

# **Back To Chiropractic Continuing Education Seminars**

## **Wellness: In The Office ~ 6 Hours**

**Welcome:**

**This course counts as 6 Hours of CE for Wellness: In The Office for the  
Chiropractic Board of Examiners for the state of California.**

**There is no time element to this course, take it at your leisure. If you read slow or  
fast or if you read it all at once or a little at a time it does not matter.**

## **How it works:**

- 1. Helpful Hint: Print exam only and read through notes on computer screen and answer as you read.**
- 2. Printing notes will use a ton of printer ink, so not advised.**
- 3. Read thru course materials.**
- 4. Take exam; e-mail letter answers in a NUMBERED vertical column to [marcusstrutzdc@gmail.com](mailto:marcusstrutzdc@gmail.com).**
- 5. If you pass exam (70%), I will email you a certificate, within 24 hrs, if you do not pass, you must repeat the exam. If you do not pass the second time then you must retake and pay again.**
- 6. If you are taking the course for DC license renewal you must complete the course by the end of your birthday month for it to count towards renewing your license. I strongly advise to take it well before the end of your birthday month so you can send in your renewal form early.**
- 7. Upon passing, your Certificate will be e-mailed to you for your records.**
- 8. DO NOT send the state board this certificate.**
- 9. I will retain a record of all your CE courses. If you get audited and lost your records, I have a copy.**

**The Board of Chiropractic Examiners requires that you complete all of your required CE hours BEFORE you submit your chiropractic license renewal form and fee.**

**NOTE: It is solely your responsibility to complete the course by then, no refunds will be given for lack of completion.**

**Enjoy,**

**Marcus Strutz DC**

**CE Provider**

**Back To Chiropractic CE Seminars**

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# **Back To Chiropractic Wellness: In The Office**

**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, 2000-2013 Mendocino/Ft Bragg, CA**
- **CE Seminars, 2002-present:**  
**Technique, Wellness (Pt Ed), Physiotherapy,**  
**History Taking & Physical Examination Procedures**
- **Ghost Writer Practice Management, 2007-2014**
- **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**

## **Back To Chiropractic CE Seminars**

**Presented by: Marcus Strutz, DC**

### **Learning Objectives ~ 6 Hours of Wellness: In The Office**

1. To understand the barriers that may exist for the new patient and develop strategies to overcome these difficulties. Use strategies, examples and demonstrations to help patients understand chiropractic.
2. Identify the common misconceptions of chiropractic, frequently asked questions, and “things the patient needs to know”, before starting chiropractic care.
3. List and discuss the benefits of chiropractic care in a pain/symptom based model. Develop systems on how to share and educate information in regards to this matter.
4. List and discuss the benefits of chiropractic care in a non-pain and non-symptom based model, (wellness care). Develop systems on how to share and educate information in regards to this matter.
5. Design initial intake forms for the chiropractic office that integrate wellness care.
6. Design re-evaluation forms and systems to measure the effectiveness of chiropractic care from the patient’s perspective. Use subjective and objective measurements tests/exams/observations to achieve this goal.

## **Back To Chiropractic ~ 6 Hrs Wellness: In The Office**

Time	Topic
Hour 1	➤ Strategies, examples & demonstrations for patient education.
Hour 2	➤ Brainstorm and list the common misconceptions of chiropractic, frequently asked questions, and “things the patient needs to know”, before starting chiropractic care.
Hour 3	➤ Chiropractic as a pain/symptom based model.
Hour 4	➤ Chiropractic as a non-pain and non-symptom based model, wellness care.
Hour 5	➤ Develop initial intake forms from a wellness care perspective.
Hour 6	➤ Develop re-evaluation forms from a wellness care perspective, with subjective and objective measurement systems.

# **Wellness: In The Office**

**This seminar is a bit different in that it's more of a workshop than solely informational.**

**There will be multiple activities that I'll ask you to do. You can get as involved as you wish.**

**The basic idea is to get more information to your patients as they experience your office. So whether it is integrated into your initial intake form, posted on the walls of your office, on your website, or in take home hand-out form, we need to be sure that your patients leave being as informed as possible about chiropractic.**



I will include many simple explanations to things the patients need to know, frequently asked questions & common misconceptions.

There are over 220 files on the Free Materials link on our website, feel free to use as many as you like.

At the end I am hoping you will have materials for your office that are effective in properly educating your patients.

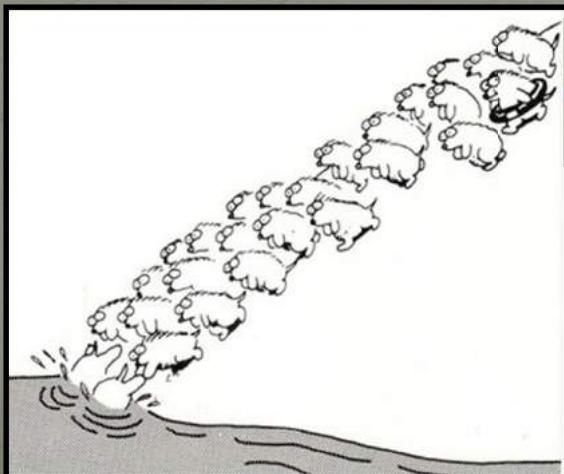
This includes a patient take home self-evaluation form that helps the patient see the benefits of chiropractic care.

So lets get started into the world of chiropractic wellness & why we should go to a chiropractor even if we think we are healthy & have no pain!



# 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 & that can happen right in your office!

BEFORE YOU CAN THINK OUTSIDE THE BOX, YOU HAVE TO BE SMART ENOUGH TO KNOW THAT THERE IS A BOX.



CG VANDERPOOL

**A. Farthingsworth**

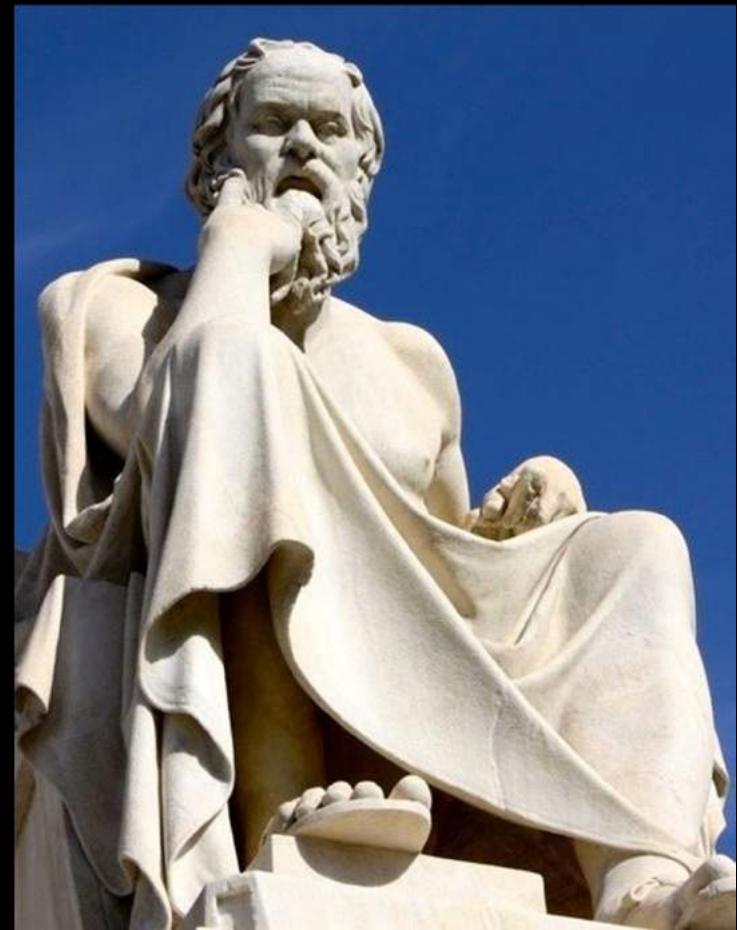
# Hope

Many new patients have “tried everything” & 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 & a dynamic “set of tools”, (never under estimate the power of the adjustment). With your unbridled energy, passion & skill the patient will get better. Never give up hope!



Here are some great quotes  
to get us started in the right  
direction!

I suggest to post these in  
your office  
or on your website!



“There is only one good; knowledge,  
& one evil; ignorance.”  
Socrates

**Lets start off with an attitude  
adjustment!**

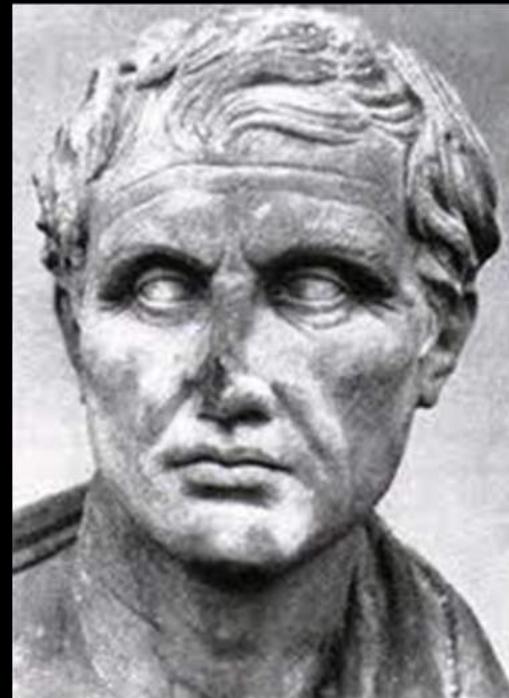
**“Despite everything,  
life is good!”**

**Anne Frank  
1929-1945**



**She was so right, no matter what happens  
we need to enjoy life & seek the positive!**

**Please Find 520 Fun Facts & Quotes  
[backtochiropractic.net](http://backtochiropractic.net)  
Free Materials**



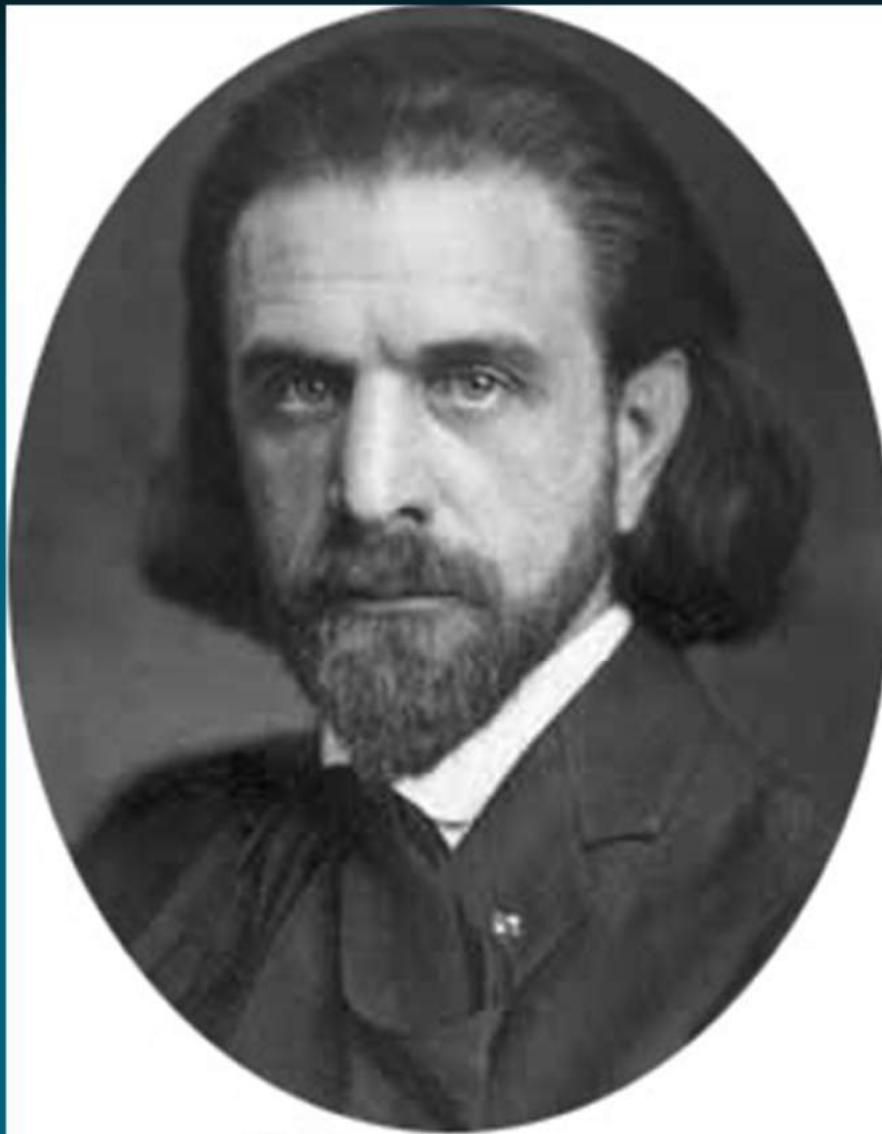
“The greatest wealth is health.” ~ Virgil  
Publius Vergilius Maro (Oct 15, 70 BC – Sept 21, 19 BC)

How many times have you been sick or injured & you just can't wait until you are healthy again? You vow to always appreciate your health & **NOT** take it for granted. So why not be proactive & do everything you can to keep & maintain your health?

**“Health is a state of complete physical, mental & social well-being, & 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."

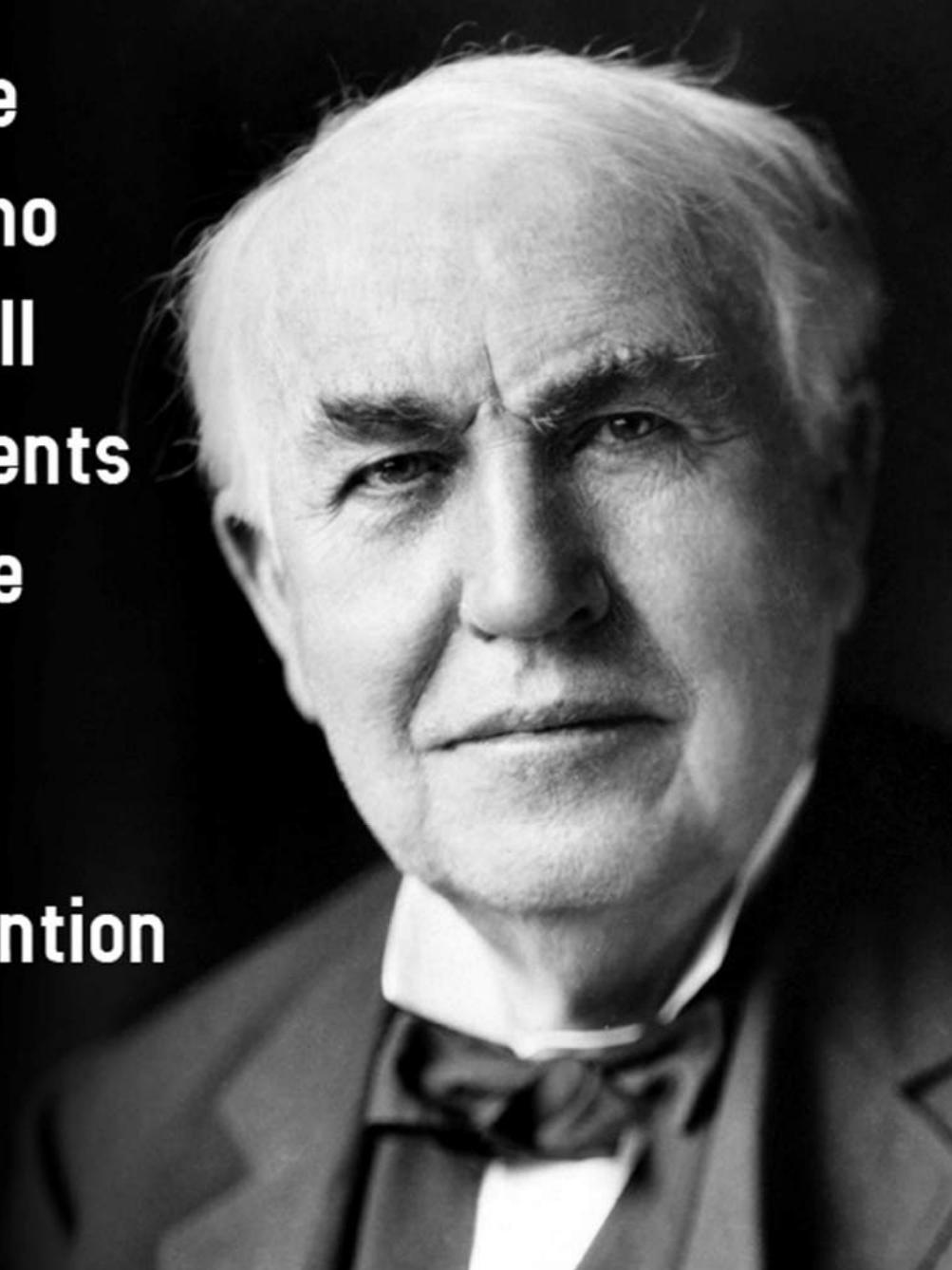
-BJ Palmer

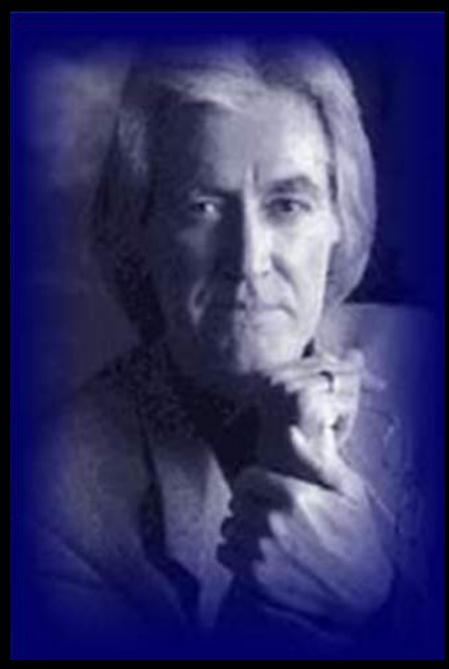
“

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

”





