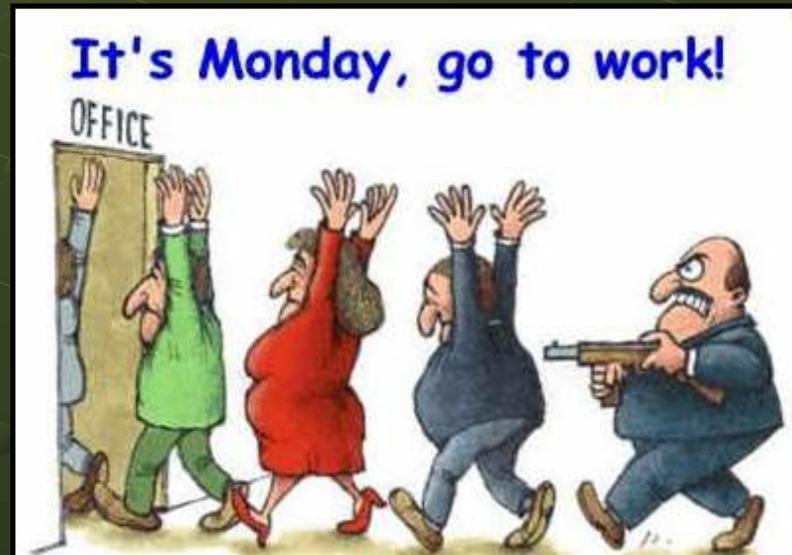
Free Materials

Your Results May Vary!

1. Severity of the injury.
2. How long you have had the injury.
3. Your age.
4. Your overall health & ability to recover.
5. Your compliance with care.
6. Ability to avoid activities that perpetuate the injury.

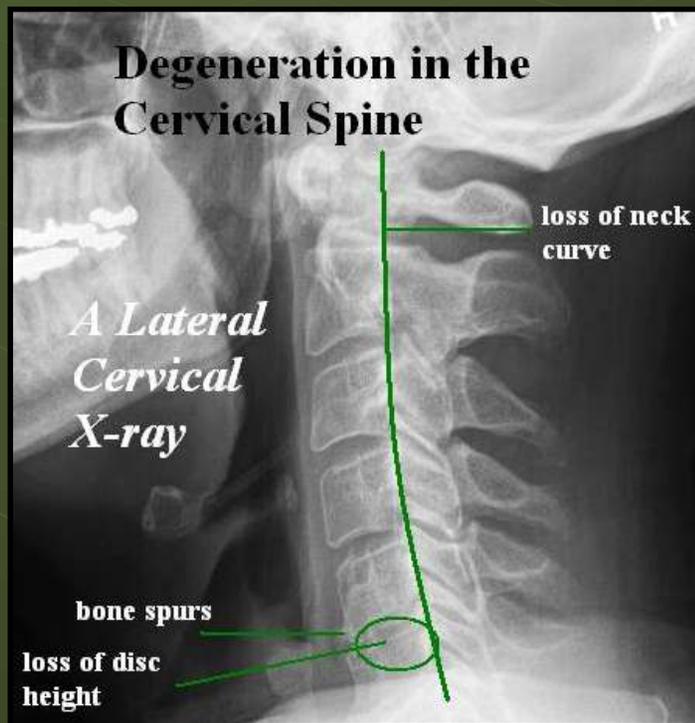
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**Your condition is common
but NOT normal.**

Normal is NOT common.



Myth Busters

Once you go, do you have
to go forever? **NO!**

~ Only as long as you want the
benefits of Chiropractic.

Analogies: exercise, diet, dental
care, tune-up your car.

Chiropractic isn't just about
eliminating symptoms,
it's about maintaining health.

of visits ~ how many?

What's excessive?