“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!**

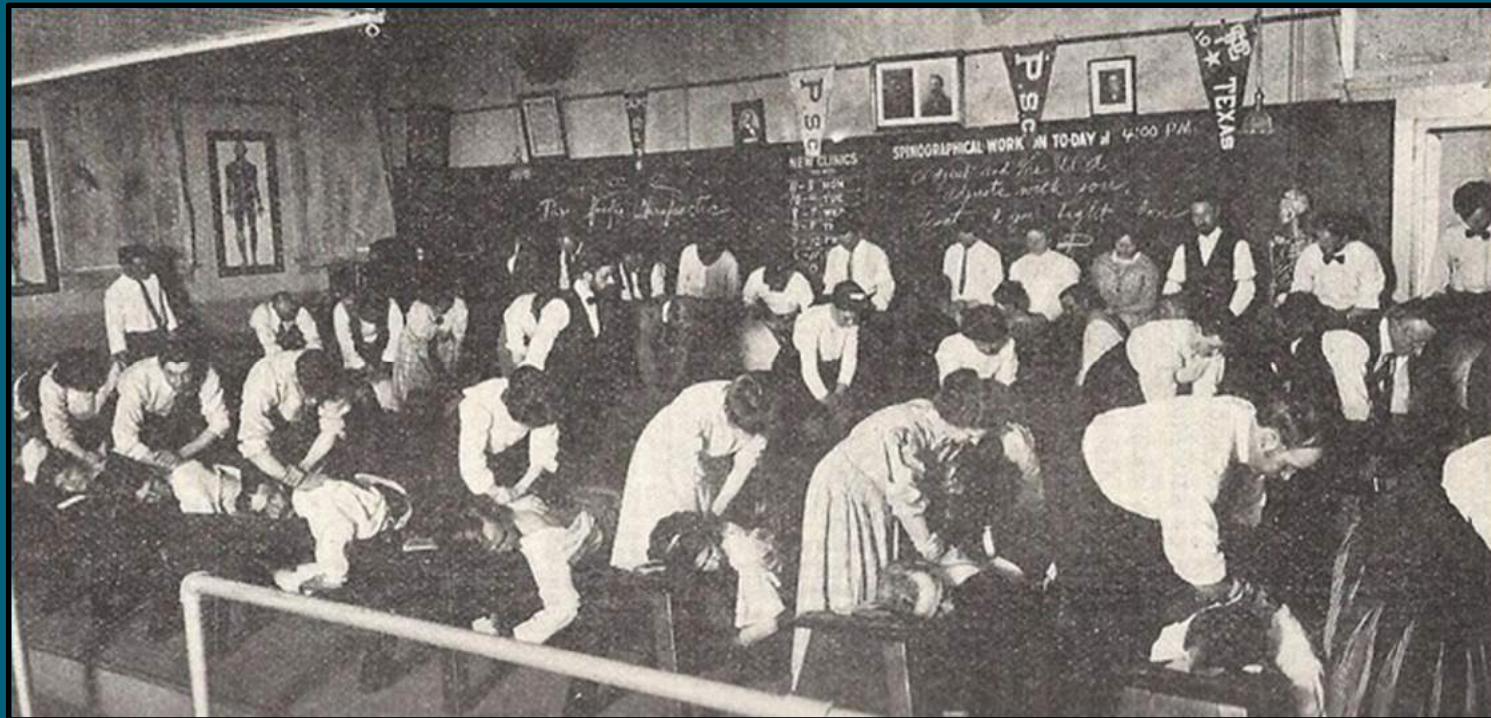
The goal is to live long & be healthy, achieving a more effective life, maintaining full function & well-being. The goal of chiropractic care is correction of dysfunction with pain relief, restored function & enhancement of well-being. DC's make patients aware of their role & responsibility in maintaining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

**backtochiropractic.net**

**Free Materials**

**“If the public knew what we know,  
we’d need a lot more chiropractors.”**

**~ Marcus Strutz DC**



# Activity

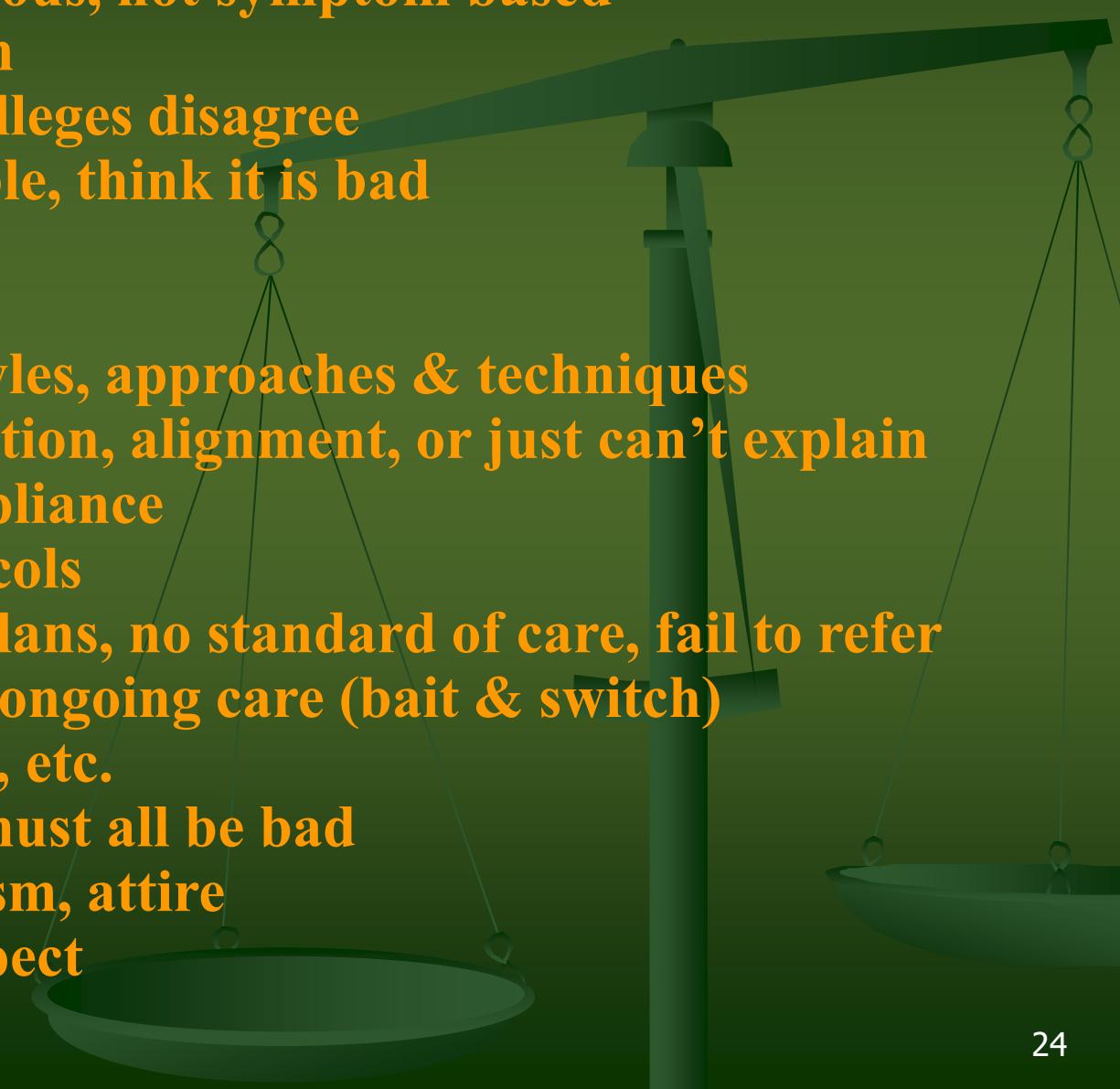
Okay, for some perspective, let's take a look at the  
Top 10 Reasons The Chiropractic Profession Struggles

**Please list what you think they are.**

Then take a look at my list, they may vary a bit from yours.  
Are there any things on the list that you could  
perhaps avoid doing?

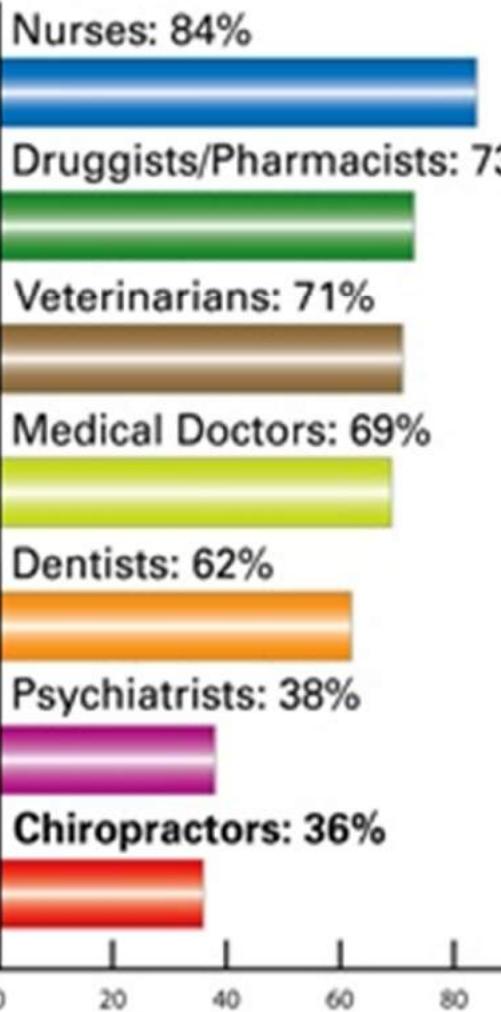


## Why We Struggle?

- 
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

## 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%

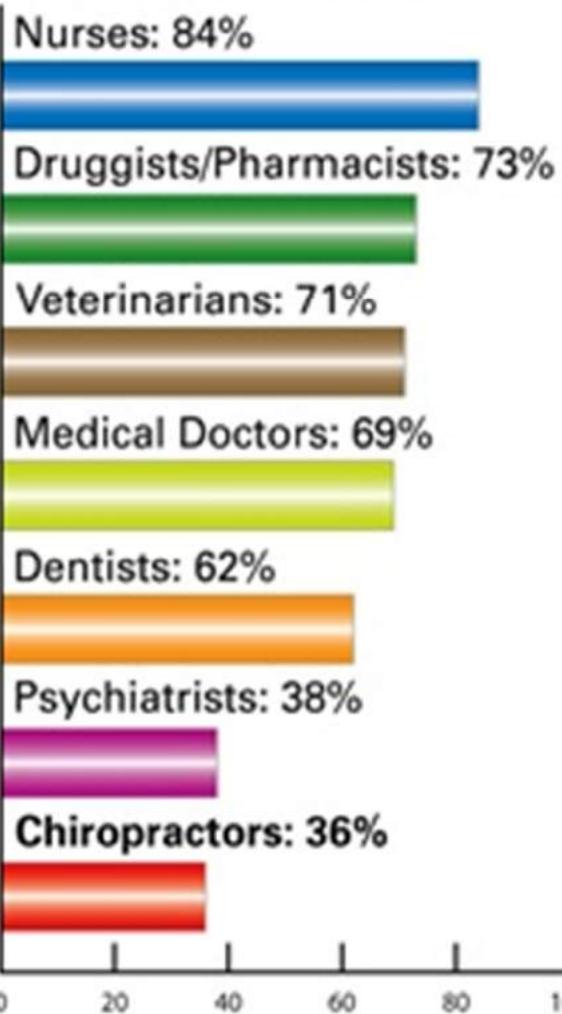
HMO managers 12%

car salesmen 7%

Gallup poll 1,009 US adults, 2006

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

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



In this study please note that most studies say only 10-15% of the population even goes to a chiropractor. So that means 850 of the 1000 people haven't even been to one! So the "word on the street" is driving these opinions.

All the more reason we have to do an excellent job of patient education.

The surveys of people who have been to a chiropractor are quite favorable for us. I will have some later in this presentation.

# Activity

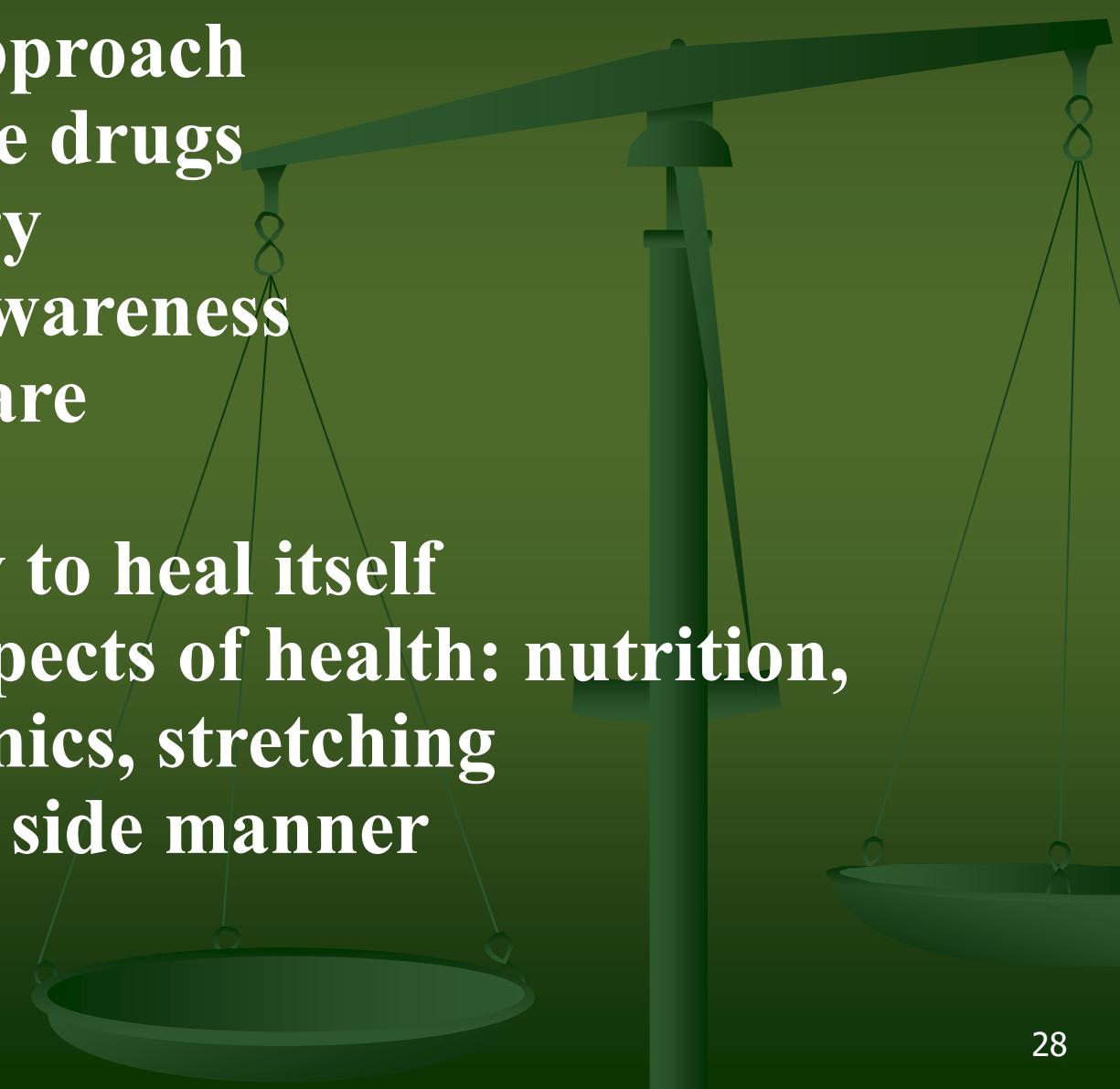
Okay now let's take a look at the  
**Top 10 Reasons The Chiropractic Profession Does Well.**

**Please list what you think they are.**

Then take a look at my list, they may vary a bit from yours.  
Are there any things on the list that you could  
perhaps do better?



# **What We Do Well!**

- 
- 1. Adjust joints, subluxations**
  - 2. Wellness maintenance care ideals**
  - 3. Whole body approach**
  - 4. Don't 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**

# Activity

## Top 10 Keys To Chiropractic Success

A perspective chiropractic student once asked me what I thought the 10 most important things or attributes or personal qualities one needed to be a successful chiropractor.

**Please list what you think they are.**

Then take a look at my list & grade yourself on each one.

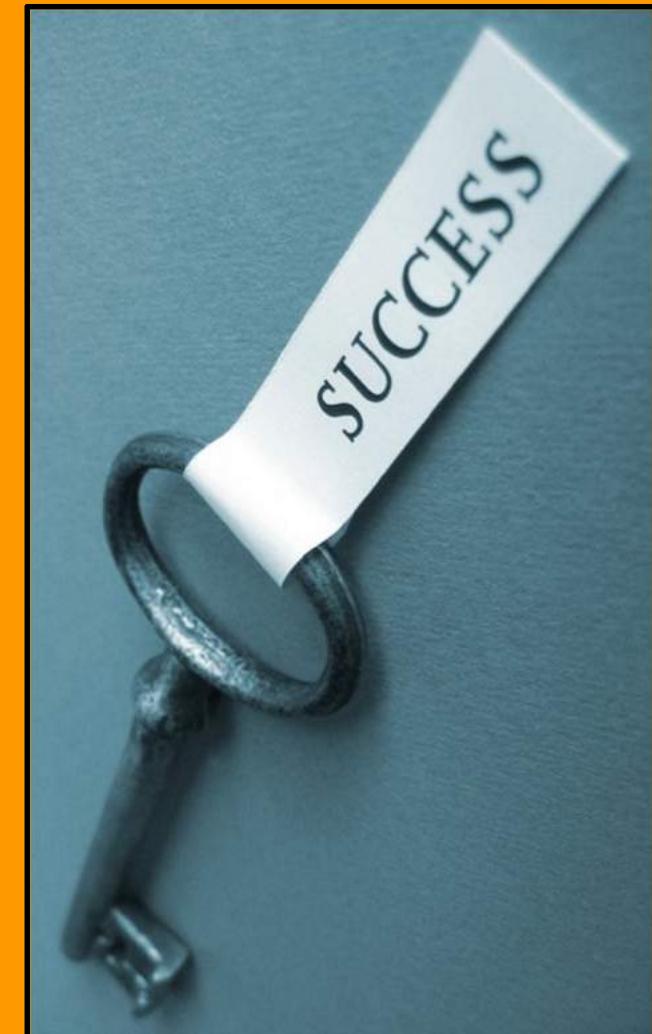
Are there any areas that you could approve upon?

If so then go for it!



# **Top 10 Keys To Chiropractic Success**

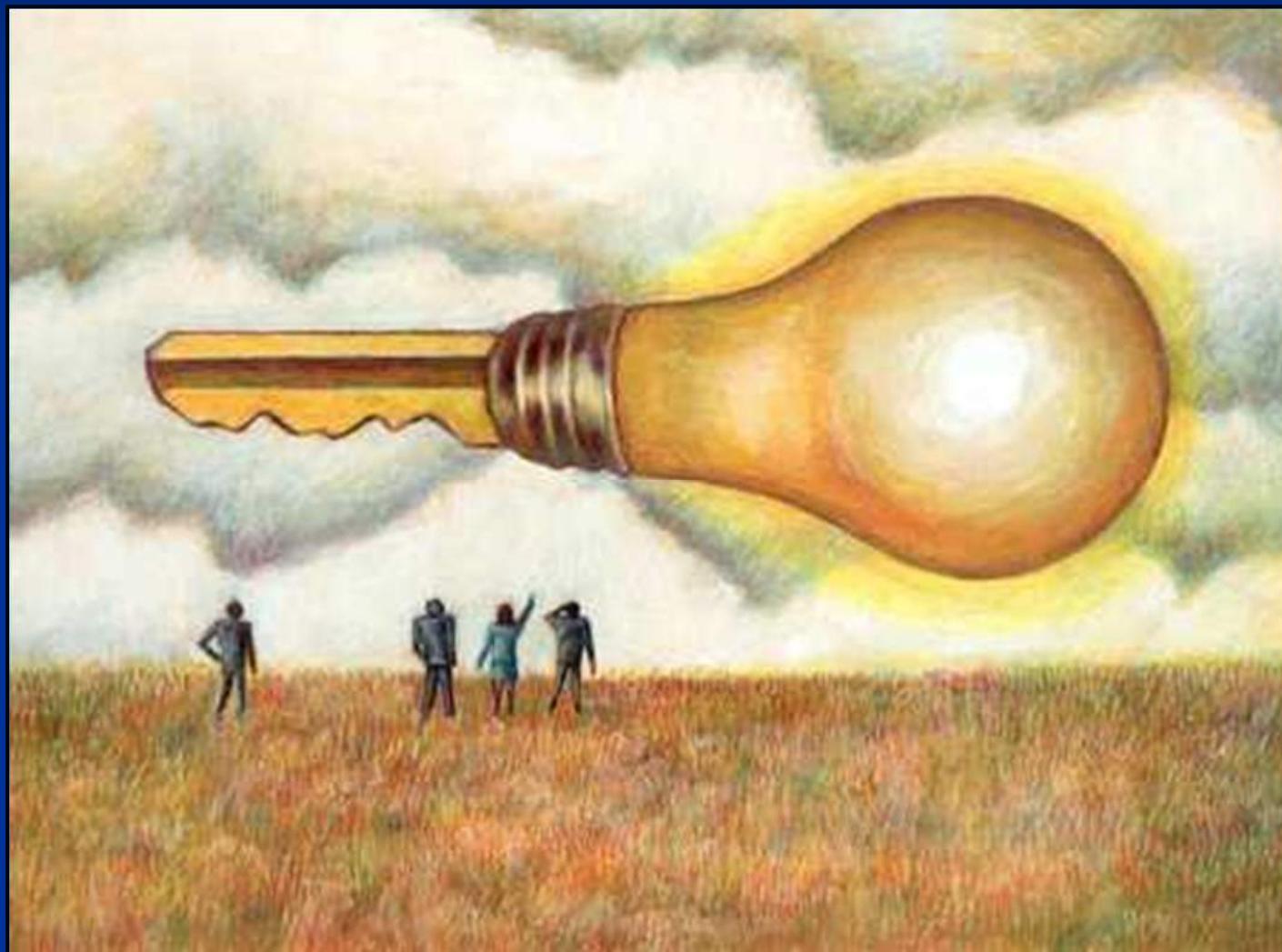
- 1. Practice Management, Business Skills**
- 2. Extraordinarily Excited To Help People**
- 3. Be Fair To Your Patients**
- 4. Great Bedside Manner**
- 5. Entrepreneurial Spirit**
- 6. No Excuses Attitude**
- 7. Passion For Chiropractic**
- 8. Willingness To Learn/Improve**
- 9. Communication With Patients**
- 10. Be A Great Adjuster**



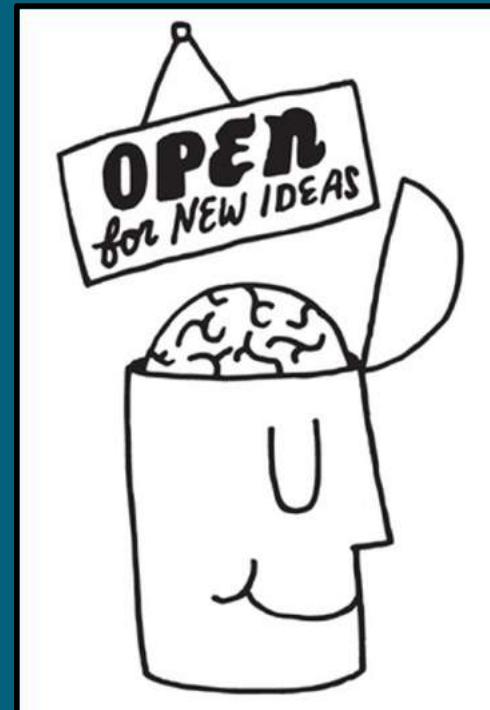
All 10 of those are important.  
For this presentation we will focus on communication with our patients.  
Think of it this way, you are starting a new long term relationship with someone & for it to work we must communicate openly & effectively.



# Some Key Ideas for Successful Communication

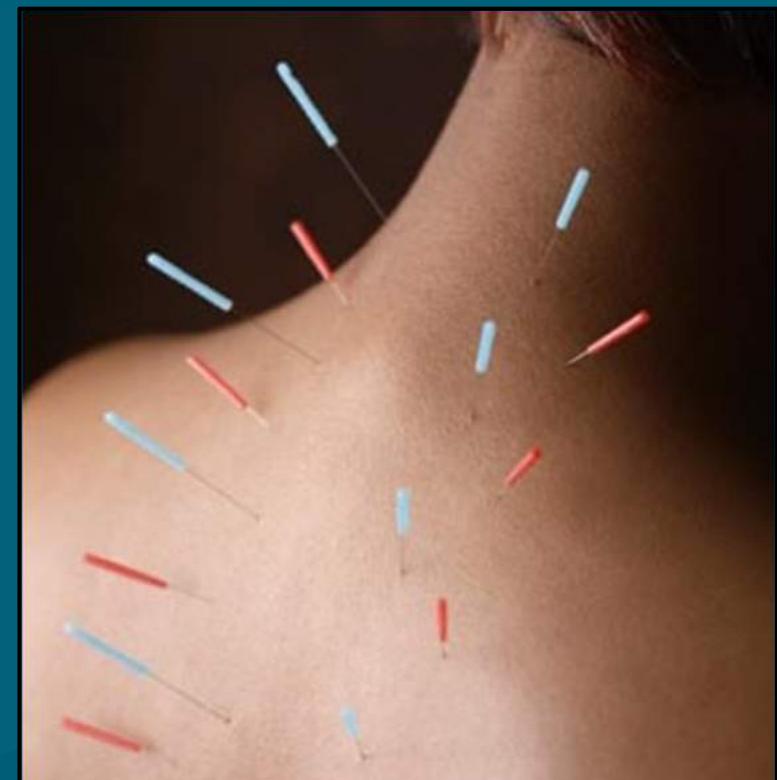


**How do you respond to a new idea?**  
Often people are hesitant & apprehensive.  
Remember chiropractic is a new idea to many  
people & of course they may have already  
passed judgement before they see you.



# Not Just Us

Ask your local hypnotherapist or acupuncturist about their experience with new patients & all the misunderstandings & disbelief they have to deal with..



# **Shifting Paradigms?**

## **Pluto Not A Planet?**

**Science says NO to Pluto, but for those of us who grew up being taught Pluto was a planet & we'll likely keep that belief no matter what the scientists say.**

**Now relate that same principle to your patient's mindset, they grew up with the medical model and...**

**Lesson learned! It takes a lot to change someone's beliefs.**



How many visits does it take to shift the patient's paradigm about chiropractic?  
Perhaps it never completely shifts, what I know for sure is that every visit is an opportunity to educate.



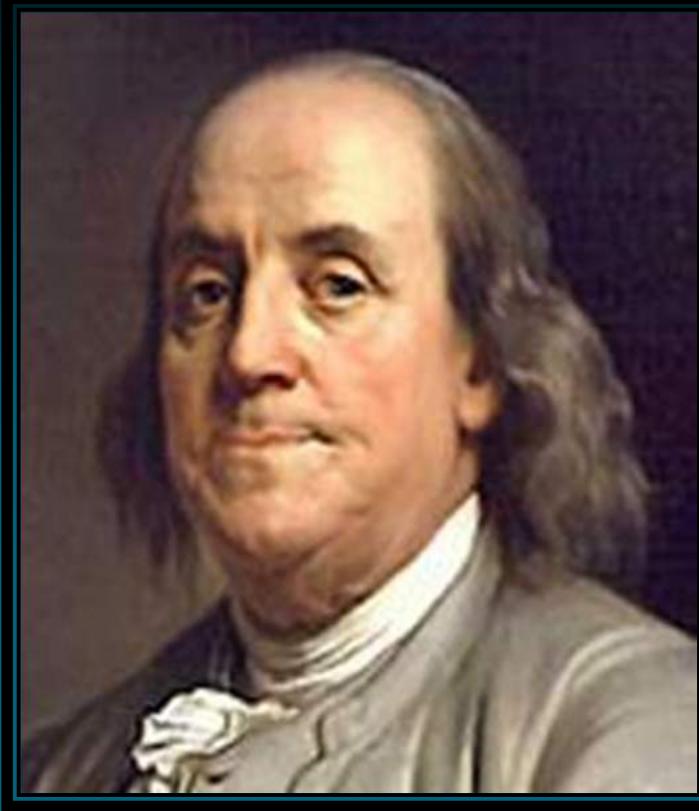
# No “I” Infections!

Always consider how you come off to your new patients.

If you say: “I’m the only one that thinks this”, or  
“I’m the only one that does that.” This may increase  
their skepticism. Why are you the only one?

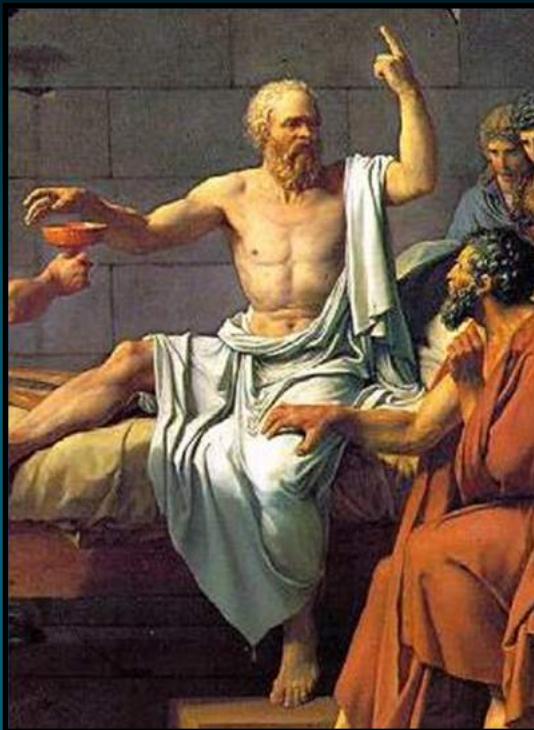
Let them know that many DCs have the same principles,  
philosophies & techniques & that you are not that stand  
alone screwball doctor they fear.





**Wisdom From Ben**  
“Tell me & I forget.  
Teach me & I remember.  
Involve me & I learn.”  
~ Ben Franklin

**Thanks Ben! So with this in mind, as we try to get our patients to understand chiropractic, the more we can INVOLVE them in our explanations, the better they will understand & integrate our ideas into theirs.**



# Socratic Method Of Teaching

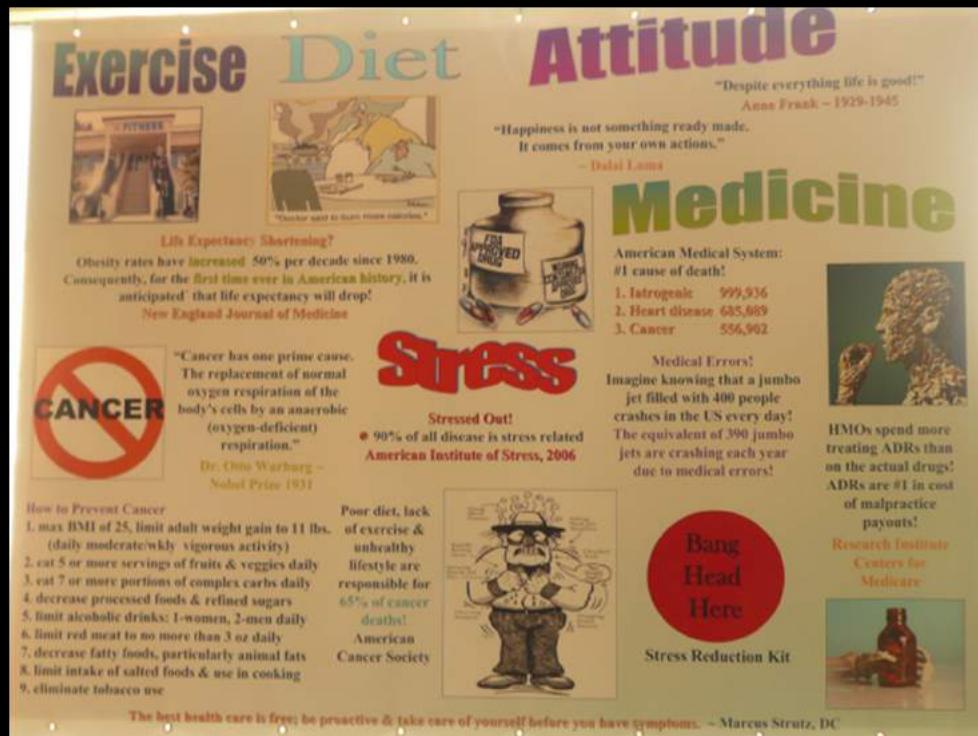
The idea is to ask a series of questions based on logic & fact intended to help a person discover their beliefs & understanding about a given topic. In this case chiropractic. I always ask questions that I already know the answer to before I

ask. So yes or no questions, simple choice questions, etc. Questions like you see lawyers ask in the movies, “your leading the witness”. YES! I’m simply guiding the patient to the truth! It is better for **THEM** to come to the conclusion that I want them to, versus just telling them. This **IS** the involvement Ben Franklin was taking about. So we’ll use this method throughout our presentation.

# Educational Posters & Tables

Have educational posters & tables in your office. The more the better. Have a poster or table (think science fair style) for every common question so you can walk up to the poster or table & explain the concept to your patient. Have the posters printed or use butcher block paper. Design your own educational tables. Use information cards so the patient can read & learn on their own.

We have FREE posters for you on the Back to Chiropractic website: [Free Materials](#)



# Talk Over The Patients Head

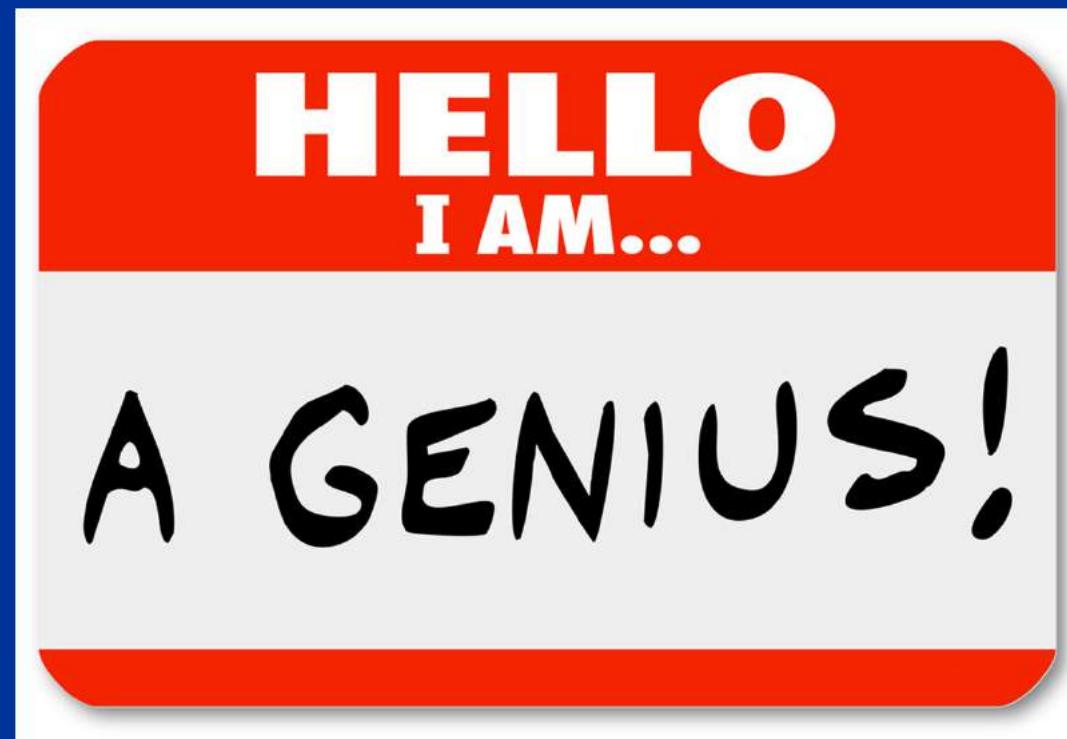
Impress the patient on that initial visit. Most new patients have no idea about your level of education. To establish that you're “the doctor” is crucial in your long term relationship with the patient, so that 1<sup>st</sup> impression is super important. They should be able to conclude that you are highly educated just by listening to you & that you **DIDN'T** just attend a weekend course.



**How smart do you sound on a routine visit?**

Okay now the patient has come in multiple times & the visit doesn't take long. Do you still sound like that highly educated doctor you were on that first visit or are you now having routine conversations?

Record yourself & hear how you sound.



# What Do You Talk About In The Office?



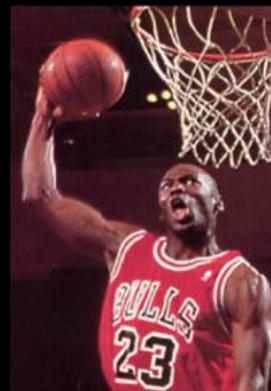
Holidays



Family



Finance



Sports



Weather



Politics

In Psychology there is something called Approach Tendencies. The concept is that people tend to approach (talk about) only things they are comfortable or familiar with.  
So the 6 topics above are what most of your patients would tend to want to talk about. Since they are not familiar with chiropractic they tend to NOT want to talk about it.  
Have you ever had a patient visit where chiropractic & health never comes up? Don't feel bad everyone has.

So how do we get the patient to talk about chiropractic?