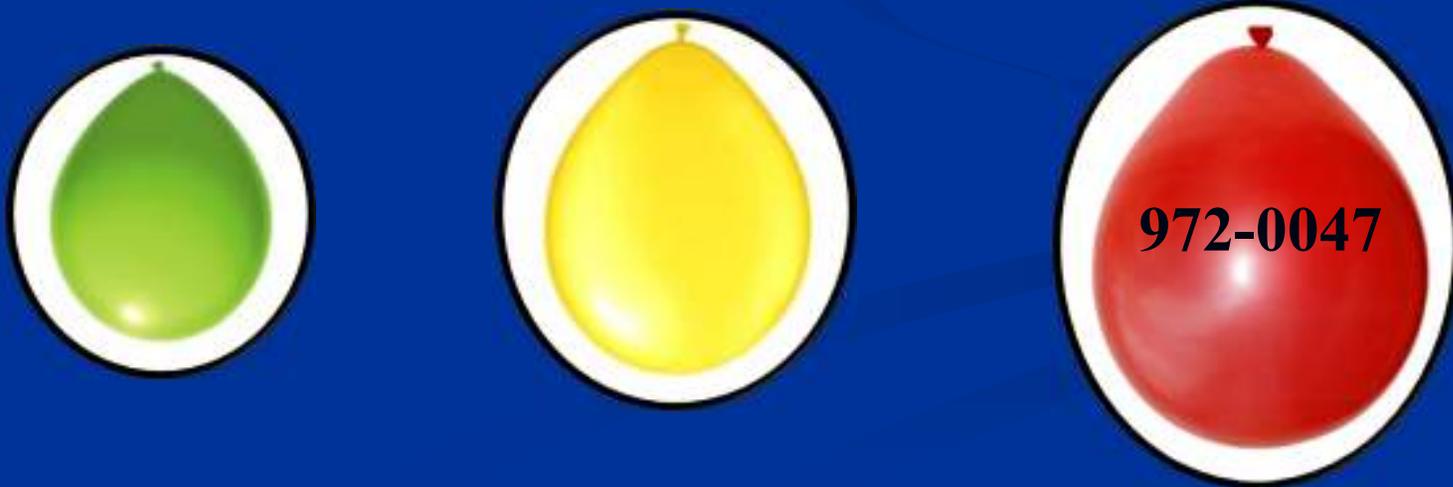


Patient Education: Water Balloons

Green: Tissue is normal, relaxed & no swelling.

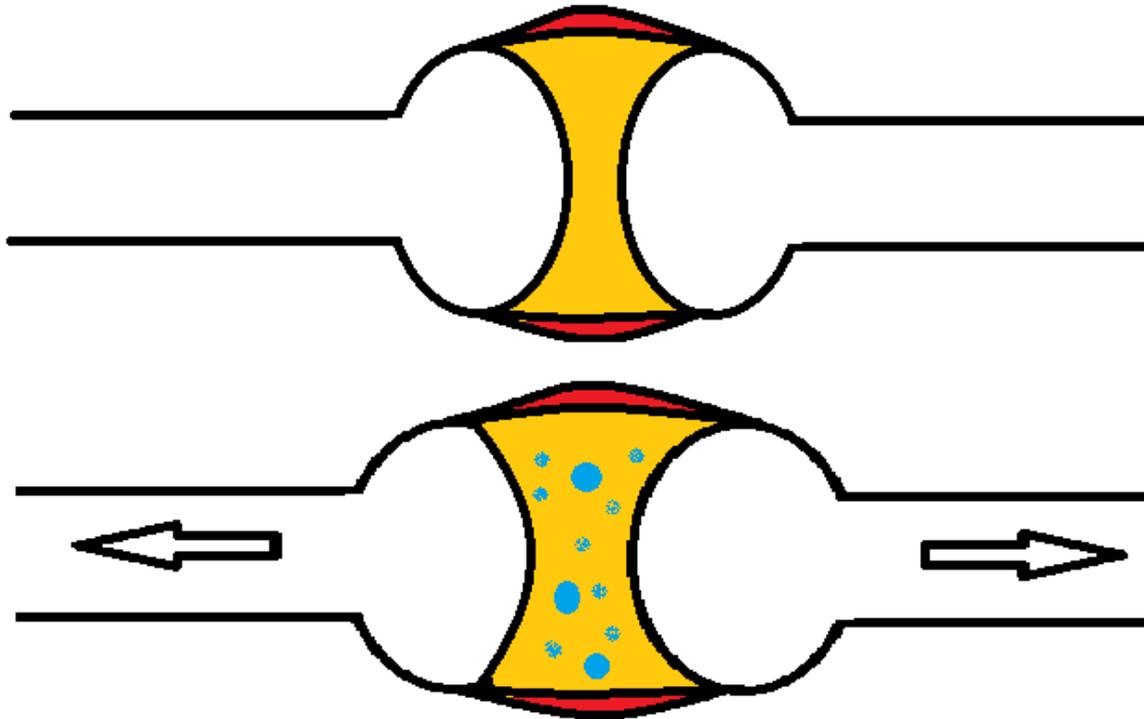
Yellow: Inflammation has gathered, but not enough to cause pain. This is where maintenance care comes in, to prevent excess chemical build-up.

Red: Excess build-up of chemicals. Inflammation is so bad that it causes pain. Put your phone number on the balloon.



Myth Buster

Isn't that "popping" sound bad?



Cavitation in a joint is a result of expanding the distance between two joint surfaces when this happens pressure inside the joint capsule drops leading to the formation of gas bubbles. An audible "crack or pop" is heard when these gas bubbles expand and pop releasing the gas inside.

Myth Buster

Isn't that "popping" sound bad?

Synovial fluid in your jts contains oxygen, nitrogen & carbon dioxide. When you adjust a jt you stretch the jt capsule, ↑ the volume by 15-20%. This creates a partial vacuum & the gas rapidly releases due to the pressure change. (Boyle's Law, 1662).

The gas is about 80% carbon dioxide & takes about 20 mins to return to the synovial fluid. There are no studies that suggest "cracking" your knuckles will cause arthritis.

The Missed Adjustment

Pts feel like you failed if the joint was not gapped far enough to cavitate. Not only did they not hear the “pop” they also did not get their free high from endorphins being released.

Let them know the joint still moved & muscles did relax. Typically a simple active ROM exam will demonstrate this.



The Missed Adjustment Part II

(No audible)

Pt: “I guess it didn’t need to be adjusted.”

or think it did not move.

Try this: Crack a knuckle in your finger & show pt how far it moved. Then do it again & show pt that the joint moves same distance regardless if it “pops”.



Critical Factor: Speed

A fast stretch of sufficient speed fires GTOs inhibiting alpha motor neurons ipsilaterally. Insufficient speed fires low threshold muscle spindles resulting in excited alpha motor neurons, perpetuating \uparrow muscle tone.

Remember: if you thrust slow the muscles will actually tighten.



**Cavitation, activator &
drop table all add enough speed
to result in high threshold
GTO discharge.**

**Dan Murphy, DC, DABCO
AM J of Clin Chiro, 1997**



Osseous vs Activator

Factors

Osseous

Activator

Speed

✓

Gapping of Jt

✓

Specificity

✓

Pt Comfort

✓

Adhesions Broken

✓

Muscles Inhibited

✓

Safety

✓

Ease on DCs Body

✓

Hardest To Do

✓

Chiropractic Research

Chiropractic Research Foundation of National Chiropractic Association,
Committee on Research of the International Chiropractic Association & Parker
Chiropractic Research Foundation. The majority of these cases were previously
diagnosed & cared for by practitioners other than Chiropractors, Nov 2006

Conditions	Percent Accepted	% Much Improved	% Slightly Improved	Percent Same	Percent Worsened
Allergies	92.3%	87.2%	10.3%	2.5%	0.0%
Arm/Leg Pain	92.1%	88.2%	5.2%	6.0%	0.6%
Arthritis	89.2%	73.3%	16.8%	9.4%	0.5%
Asthma	92.3%	80.5%	12.1%	6.5%	0.9%
General Back	98.2%	81.75%	17.3%	0.95%	0.0%
Bursitis	96.1%	89.3%	7.1%	3.6%	0.0%
Chest Pain	93.2%	91.0%	7.1%	1.9%	0.0%
Dizziness	94.6%	86.3%	7.8%	5.9%	0.0%
Gall Bladder	90.3%	80.9%	11.3%	5.8%	2.0%
Tension	86.4%	72.9%	16.5%	8.8%	2.2%
Hay Fever	92.3%	81.6%	13.4%	5.0%	0.0%
Headaches	98.7%	83.2%	11.1%	5.1%	0.6%