# The White Board

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

**Point to the L5 vertebra on the anatomy chart.**

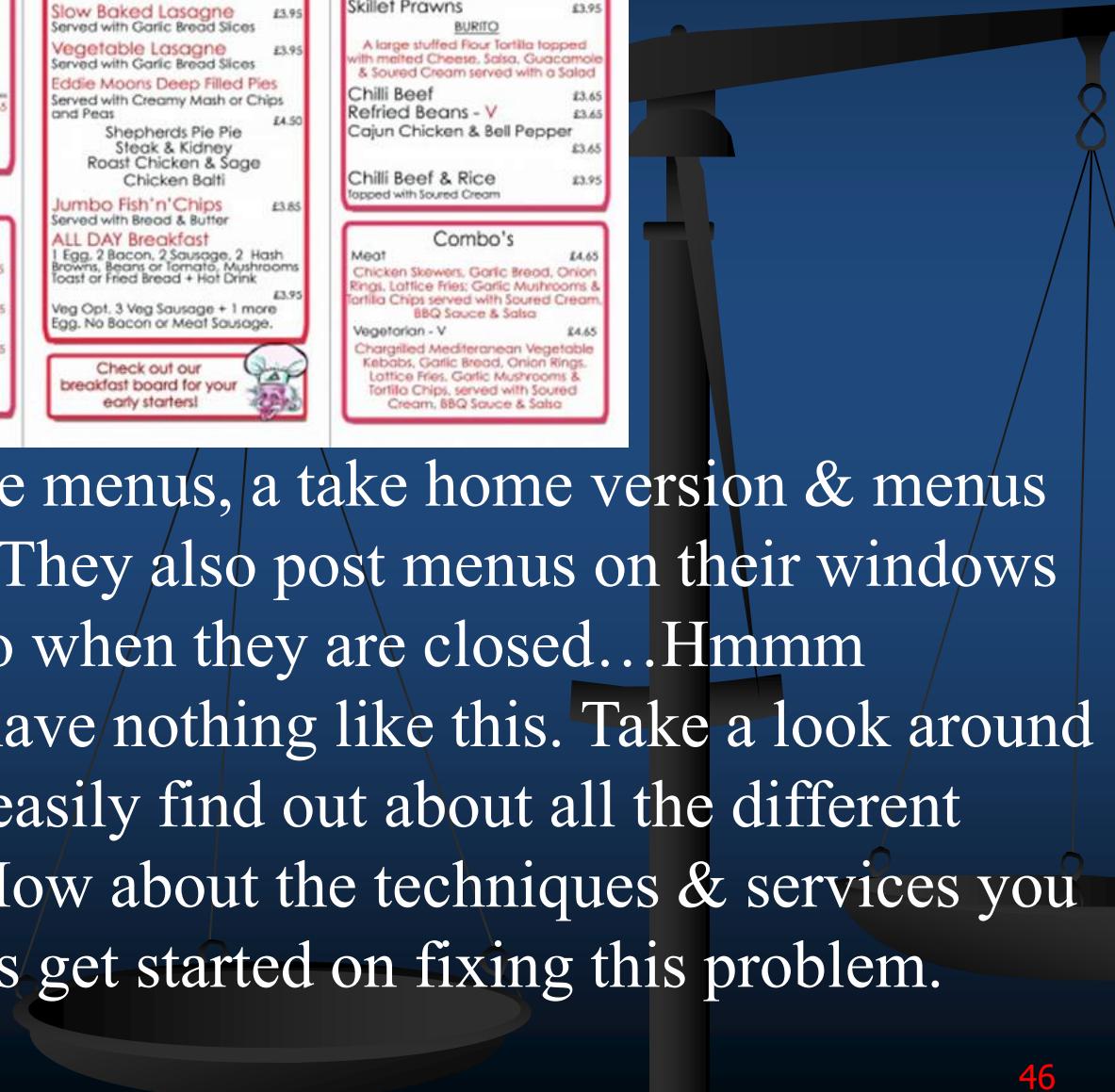
**Next week: What is the Patella?**

Put a white board up in your office. Ask thought provoking questions that stimulate chiropractic conversation. Multiple choice, true/false, open ended, define big words, concepts, identify on a chart or x-rays all work well. Change it daily or weekly.

**Take the magazines out of your waiting room!  
Your office is the only place to learn about  
chiropractic. Provide your patients with EASY to  
understand chiropractic or health information.  
Also take the time to highlight the drug ads in the  
mainstream magazines & the long list of  
contraindications & side effects.**



# The Chiropractic Menu



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

Restaurants have in house menus, a take home version & menus posted on their websites. They also post menus on their windows facing the street so when they are closed...Hmmm

Most chiropractic offices have nothing like this. Take a look around your office. Can you easily find out about all the different conditions you care for? How about the techniques & services you offer? No? Okay, let's get started on fixing this problem.

## The Chiropractic Menu ~ The Initial Intake Form

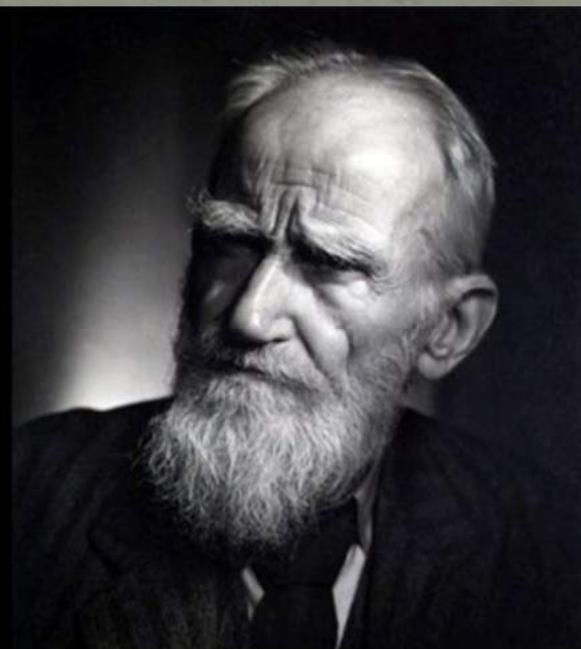
New patients often have no idea what chiropractic care is all about. They come in with misconceptions & erroneous ideas that need to be addressed **BEFORE** they start care, so they will have a good experience in your office.

Many DCs error on the side of explaining things once at the first visit or ROF & then assuming the patient understands forever. We need to constantly go back & review these “NEW” ideas with the patient.

“

THE SINGLE BIGGEST  
PROBLEM  
IN COMMUNICATION  
IS THE ILLUSION THAT IT  
HAS TAKEN PLACE.

- GEORGE BERNARD SHAW



# The Chiropractic Menu

The idea is to add to your initial intake form, perhaps 1-2 pages of information that will address these issues:

- Things You Need To Know
- Frequently Asked Questions (FAQs)
- Misconceptions

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

# Activity

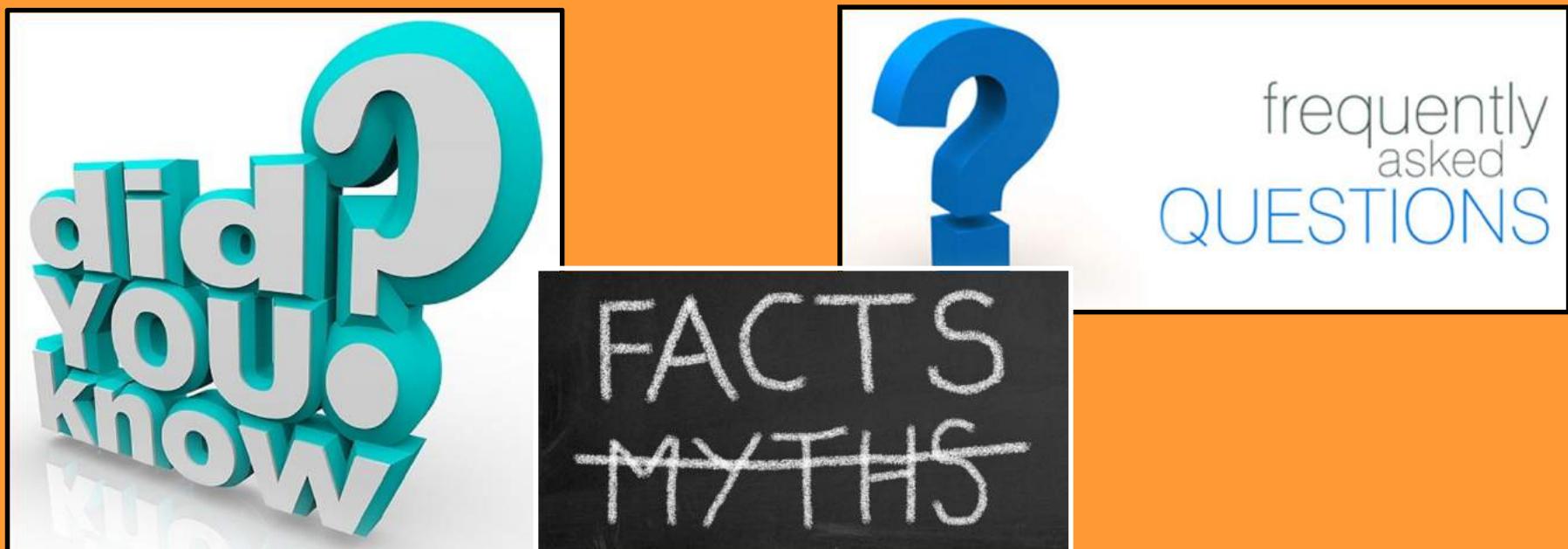
## Things You Need To Know, Frequently Asked Questions & Misconceptions

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. Include these on your initial intake form.

(Note: there'll be overlap in these categories & that is okay.)

Make posters, hand-outs & post on your website.



# Things You Need To Know, FAQs & Misconceptions

1. What is chiropractic? How well does it work?
2. Chiropractic is an alternative to pharmaceutical drugs & surgery.
3. Chiropractic is licensed in all 50 states & is a 4 year postgraduate program.
4. When to choose chiropractic if you have pain or symptoms ~ Testimonials
5. Why can DCs help with so many different conditions?
6. Pain is a poor indicator of health.
7. Why do I hurt when nothing happened?
8. When to choose chiropractic if you don't have pain: wellness care.

What are the non-pain benefits?

9. There are many different techniques & specialty areas within chiropractic.
10. Care is like working out or physiotherapy, (needs to be done more than once).
11. Once I go, I'll have to go forever?
12. What is a chiropractic adjustment? How does it work?
13. Is chiropractic safe?
14. Does the adjustment hurt? Does it hurt afterwards?
15. Why is a visit or adjustment so short?
16. You can be sore after the first few visits and that is okay.
17. What is that popping sound?
18. Is the bone being popped back into place?
19. Are bones actually moving?
20. Why is the 1st adjustment so loud & all the rest not?

Add more if you like, oh here's one, make sure they are crystal clear about the cost upfront, no surprises.



# Activity

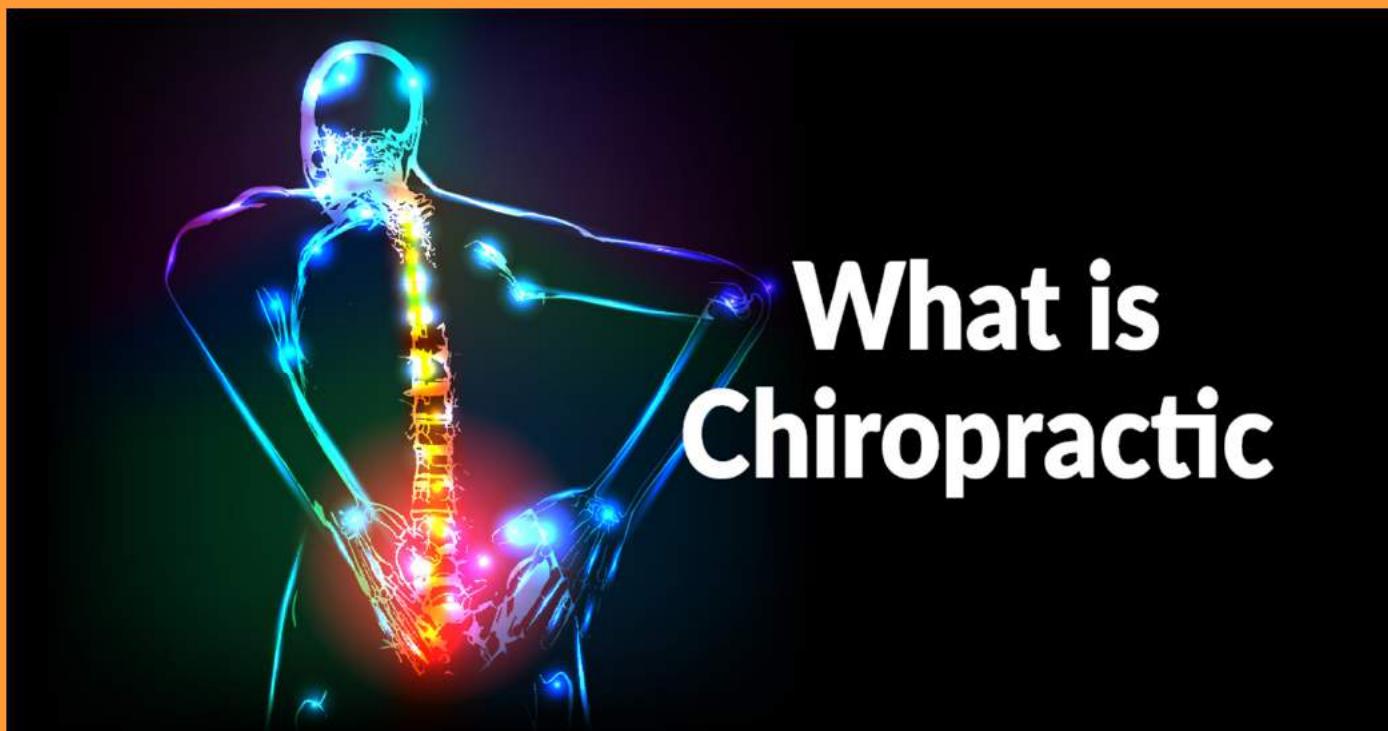
Try this. Define & describe chiropractic in one paragraph for the patient. You will see that it is not that easy to formulate a simple explanation for the patient.

Many chiropractic concepts are hard to explain.

We need to constantly educate our patients.

# **What Is Chiropractic?**

**Chiropractic is a health care profession that focuses on disorders of the musculoskeletal system & the nervous system, & the effects of these disorders on general health. Chiropractic services are used most often to treat neuromusculoskeletal complaints, including but not limited to back pain, neck pain, pain in the joints of the arms or legs & headaches. (see list of conditions managed)**



# **How Well Does Chiropractic Work?**

**Your results may vary due to:**

- 1. Severity of the injury.**
- 2. How long you've 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.**

**"CHIROPRACTIC,  
LIKE GRAVITY,  
WORKS WHETHER  
YOU BELIEVE IT  
OR NOT."**

**SID E. WILLIAMS DC**

# 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**

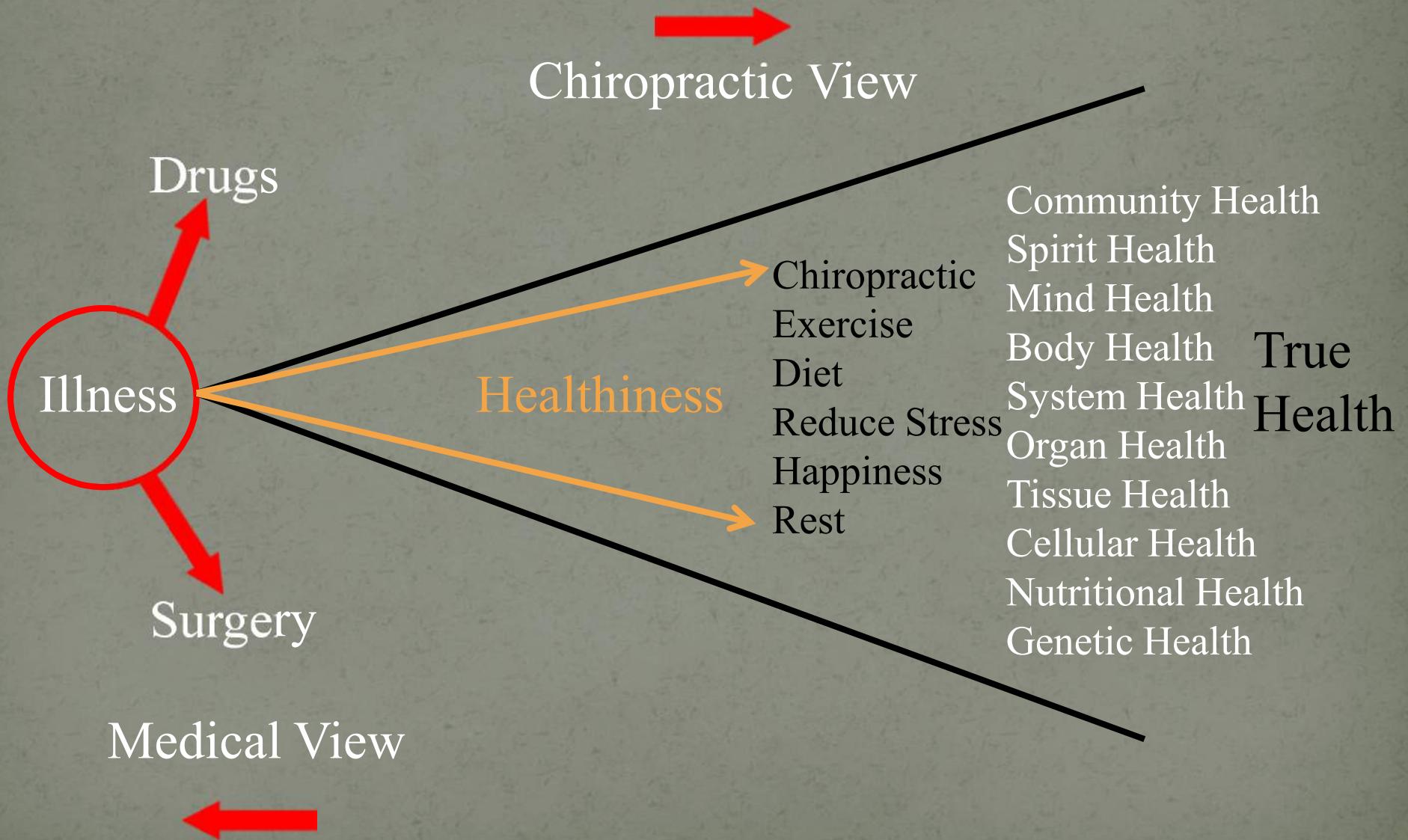


# Chiropractic: Alternative To Pharmaceuticals & Surgery

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 over rides 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.

# Chiropractic & Western Medicine



# Choose Chiropractic

Think differently about staying healthy!

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

- 60% Less hospital admissions
- 59% Less days in hospital
- 62% Less outpatient surgeries
- 85% Less in pharmaceutical costs

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 is licensed in all 50 states & is a 4yr postgraduate program

DC Class Hours	Subject	MD 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
<b>2,887</b>	<b>TOTAL HOURS</b>	<b>2,756</b>
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.
<b>4,485</b>	<b>GRAND TOTAL HOURS</b>	<b>4,248</b>

Post this chart in your office

[backtochiropractic.net](http://backtochiropractic.net) ~ [Free Materials](#)

# Activity

## Patient Education: When To Choose Chiropractic! Pain & Symptom Based

**This should be part of your initial intake form:**

Make a list of your top 20 common conditions that you care for in your office. These are your “bread & butter” high success rate cases. This list should be easily found on your office window, on your website, on your initial intake form & in your waiting room. Hmm... he keeps saying that!



# **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**

**Plantar Fasciitis**

**Arthritic Joints**

**Numbness/Tingling**

**Pinched Nerves**

**Bursitis**

**Fibromyalgia**

**Tendonitis**

**Motor Vehicle Injuries**

**Sports Injuries**

**Personal Injuries**

**Worker's Comp Injuries**

## **Why Can DCs Help With So Many Different Conditions?**

**Great question! Patients are often confused why you can help with so many seemingly unrelated conditions.**

**The secret of course is all these conditions are either directly or indirectly related to joint motion. Whether it's a specific soft tissue joint problem or a neurological or vascular system issue, improving joint motion can help with many conditions.**

**See list of common conditions cared for by DCs.**



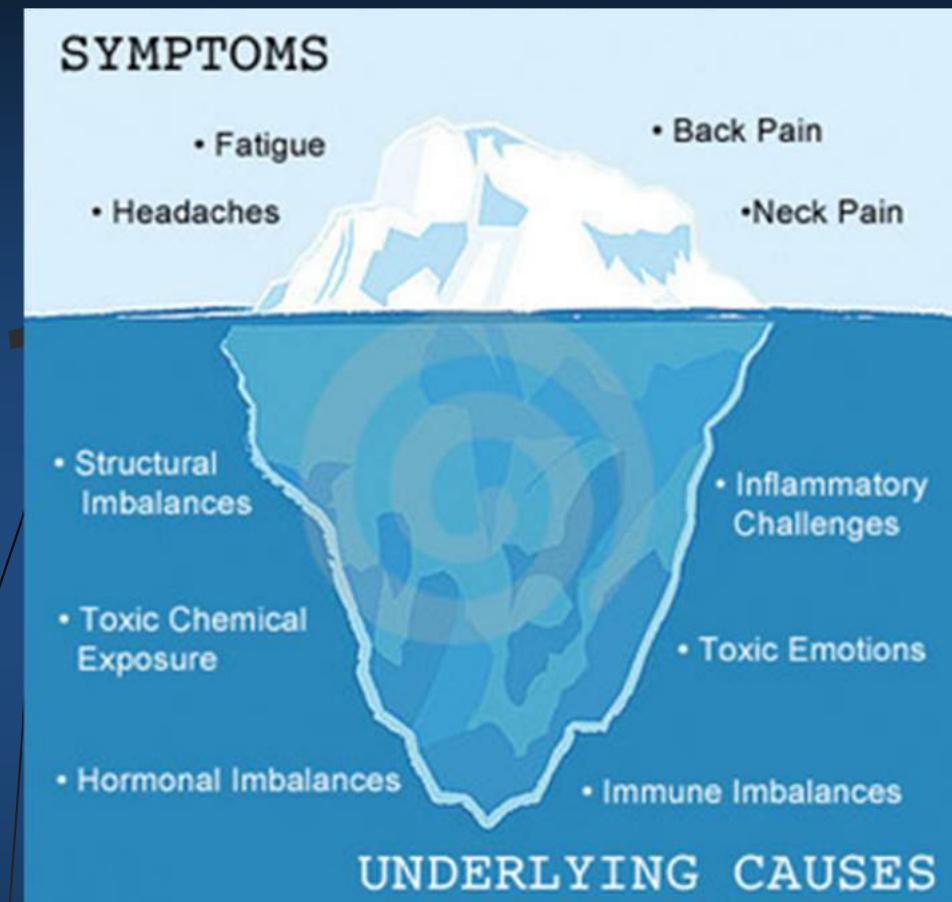
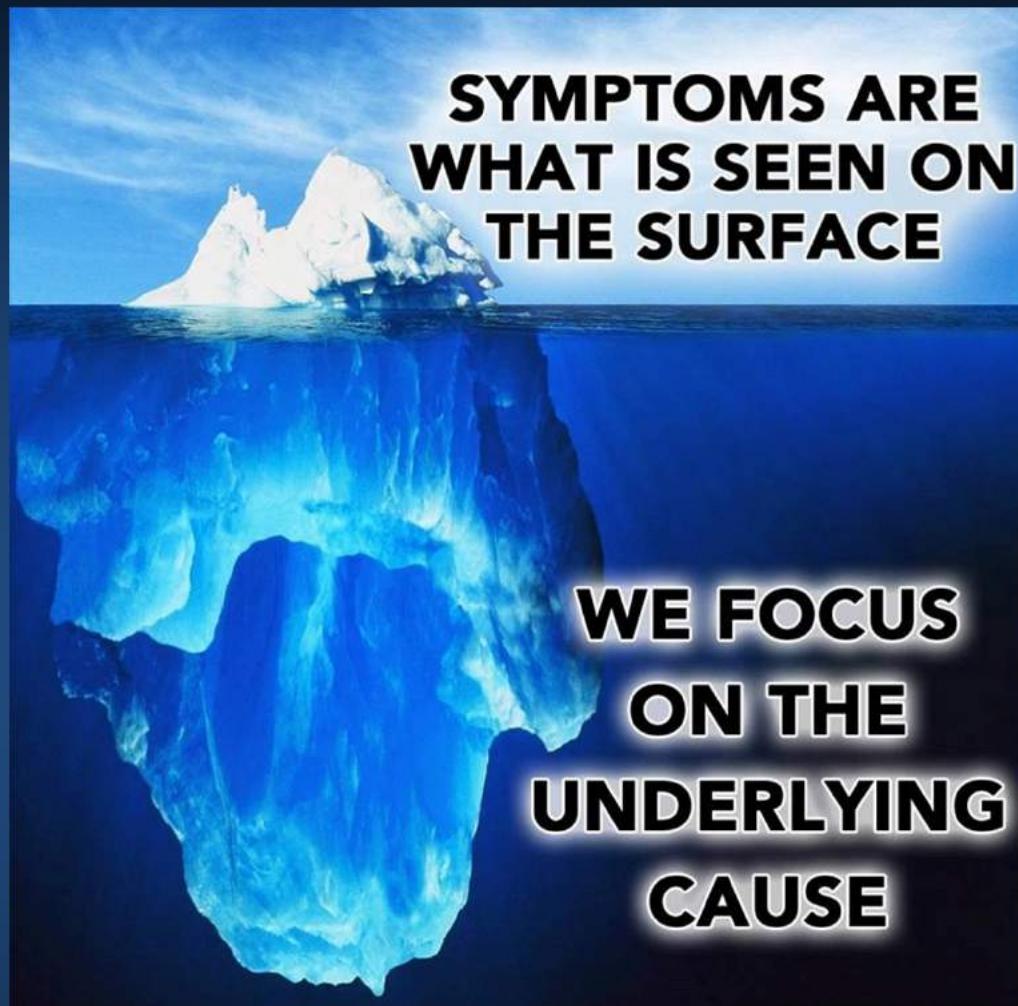
# When To Choose Chiropractic If You Have Pain Or Symptoms ~ Testimonials

**Testimonials are great to have posted on your website & in your office.**

**Patients like to read about your success cases it makes them feel better about their own care & boosts their confidence about you.**



# Pain Is A Poor Indicator Of Health



Changing pts awareness of health can lead to better choices!

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

# Why Do I Hurt When Nothing Happened?

Patients often say: “Nothing happened, why do I have pain?” Of course the answer is repetitive micro-trauma. Try using this analogy: How long does it take for pants to wear out? It may take years before they slowly wear-out, take a look at these pants.

Macro-trauma they understand. A single identifiable event occurred at the knee.

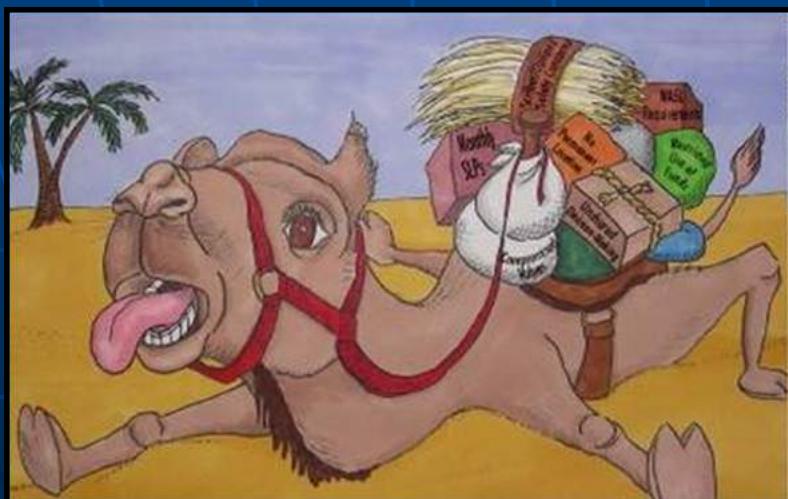
Micro-trauma needs to be pointed out. Slowly over time the pant pocket region wore out from keys rubbing there. This is analogous to hunching over a computer keyboard for years.



## More Repetitive Micro Trauma Confusion

I was tying my shoes & my back went out. You hear that all the time. 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. **So what happened?** Your muscles slowly fatigued over time from routine daily activities, & then one day your back goes into spasm & the patient thinks it must be from a singular event. They need to understand that **is not** what happened.

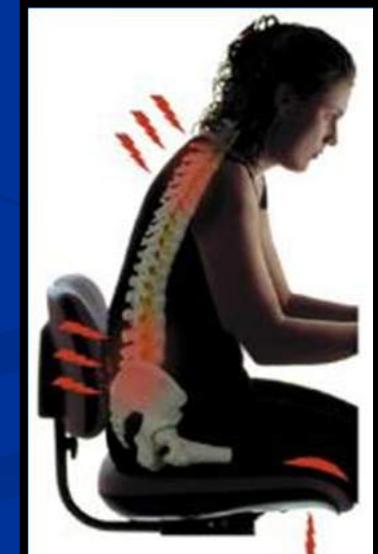
It's the proverbial “straw that broke the camel's back”.



# Repetitive Micro Trauma Demonstration

Try this: Have your pt palpate your traps when you have relaxed proper posture. Then pretend to: drive, cook, brush your teeth, use a mouse, read, etc. They will feel the difference. 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”!

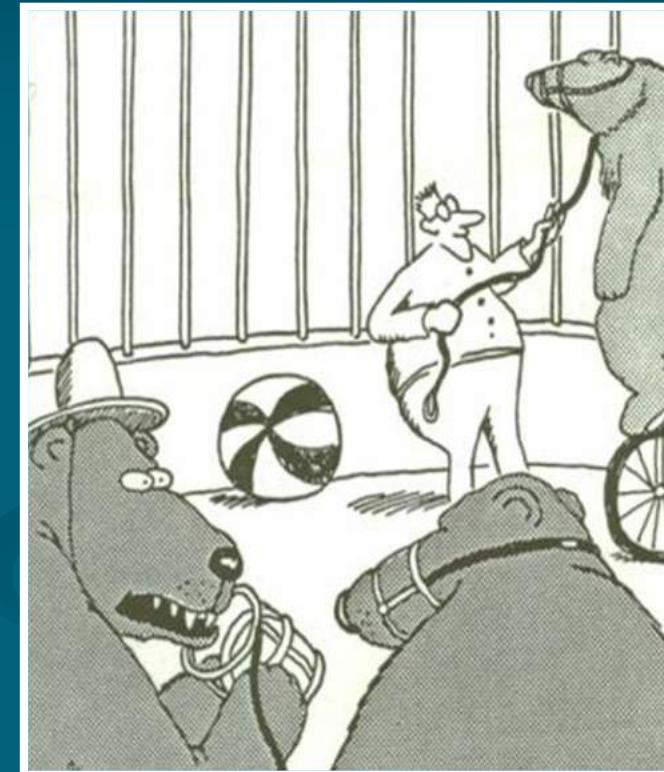
Try this on the low back too!



# Wellness Care: When To Choose Chiropractic If You Don't Have Pain Or Symptoms. What Are The Non-pain Benefits?



Let the discovery of  
wellness begin!



“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	-10	—
Exercise	Intense	Moderate	Periodic	Light	Sedentary	—
	5	3	0	-3	-5	—
Stress	None	Mild	Moderate	High	Constant	—
	5	8	-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	—
	Seldom				1	—
Drugs	Some aspirin & OTC drugs				0	—
	Heavy aspirin & OTC drugs				-4	—
	Regular use of prescription drugs				-6	—
	Heavy use of prescription drugs				-10	—
	Low fat no refined foods				5	—
Diet	Moderate fats/few refined foods				3	—
	Typical fats/several refined foods				0	—
	Few fruits & vegetables/mostly refined foods				-3	—
	Fad diet				-5	—
	Everyday				1	—
	Sometimes				0	—
Breakfast	None				-1	—
	Coffee only				-2	—
	Coffee & donut				-3	—

Health Quiz  
Have the patient identify the areas they need to improve in by taking this quiz.

The big questions:  
Do they want to & can they?

Free Materials

# Activity

## Can We Change Our Own Behavior?

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

**Try this:** List your top 3 personal flaws.

They can be anything, (lose weight, be more tolerant, etc.)  
If you can't think of any perhaps that is one of your flaws.

Also your partner probably already has the list.



**Now I bet two things:**

1. You have had these flaws for a long time.
2. you've tried changing these flaws before & have failed

**ME TOO!**

Lesson: No matter how smart you are, you still struggle to change your behavior. So remember when you're coaching patients, be more empathetic, as they may struggle too.

## 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.

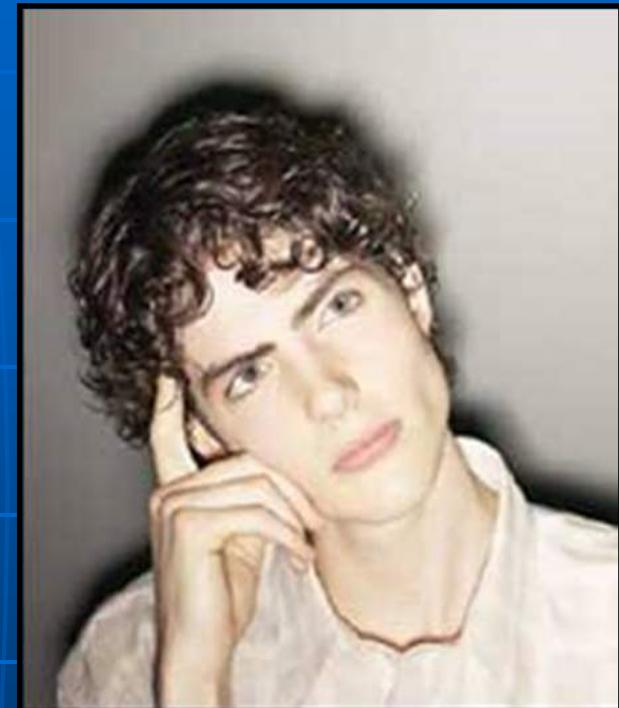
Ignoring the cause often leads to more serious problems. In the same way, pressure on the spine and the nervous system can alter physical and chemical structures, possibly leading to dysfunction and degeneration of the soft tissue, nerves, muscles, ligaments, disc and bone. The problem will most likely 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 than 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.



[backtochiropractic.net](http://backtochiropractic.net)

**Free Materials**

# Activity

## When To Choose Chiropractic Wellness Care!

**This should be part of your initial intake form:**

**Make a list of the top 20 wellness (non-pain or symptom) benefits of chiropractic care. This list should be easily found on your office window, on your website, on your initial intake form & in your waiting room.**

Hmmm... he said it again!



# **Wellness (non-pain or symptom) Benefits Of Chiropractic Care**

**Put this list on initial intake form.**

**Activities Of Daily Living**

**Athletic Performance**

**Balance**

**Blood Pressure**

**Breathing Measurements**

**Decreased Stress**

**Fewer Colds**

**Increased Flexibility**

**Increased Range of Motion**

**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**

**Mental Clarity**

**Attitude Improvement**

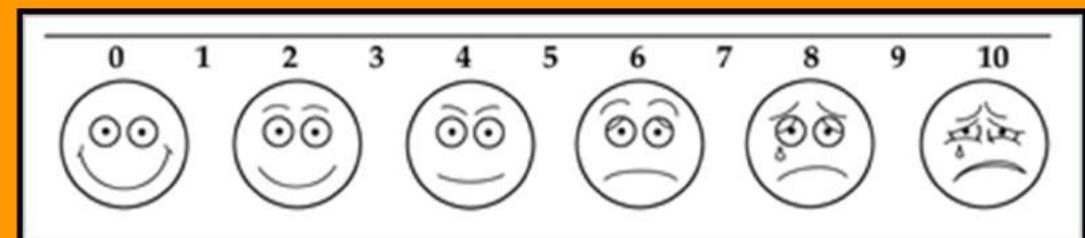


# Activity: Measuring Wellness Benefits?

How do we measure wellness?

We'll subjectively measure the categories from the previous slide. Instead of objective measurements, (yes keep doing those in your office), for the wellness we will simply just ask the patient their opinion or subjective measurements. I've created an initial intake

form that asks how the patient feels they rate in the wellness categories on a scale of 1-10. After 1-3 months they take it home & score themselves again. As they go through each category they will see that chiropractic makes noticeable & measurable changes. This validates chiropractic wellness care from **THEIR** perspective, they now have proven to themselves that it works.



# Excerpts from the Initial Intake Form

(All of these are designed so the patient sees all the conditions & regions of the body you care for. It also begins to introduce the concept of wellness benefits.)

**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**

**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 need please take the following survey.**

**How much time per day at home are you willing to commit to your goals?**

**\_\_\_\_\_ hours \_\_\_\_\_ minutes**

**Please score yourself from 1 to 10 below in each health category & 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**

**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.**

**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 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

**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.**

**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**

**Add as many as you like!**

# These next two are super important as they matter the MOST to the patient.

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

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.