Conditions	Percent Accepted	% Much Improved	% Slightly Improved	Percent Same	Percent Worsened
Herniated Disc	87.3%	88.2%	7.9%	3.5%	0.4%
High BP	88.6%	73.0%	19.3%	6.4%	1.3%
Joint Pain	96.1%	82.2%	9.7%	8.1%	0.0%
Low Back	96.7%	87.3%	8.0%	4.2%	0.5%
Low BP	94.1%	73.6%	17.6%	7.8%	1.0%
Migraines	93.6%	86.6%	8.1%	2.9%	2.4%
Nausea	84.2%	87.2%	10.3%	2.5%	0.0%
Nervousness	95.6%	80.8%	12.8%	5.3%	1.1%
Neuralgia	97.3%	80.1%	14.2%	5.7%	0.0%
Neuritis	98.2%	86.4%	6.4%	7.2%	0.0%
Numbness Hands/Feet	90.4%	86.5%	8.0%	5.5%	1.0%
Rheumatism	96.1%	77.2%	14.7%	8.1%	0.0%
SI Disorders	98.4%	81.8%	17.2%	1.0%	0.0%
Sciatica	97.2%	85.0%	9.4%	5.1%	0.5%
Sinusitis	93.1%	83.2%	11.8%	4.7%	0.3%
Spinal Curves	97.1%	82.9%	5.7%	8.6%	2.8%
Stiff Necks	92.0%	93.2%	4.4%	2.4%	0.0%
Stomach	91.3%	82.5%	13.1%	3.7%	0.7%

Back Pain & Health Costs

- **80% of adults have back pain at some point**
- **\$30.3 billion spent**
- **\$4.5 billion spent on prescriptions**
- **For those with any expense for back pain, per person cost was \$1,589**

Agency For Healthcare Research & Quality, 2010



Does It Work?

Chiropractic for low back pain:

- 5.2 visits
- \$302 per case
- intake VAS 6.2
- discharge VAS 1.9
- 95% of pts rated care excellent

JMPT, 2011



Medical vs Chiropractic Management

Chiropractic care decreases:

in-hospital admissions 60%

hospital days 59%

outpatient surgeries & procedures 62%

pharmaceutical costs 83%

JMPT, 2007



DC's Safer!

Compared to chiropractic:
You are twice as likely to
become disabled from
physical therapy treatment
&
60% more likely to become
disabled from medical care

**Journal of Occupational and
Environmental Medicine, 2011**



Chiropractors are in a perfect position to consult on diet, exercise, smoking, drinking & other health issues as part of a wellness plan.

What are some of the conditions chiropractic may be able to help you with?

Did you know that...
Patients on average, rate their overall satisfaction with chiropractic care as "excellent"

1. Chronic Pain in the Neck
Nearly 80% of chronic neck pain patients improve significantly with chiropractic care

2. Tennis Elbow Pain
Over 50% of patients note immediate improvement after one treatment

3. Carpal Tunnel Syndrome
Almost 70% relief within 3 weeks, on average

4. Conditions Involving Low Back Pain
Nearly 50% respond significantly within 2 treatments, with an average improvement of 73%

5. Leg Pain Due to Herniated Disc
Up to 80% more relief compared to disc injections

Did you know that...
Over 95% of chiropractic patients would refer a friend or family member for chiropractic care

6. Pain in the Ankle
Over 50% relief within 3 weeks, on average

7. Chronic Knee Pain
Nearly 60% relief within 3 weeks, on average

8. Patients with Chronic Arthritis
Over 70% of chronic arthritis patients who have tried chiropractic care think it is effective

9. Pain in the Shoulder
Over 65% of patients feel "cured" within 5 weeks

10. Chronic Headache Pain
Over 70% effective for migraine & cervicogenic headaches

The Chiropractic Experience

- Corrects the cause, doesn't just treat symptoms
- Improves immunity, overall body function & overall health
- Relief from pain & symptoms
- Quicker recovery & back to work faster
- Can prevent surgery
- Safe, painless & affordable health care
- Natural, no drugs or needles

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Free Materials

- Restores normal nerve supply
- Normalizes blood flow
- Slows spinal degeneration & improves disk health
- Improves posture & restores mobility
- Relieves stress, tension & increases energy
- Slows aging
- Improves athletic performance
- Allows better sleep