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

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

## Here is a sample of the Wellness Re-Eval Form

## Follow-up Health Evaluation Date \_\_\_\_\_

**Please circle Increased/Decreased or Improved/Worsened in each health category and write in by what percent.**

**Neck pain:** Increased or Decreased by \_\_\_\_\_%

**Mid-back/rib cage pain: Increased or Decreased by \_\_\_\_\_ %**

**Low back pain:**      **Increased or Decreased by \_\_\_\_\_%**

**Shoulder pain:** Increased or Decreased by \_\_\_\_%

**Elbow pain:** Increased or Decreased by \_\_\_\_%

**Wrist/hand pain:**      **Increased or Decreased by \_\_\_\_\_%**

**SI joint pain:** Increased or Decreased by \_\_\_\_%

**Hip joint pain:** Increased or Decreased by \_\_\_\_%

**Knee pain:** Increased or Decreased by \_\_\_\_\_%

**Ankle/foot pain:** Increased or Decreased by \_\_\_\_\_%

<b>Energy level:</b>	<b>Increased or Decreased by _____%</b>
<b>Diet and nutrition:</b>	<b>Improved or Worsened by _____%</b>
<b>Exercise program:</b>	<b>Improved or Worsened by _____%</b>
<b>Ability to sleep well:</b>	<b>Improved or Worsened by _____%</b>
<b>Stress level:</b>	<b>Increased or Decreased by _____%</b>
<b>Headache frequency:</b>	<b>Increased or Decreased by _____%</b>
<b>Posture:</b>	<b>Improved or Worsened by _____%</b>
<b>Breathing ability:</b>	<b>Improved or Worsened by _____%</b>
<b>Blood pressure:</b>	<b>Increased or Decreased by _____%</b>

**Score the activities of daily living that you put on your initial health form by % Improved or Worsened.**

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

**Score the activities you really enjoy that you put on your initial health form by % Improved or Worsened.**

- 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%

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

Convert the VAS change into a percentage, as it sounds better.  
Your pain was an 8 and now it is a 7, that is 12.5% better.

# Wellness: Demonstrations & Explanations

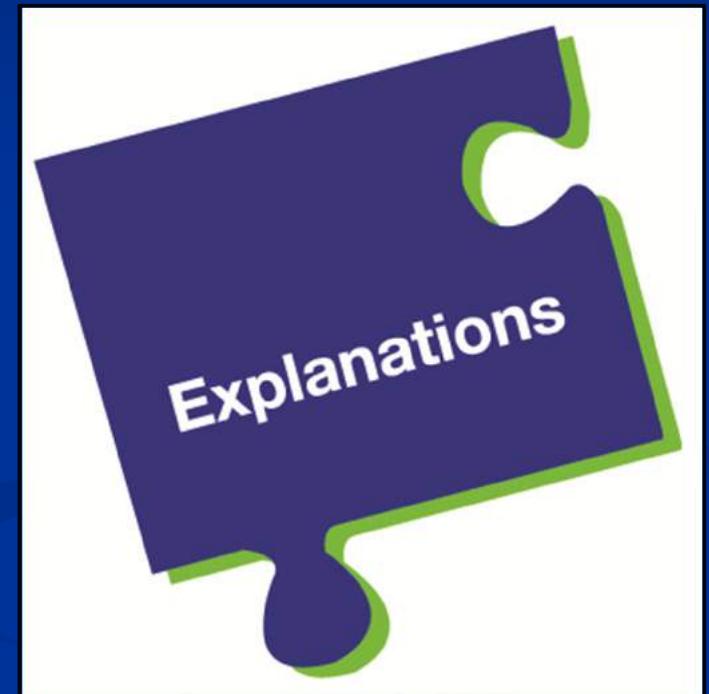
## 'DEMONSTRATE'

DEFINED

Show the existence or truth of something

by giving proof or evidence.

Give a practical exhibition and explanation.



# Wellness: Respiration & Cardiovascular Health



Have your pt sit-up straight & breathe. Then have them hunch over & breathe. Ask them which position makes it easiest to breathe - it's obvious.

Then ask them what would happen to their ability to breathe if you adjusted their neck & back & improved their posture. **Let them tell you.** (remember we are using the Socratic method of teaching). Ask them if they think bad posture would affect their heart. Perform a pre & post adjustment breathing test, or use a spirometer.

They are amazed!

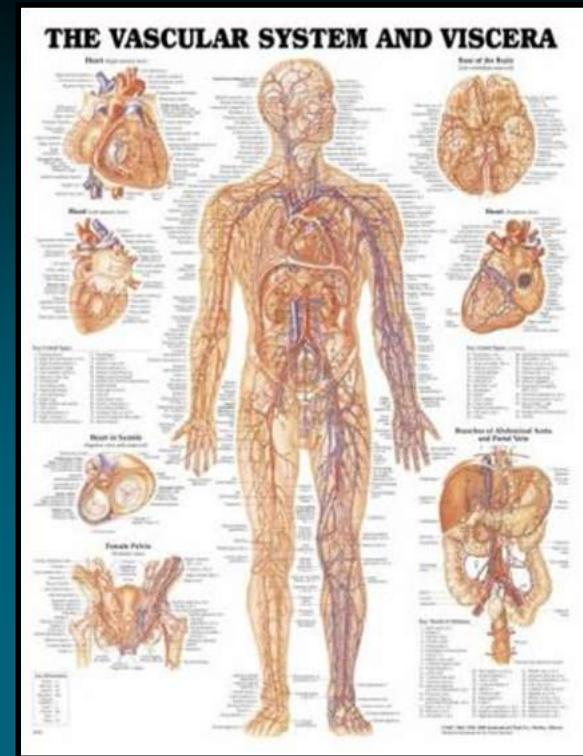


**Or...take a video of them with THEIR phone pre & post adjustment so they can see the changes.**

**Seeing IS believing!**

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

# Blood Flow Demonstration



Have the patient squeeze their forearm & let go. Ask the pt why their skin turned white. They will usually respond with: “Blood flow was constricted.” Ask your pt what they think happens when their muscles are tight.

That’s right - decreased blood flow & trapped chemicals which cause pain. Now ask them what they think happens after an adjustment in regards to blood flow.

**Let them answer & they always say increased blood flow.**

# Learning About The Autonomic Nervous System

**Great question for your patients:  
Why don't you die when you sleep?  
They actually don't know.**

**Now we can talk about the autonomic nervous system  
& all the organs & systems it controls!**

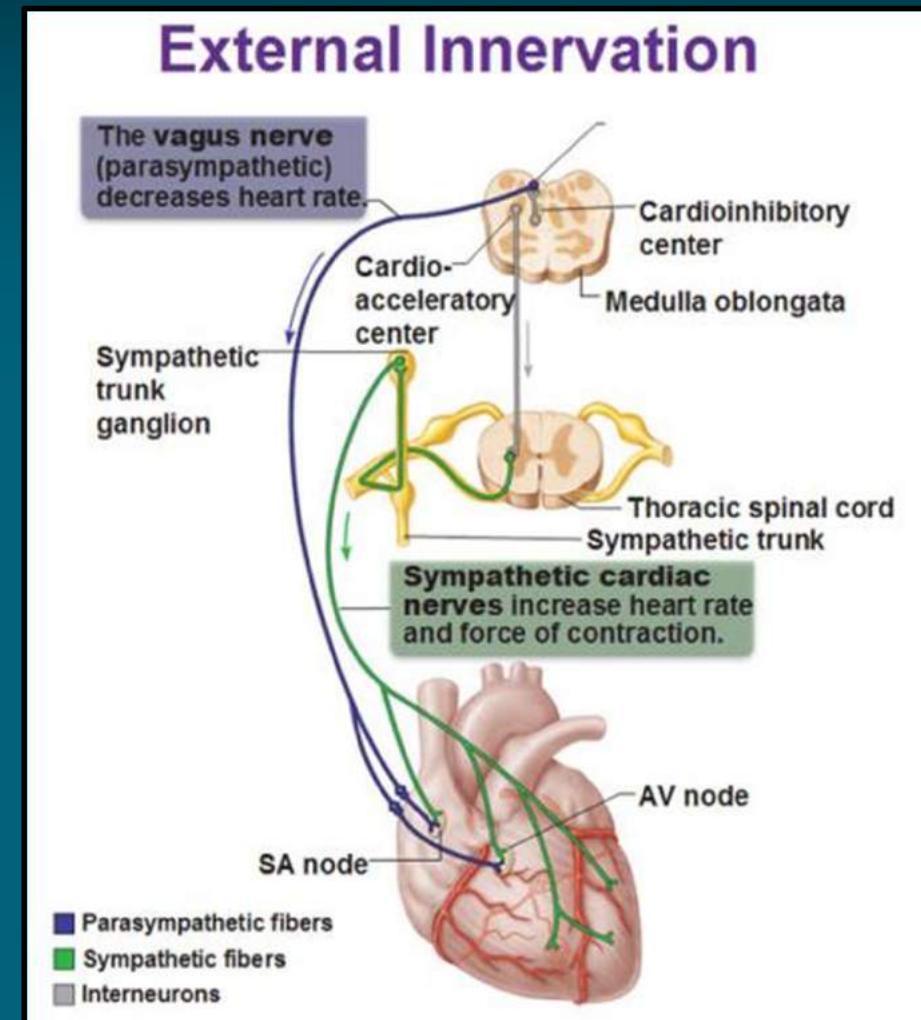


# Nervous System

Ask your patient: If you cut the nerves that go from the brain to the heart what would happen?

What if those nerves were compressed?

They start to understand some basic ideas about the nervous system, as they arrive at the answers themselves by the DC asking leading questions.

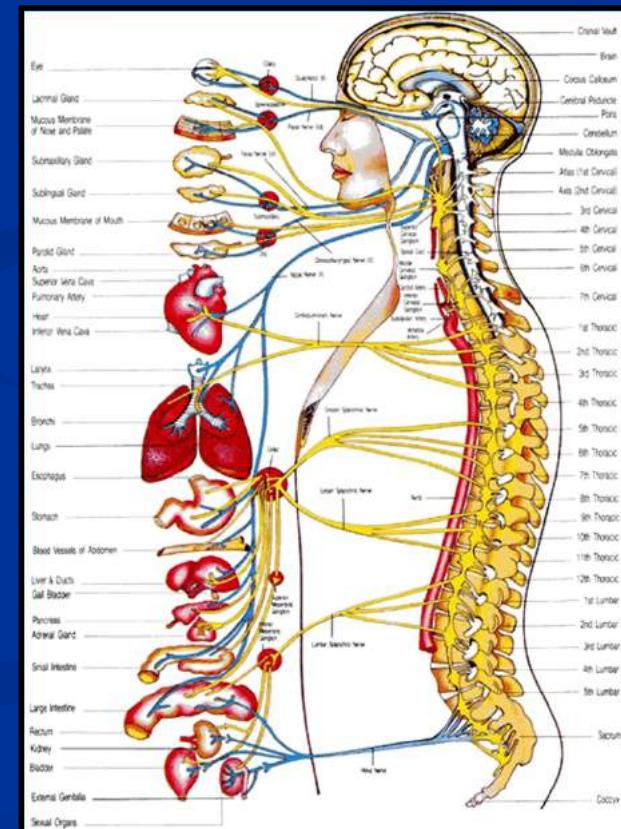
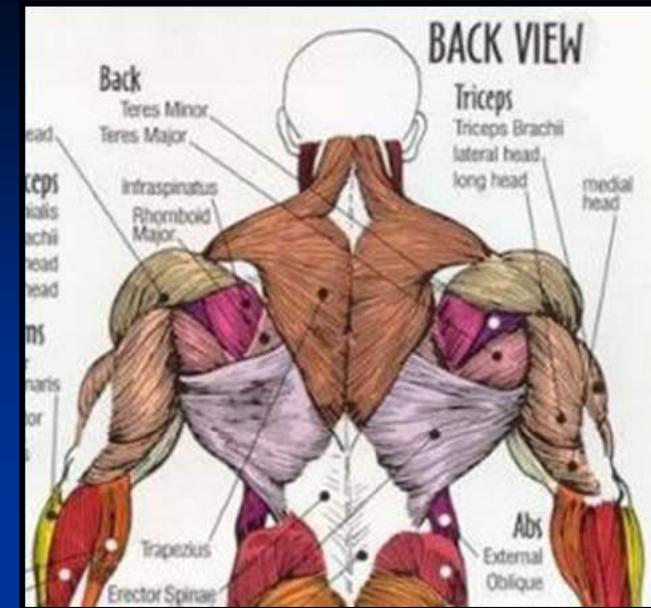


# Nervous System

Posture Check. Try this:

Have the patient stand up straight with good posture & put their arm out at 90° to their side. Then the DC pushes down on the elbow. The deltoid should be strong.

Now have the patient slump over with bad posture (anterior head translation & rounded shoulders) & push down again, the deltoid will weaken. **They are amazed!**



# Explanation:

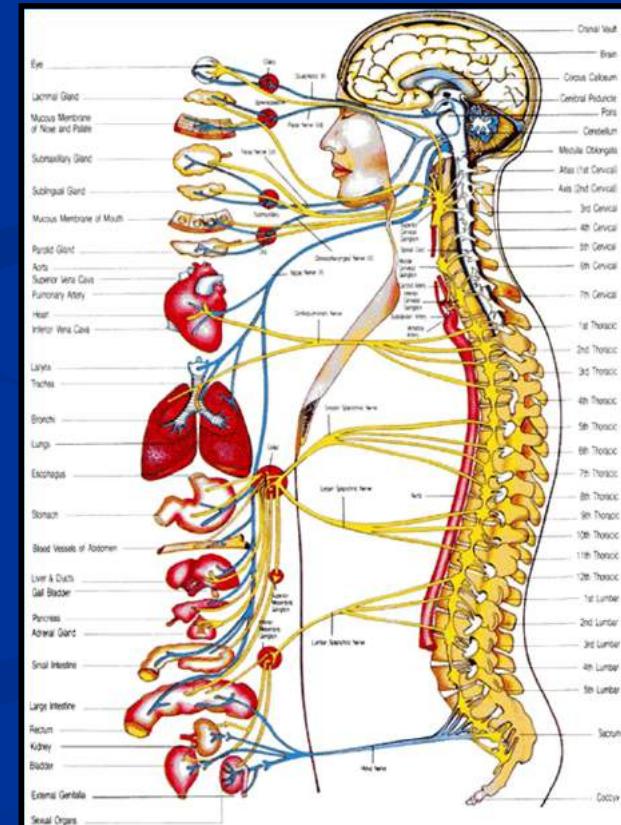
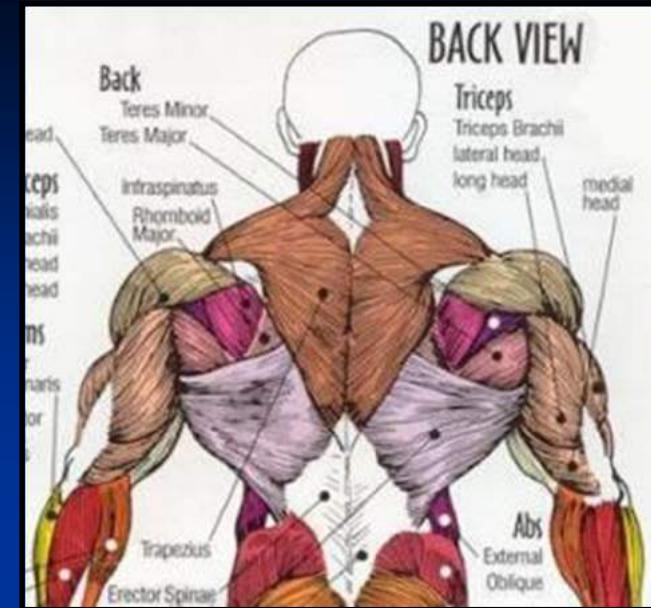
Review with the patient.  
So with good posture your shoulder was strong? Yes.

With bad posture it was weak? Yes.

So do you think that bad posture only affects the shoulder muscle or do you think it affects your entire nervous system as well?

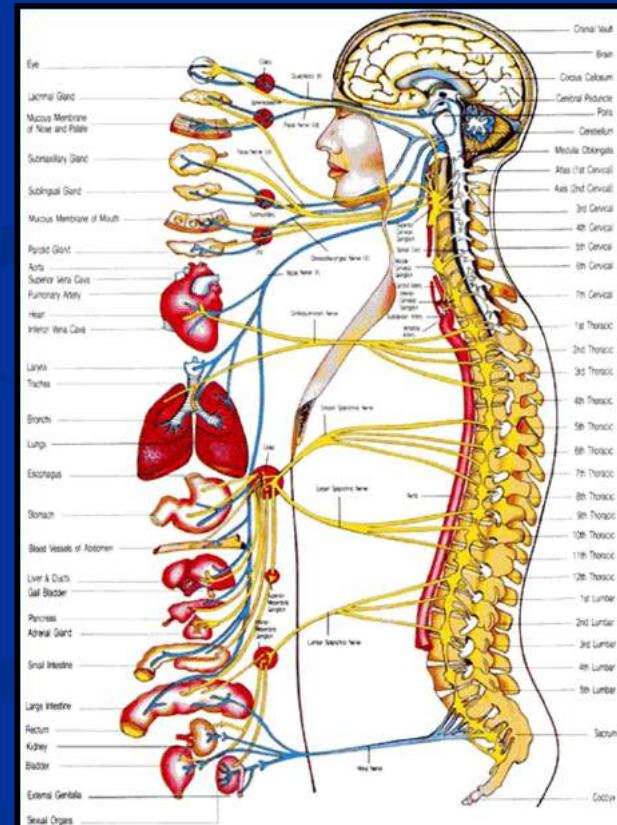
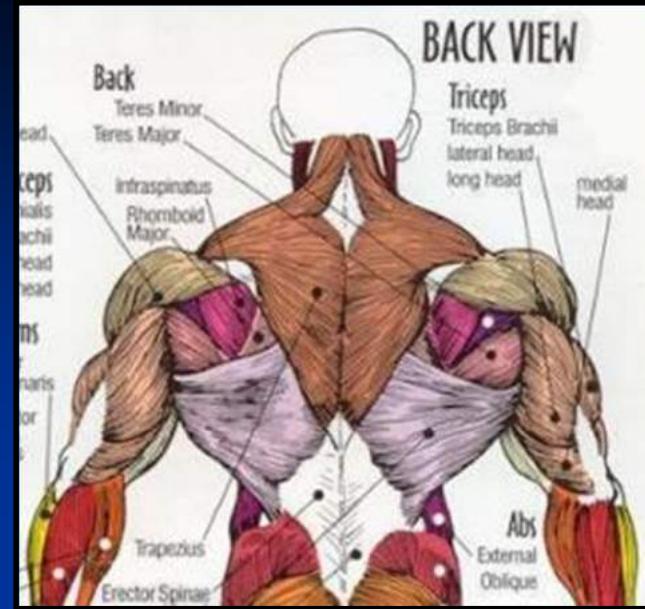
Entire system.

(explain to them how the brain connects to the spinal cord & runs the entire nervous system)



# Final Part

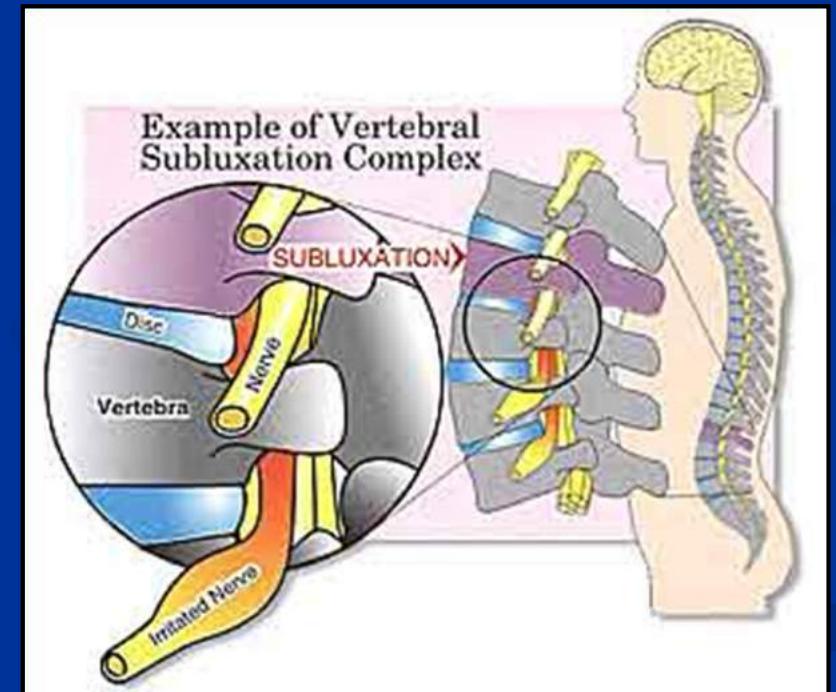
So if we adjust your neck & upper back, getting your shoulders & head back in a good postural position, what do you think will happen to your nervous system? Wait for the pt to answer, way more effective than you telling them!



**“A subluxation is a complex of functional and/or structural and/or pathological articular changes that compromise neural integrity and may influence organ system function and general health.”**

## Subluxation:

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



**Patients need to know that some DCs use this term & others don't.**

**“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**

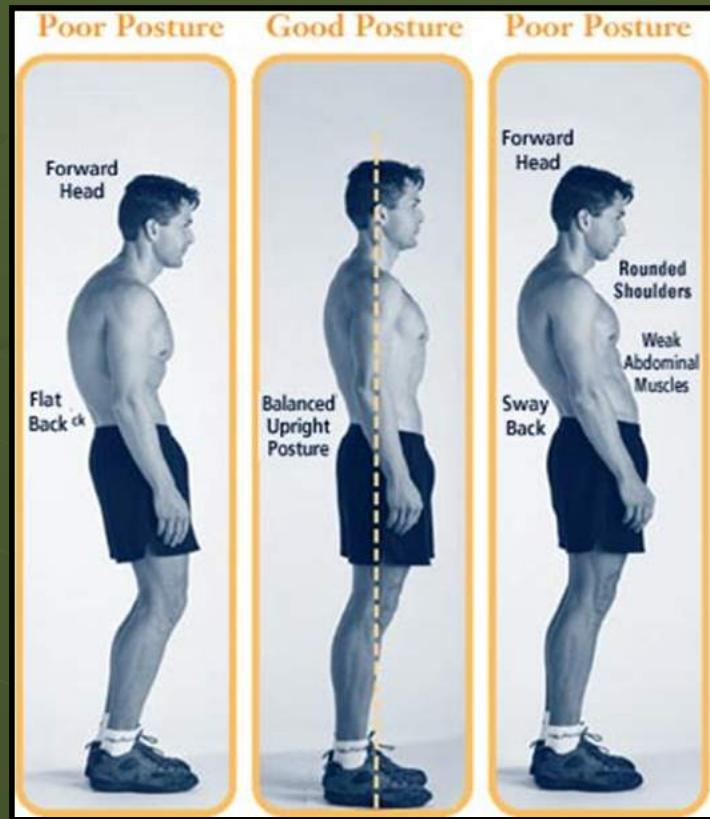


**“Subluxations change the entire health of the body by causing structural dysfunction of the spine and nerve interference. The weight of a quarter on a spinal nerve will decrease nerve transmission by as much as 60%.”**

**-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.

# Posture Studies

- 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

# **Posture Studies**

**“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.”**

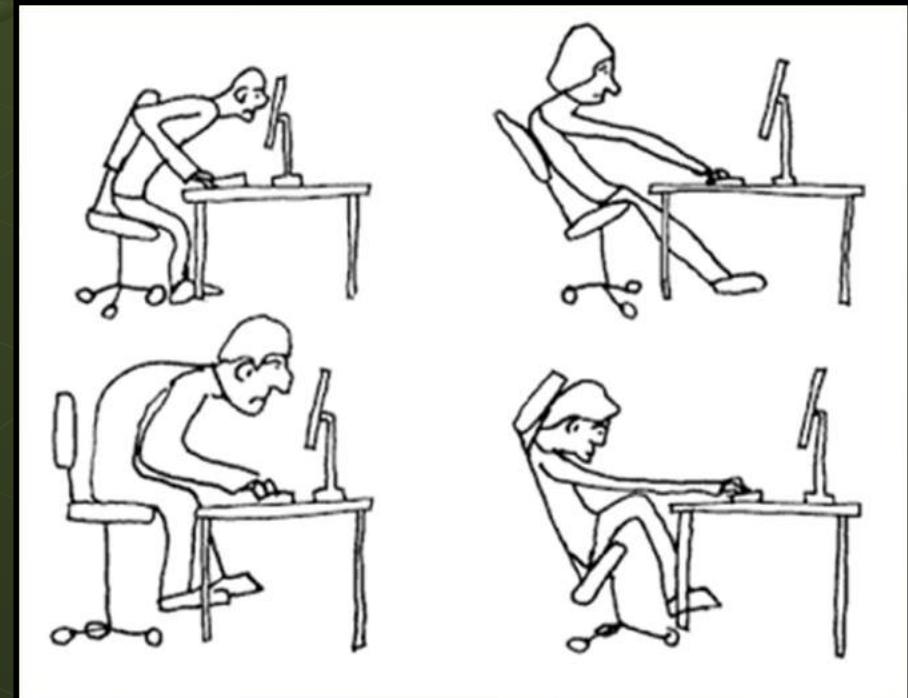
**Rene Cailliet M.D., famous medical author and former director of the department of physical medicine and rehabilitation at the University of Southern California**

# 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



**“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**



# Patient Education 10 lb demo



**Fact:** the average head weighs 10-12 lbs.

For every inch of anterior head 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, everyday!

# Don't Believe Me? Take A Look

Try this: Have your pts observe the posture of people over 50.

Typically people with good posture appear healthy & people with bad posture look ill.

Patients are shocked at what they see.



# Chiropractic Diversity:

**Does our diversity confuse the public?**

**There are many different techniques & specialty areas within chiropractic. Compare us to dentists. Every dentist seems to be exactly the same from the public's perspective.**

**Go to 10 different chiropractors & you may get 10 different experiences. Let patients know what techniques you use & what specialties you provide. This should be easily found on your office window, on your website & in your waiting room. Remember effective communication needs to start BEFORE that 1<sup>st</sup> adjustment.**



# Chiropractic Diversity: Techniques

Activator Methods

Active Release Therapy

Applied Kinesiology

Atlas Orthogonal

Atlas Specific

Bio Cranial Therapy

BEST

Bioset

Blair Upper Cervical

Chiropractic Biophysics

Cox Flexion-Distraction

Cranial Technique

DNFT

Diversified

Drop Table

Gonstead Technique

Grostic 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

# Chiropractic Diversity: Specialty Areas

**Wellness/Maintenance**

**Exercise Programs in office**

**Extremity**

**Manipulation Under Anesthesia**

**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**

**Let your patients know  
about all of your special  
skills & services you  
provide.**



# Once I go, I'll have to go forever? NO!

Be sure that this is on your initial intake form. We DON'T want the patient to be worried about this. Give them a prognosis & time table for their condition & then an option for wellness care.

They should only come in as long as they want the benefits of chiropractic care. So we must educate them about the wellness benefits of care.

Analogies: exercise, diet, dental care, car tune-up. All of these are done on a maintenance level as well. Ask the patient why they do these things. Let them know that chiropractic isn't just about eliminating symptoms, it's about gaining, maintaining & improving ones health.



# **Care Is Like Working Out Or Physiotherapy: (it needs to be done more than once)**

**A friend went to a PT for knee rehab & the PT said, “this is NOT like chiropractic which takes just one visit”.**

**There is a common misconception that a chiropractic adjustment is popping the bone back into place & it should take just one visit. Yikes! That is a dislocation.**

**(please see slides on popping sound & the adjustment)**

**DCs need to educate their patients on the actual process that is occurring rather than allowing them to continue to believe this erroneous idea.**

**Joints, soft tissue & systems (musculoskeletal, nervous, cardiovascular & respiratory systems primarily) are being reconditioned. This takes time, much like the gym.**

**Imagine going to the gym just once!**

# What Is A Chiropractic Adjustment? How Does It Work?

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.

# **So Let's Look At What's Happening!**

## **With Macro & Micro Trauma...**

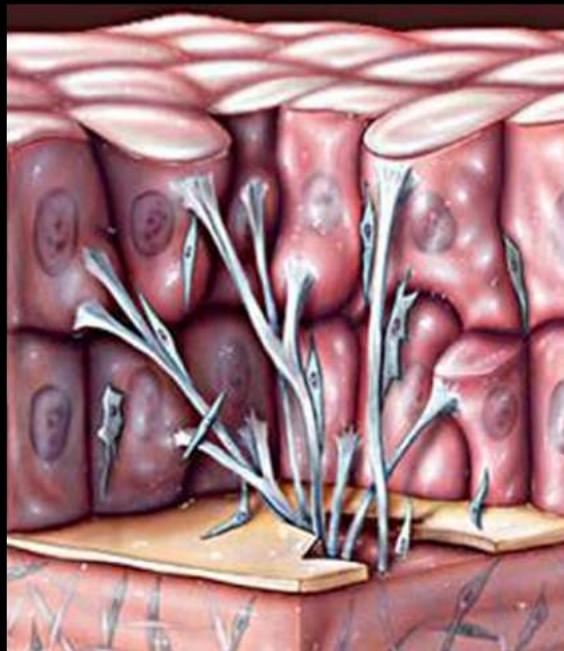
1. Pt has tight contracting muscles (acute and/or chronic)
2. Chemicals become trapped in the soft tissue cells (acute inflammatory, chronic inflammatory and/or normal natural cellular metabolic waste products)
3. Adhesions form (visible under microscope within 4 days)
4. Joints involved now have restricted motion.
5. With time the cycle continues & all of the above becomes worse. Important to adjust sooner than later to slow these processes.

# 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 & normal natural metabolic cellular waste products to flow out
4. Stretch and/or break up adhesions
5. Allow for improved joint motion

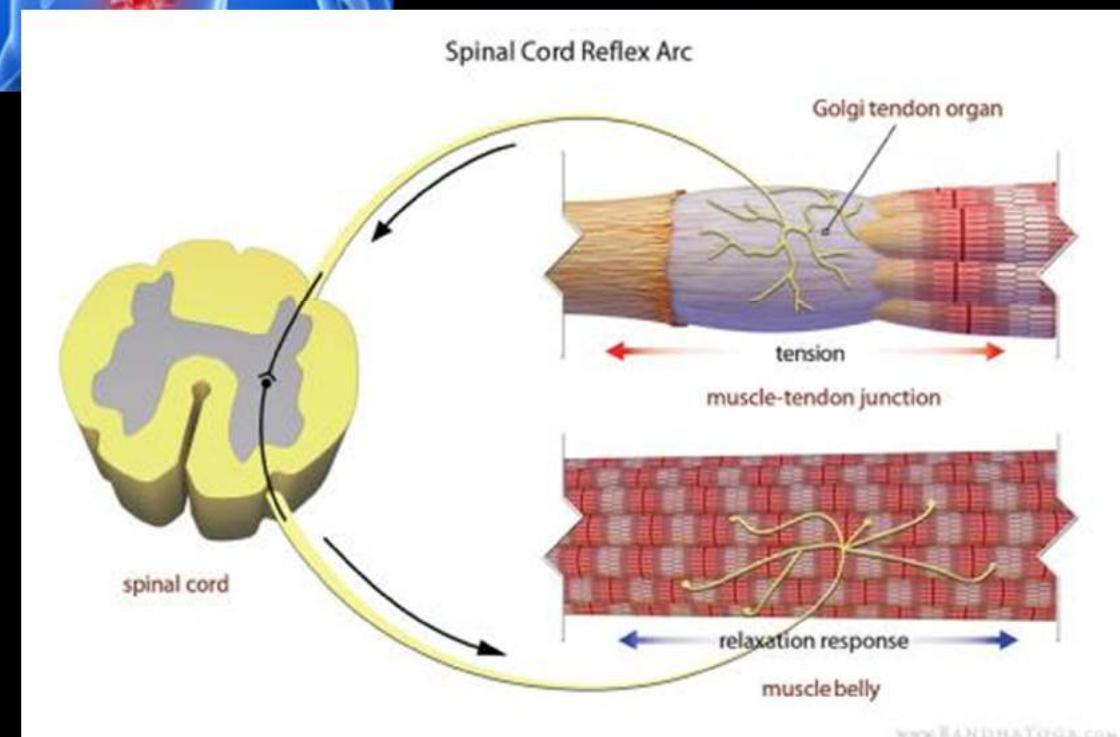
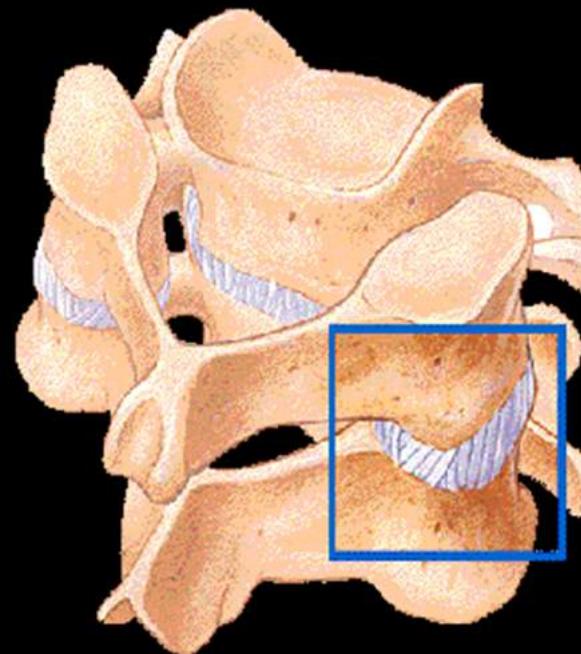
# What Are We Doing!



Strained muscle tissue



Normal muscle tissue



# Critical Factor: Speed

A fast stretch of sufficient speed fires GTOs inhibiting alpha motor neurons ipsilaterally. This immediately increases the length of the muscle, have the patient notice the instant change in range of motion.



# GTO & Muscles

Analogies: Carrying groceries or fire wood.

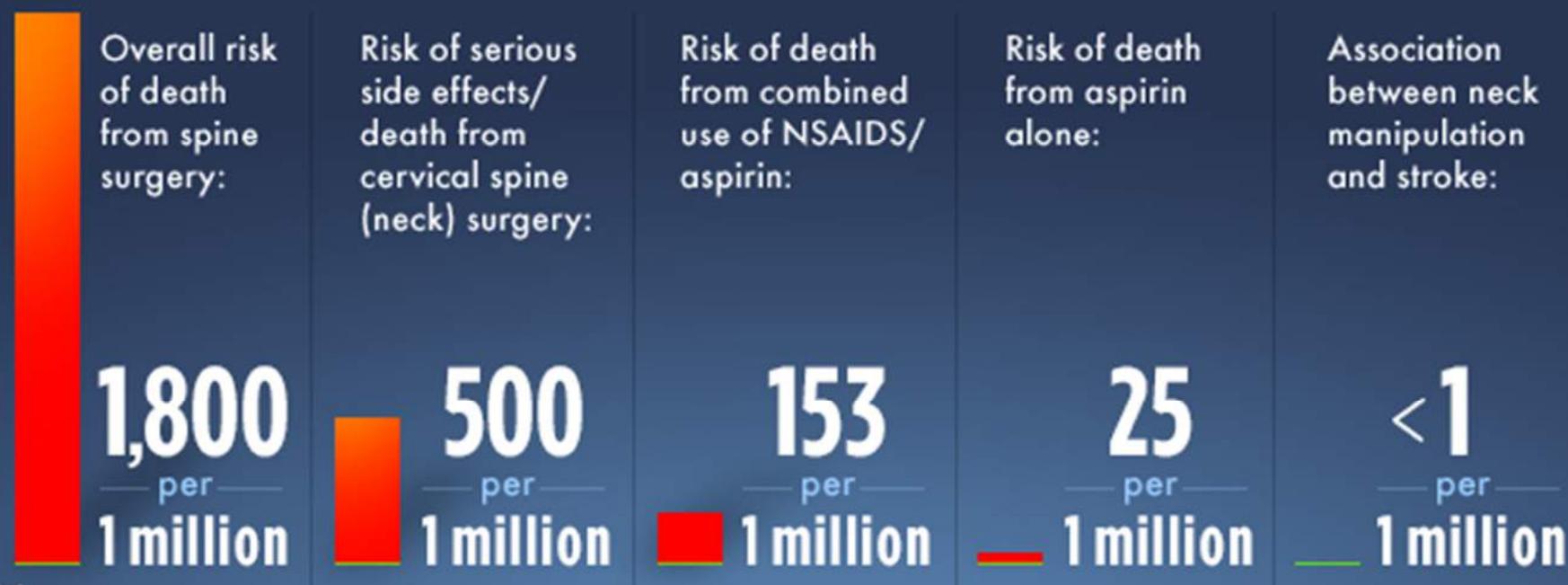
In both cases there are 2 possibilities.

1. You slowly drop the load, this is due to muscular fatigue, your muscles can't hold.
2. The load drops all of a sudden, this is due to the GTOs being stimulated from sudden excess load & the GTOs in turn shut off the muscle spindles. **This is exactly what happens during an adjustment.**

# How Safe Is Chiropractic?

This is an obvious concern of patients whether they say it or not. So address the issue up front.