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Free Materials

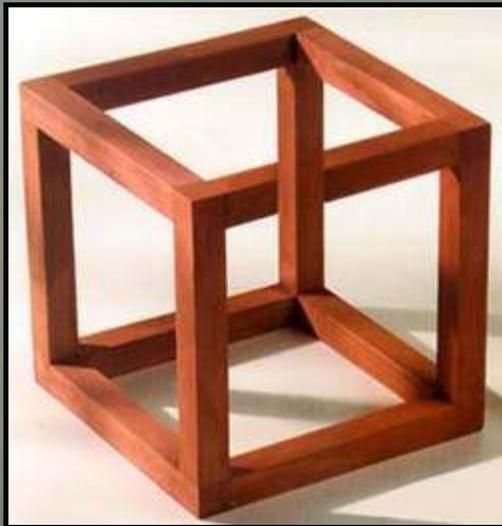


Final Words

The paradox of our time in history is that we have taller buildings, but shorter tempers, wider freeways, but narrower view points.

We spend more, but have less, we buy more, but enjoy less.

We have bigger houses and smaller families, more conveniences, but less time.



We have more degrees but less sense,
more knowledge, but less judgment,
more experts, yet more problems, more
medicine, but less wellness.

We drink too much, smoke too much,
spend too recklessly, laugh too little,
drive too fast, get too angry, stay up too
late, get up too tired, read too little,
watch TV too much, and pray too
seldom.



**We have multiplied our possessions,
but reduced our values.**

**We talk too much, love too seldom,
and hate too often.**

**We've learned how to make a living,
but not a life.**

**We've added years to life,
not life to years.**



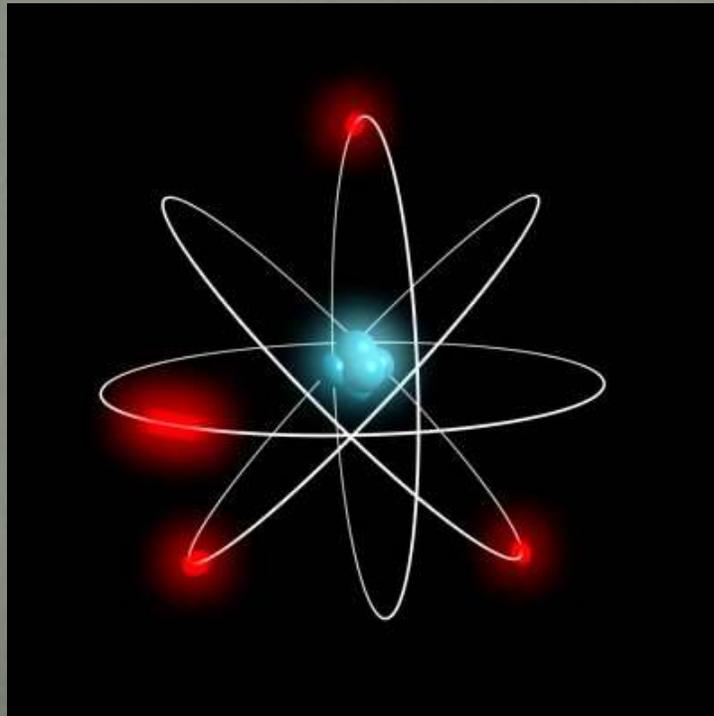
We've been all the way to the moon and back, but have trouble crossing the street to meet a new neighbor.

We conquered outer space, but not inner space.

We've done larger things, but not better things.



**We've cleaned up the air, but polluted the soul.
We've conquered the atom, but not our prejudice.
We write more, but learn less.
We plan more, but accomplish less.
We've learned to rush, but not to wait.**



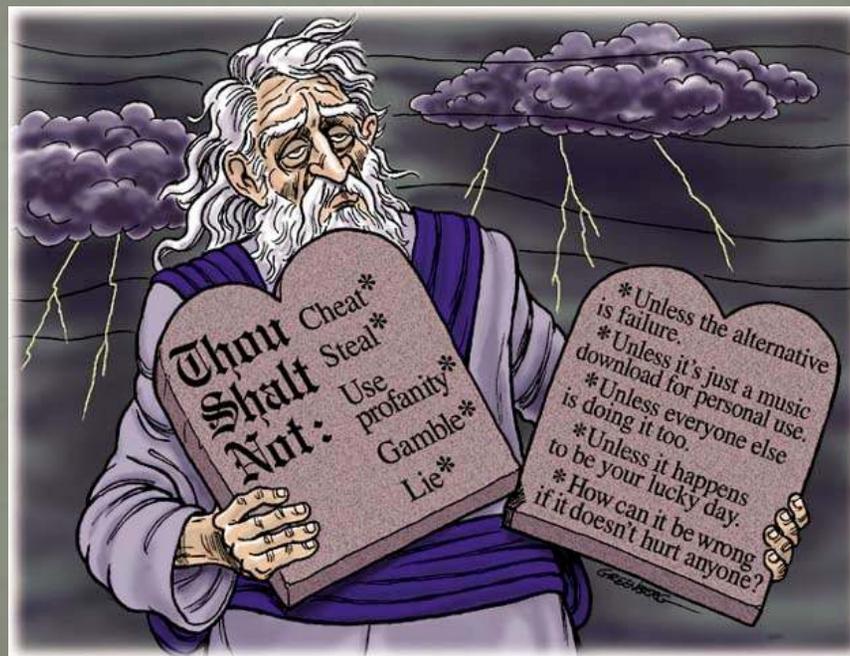
We build more computers to hold more information, to produce more copies than ever, but we communicate less and less.

These are the times of fast foods and slow digestion, big men and small character, steep profits and shallow relationships.



These are the days of two incomes but more divorce,
fancier houses, but broken homes.

These are days of quick trips, disposable diapers,
throw away morality, one nightstands, overweight bodies,
and pills that do everything from cheer, to quiet, to kill.



**Spend some time with your loved ones,
because they are not going to be
around forever.**

**Say a kind word to someone who looks
up to you in awe, because that little
person soon will grow up and leave
your side.**

**Give a warm hug to the one next to
you, because that is the only treasure
you can give with your heart and it
doesn't cost a cent.**



Say, "I love you" to your partner and your loved ones, but most of all mean it. A kiss and an embrace will mend hurt when it comes from deep inside of you.

Give time to love, give time to speak, and give time to share the precious thoughts in your mind.

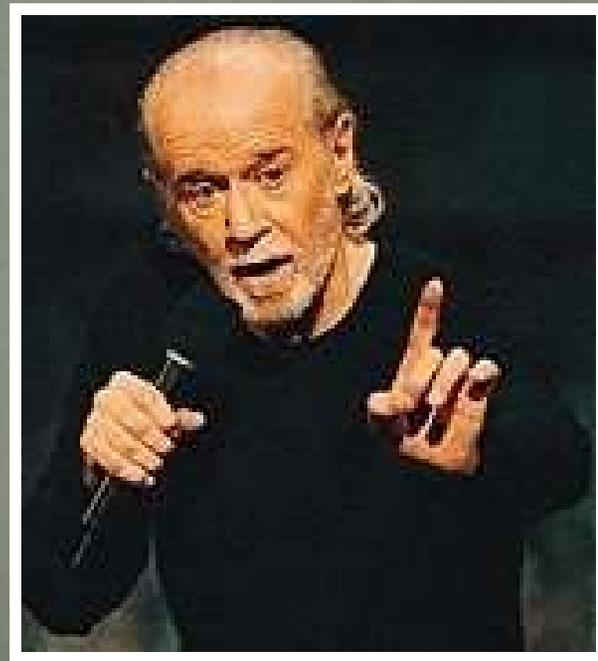


And Always Remember:

Life is not measured by the number of breaths we take, but by the moments that take our breath away. If you don't share this with others....

who cares?

-George Carlin



Additional Resources

**Go to: backtochiropractic.net
Then Free Materials
1st column**

How To

[101 Ways To Promote Wellness](#)

[Wellness Ideas](#)

**Despite
everything
life is good!**

**Anne Frank
1929-1945**



Please Find 508 Fun Facts & Quotes

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Free Materials

Thanks So Much For Being Here Today!