## Putting Neck Pain Treatment Risks into Perspective



© American Chiropractic Association

Sources: Available at [www.acatoday.org/infographic](http://www.acatoday.org/infographic)

# 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 & keep your head in the game!



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

## 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

## **People Killed Per Year**

**6,000 Texting while driving (US)**

**2,900 Hippos (Africa)**

**1,300 Plane crash (worldwide)**

**450 Falling out of bed (US)**

**150 Coconuts (worldwide)**

**45 Toaster (worldwide)**

**36 Dogs (US)**

**13 Vending machines (worldwide)**

**12 Manipulation (US)**

**For a great detailed article:**

**What are the Risks of Chiropractic Neck Treatments?**

Cause of death	Deaths 2014	One-year odds	Lifetime odds
Unintentional poisoning	42,032	7,586	96
All motor vehicle accidents	35,398	9,008	114
Car occupants	6,274	50,822	645
Motorcycle riders	4,106	77,656	985
Pedestrian incident	6,258	50,952	647
Assault by firearm	10,945	29,133	370
Exposure to smoke, fire and flames	2,701	118,051	1,498
Fall on and from stairs and steps	2,285	139,544	1,771
Drowning swimming pool	701	454,860	5,772
Firearms discharge (accidental)	586	544,125	6,905
Fall on and from ladder or scaffolding	525	607,347	7,707
Air and space transport accidents	412	773,925	9,821
Earthquake and other earth movements	86	3,707,640	47,051
Cataclysmic storm (2)	61	5,227,165	66,335
Bitten or struck by dog	36	8,857,140	112,400
Lightning	25	12,754,282	161,856
Flood	8	39,857,132	505,801

National Center for Health Statistics;  
 National Safety Council, 2015.

# **Does The Adjustment Hurt?**

**Depends who you ask & the condition of the patient.**

**The actual adjustment itself, while it is happening,  
(which is less than 1 second)**

**may feel sudden, startling, compressive & uncomfortable,  
but usually do not cause pain & if so just for a moment.**

**Many say it doesn't hurt at all.**

**Some may say it hurts if they have acute muscle spasms or  
inflammatory chemical build-up.**

**Remember the patient may anticipate pain, so debriefing  
them is important.**



## Does It Hurt Afterwards?

Inform the patient that 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  $\uparrow$  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, patients will leave thinking you hurt them.

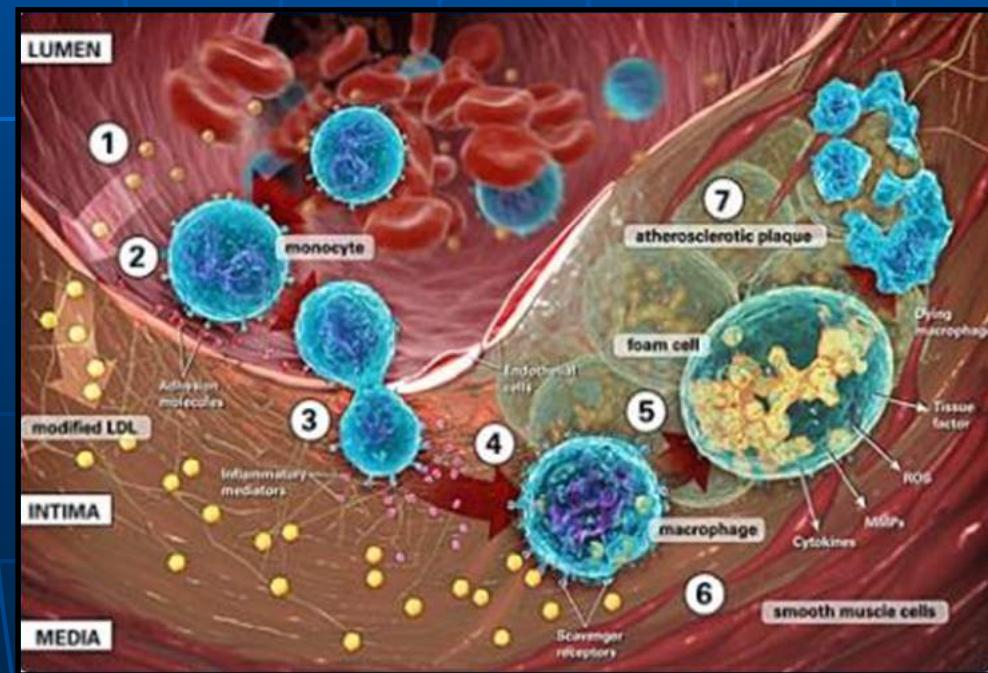
**Differentiate between hurt & injured so you & the patient are talking about the same thing. The last DC hurt me? Was something broken/torn or were you just really sore?**

# Inflammation & Pain:

Does the patient think these are good or bad things?

Remember the acute inflammatory process is what helps heal the tissue. If we could remove all the inflammatory chemicals the tissue would NOT heal. Have pt pinch themselves then release. Severity of pain does not always correlate with severity of injury.

Ex. Calf cramp, paper cut, bumping your elbow.



# Why Is A Visit Or Adjustment So Short?

Often patients think a chiropractic visit is too short. They equate length of time of a visit with effectiveness. Explain to them **BEFORE** their 1st adjustment why visits are quick. YES they need to learn about Golgi tendon organs & their response to a quick chiropractic adjusting thrust. Make the shortness of the visit a **positive versus a negative.**



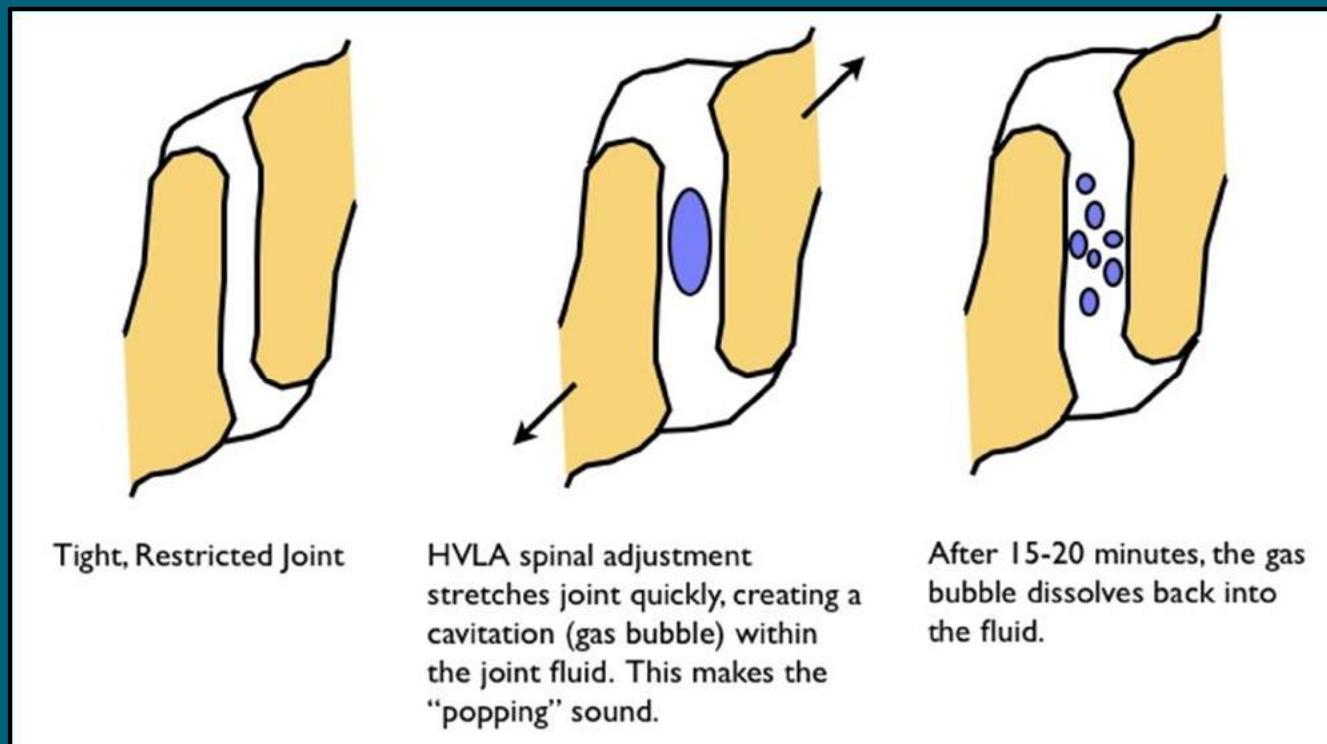
**"I was in there for 2 minutes, he didn't do anything!"**

# What's That "Popping" Sound? Is the bone being popped back into place?

Synovial fluid in your joints contains oxygen, nitrogen and carbon dioxide gases. When a joint is adjusted the joint capsule is stretched & the joint volume is increased by as much as 15-20%. This creates a partial vacuum & the gas rapidly releases due to the pressure change.

(Similar to Boyle's Law, 1662).

The gas takes about 20 minutes to return to the synovial fluid & then it could be "popped" again.

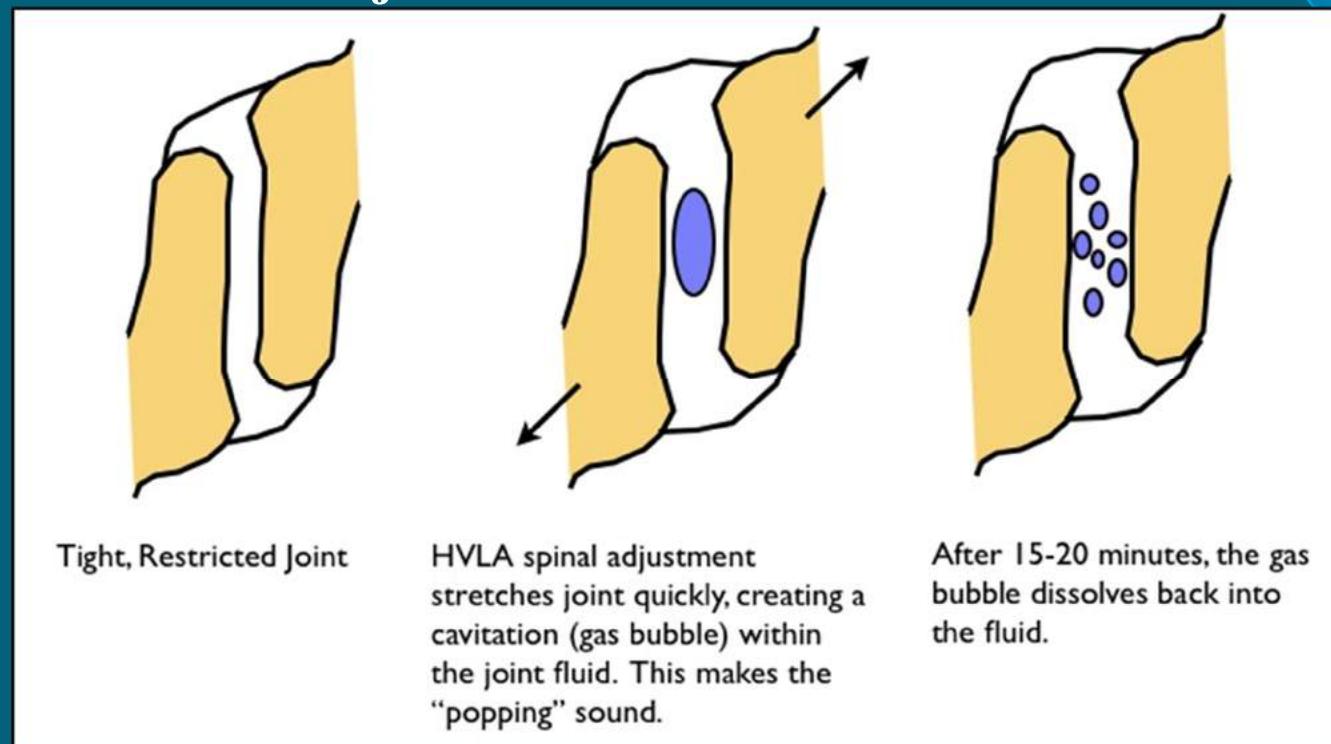


# What's That “Popping” Sound?

## Is the bone being popped back into place?

DCs need to inform their patients of this otherwise they think you are popping the bone back into place. That of course is a dislocation. This also helps to explain why a patient needs more than one visit: we are reconditioning the joints & integrated systems, not just popping a bone back into place.

Additionally, there are no studies that suggest “cracking” your knuckles or joints will cause arthritis or harm.



# The Missed Adjustment

Patients feel like you failed if there is no sound.

The truth is the joint was not gapped far enough to cavitate. This occurs because the soft tissue is too tight to allow for the cavitation **OR** the DC...

The patient wants to hear the “pop” & get that rush from the endorphins being released.

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



## No Audible?

Pt: “I guess it didn’t need to be adjusted.”  
or they think the joint didn’t move at all.

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



# Are Bones Actually Moving?

Bend your finger & let it go.

Does it stay misaligned? NO! Why not?

Soft tissue DOESN'T change length instantly,  
nor does it after an adjustment!

Did the bones move?

Yes, but they returned to their neutral position.

The patient needs to understand this, so they do NOT continue to  
think the bone is moving back “in”!

Crack all your knuckles. Do they become misaligned? NO!



# Misalignment Misconception

Questions to ask your patients to better understand chiropractic care:

DCs question: Which area for pt #1 and #2 need to be adjusted?

Patient: Pt 1 does not need an adjustment, Pt 2 at the misalignment

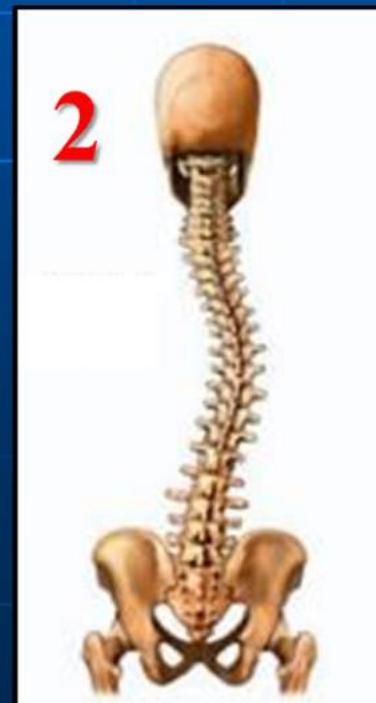
DCs question: Which patient is in the most pain?

Patient: Pt 1 has no pain, Pt 2 has pain as they have a crooked spine

DCs question: Is it possible for patient #2 to be pain free?

Patient: no they have a crooked spine

**And now you get to explain the real answers!**



# More Questions

DCs question: Did pt #1 or #2 get hit by a car?

Patient: no way as Pt 1's spine is straight, Pt 2 looks like they got hit

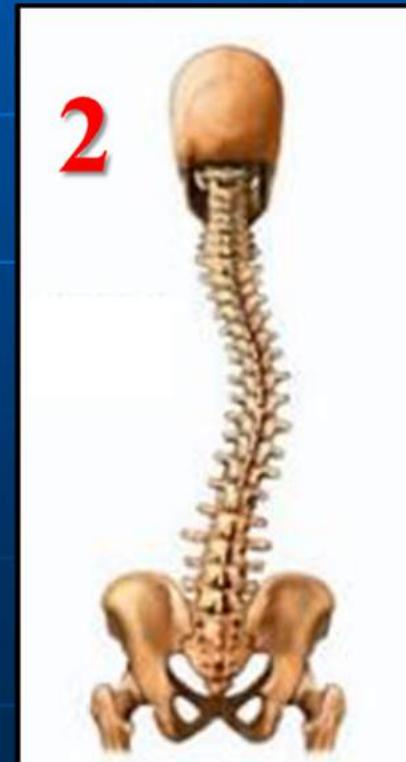
DCs question: Can pt #2 be realigned with one adjustment?

Patient: yes often one chiropractic visit pops the spine back in place

DCs question: If pt #1 is pain free & moving normal, do they need care?

Patient: no, everything is fine

And now you get to explain the real answers!

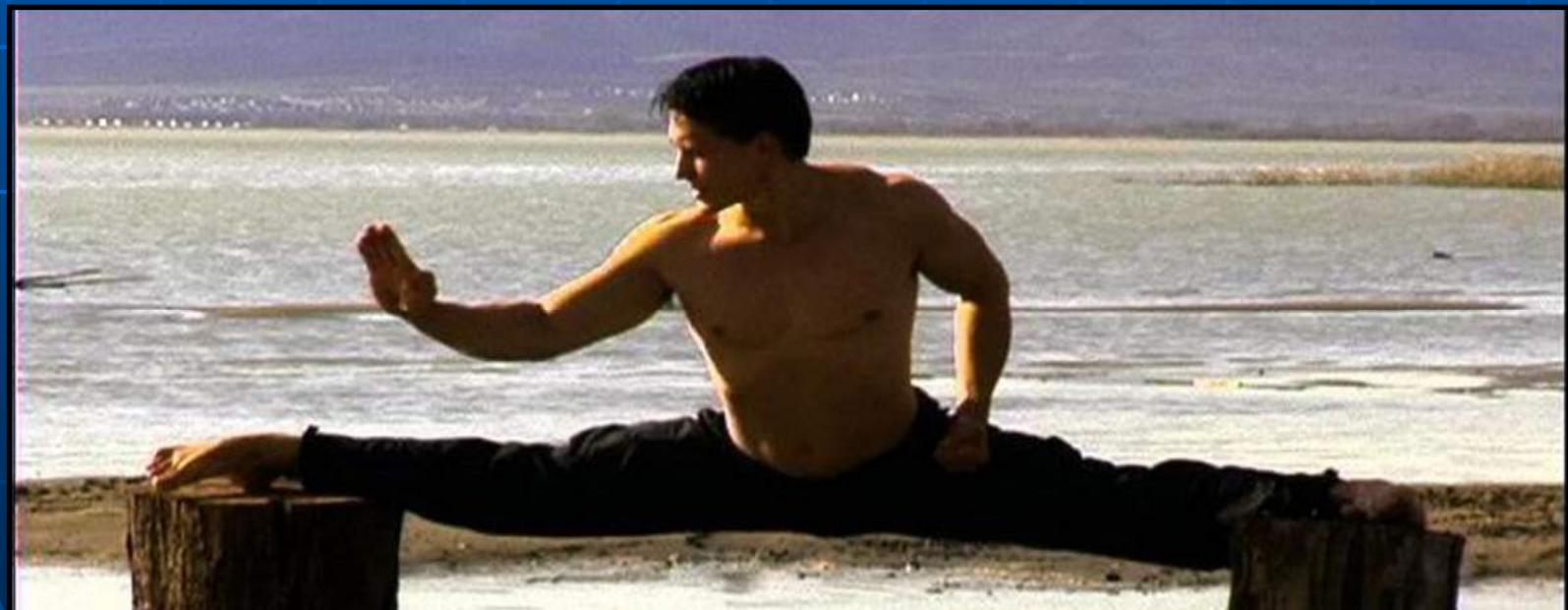




Great example for patients:  
NFL players X-rays are identical before & after games!  
Retired players just have major spinal degeneration, but  
**NOT** scoliosis!

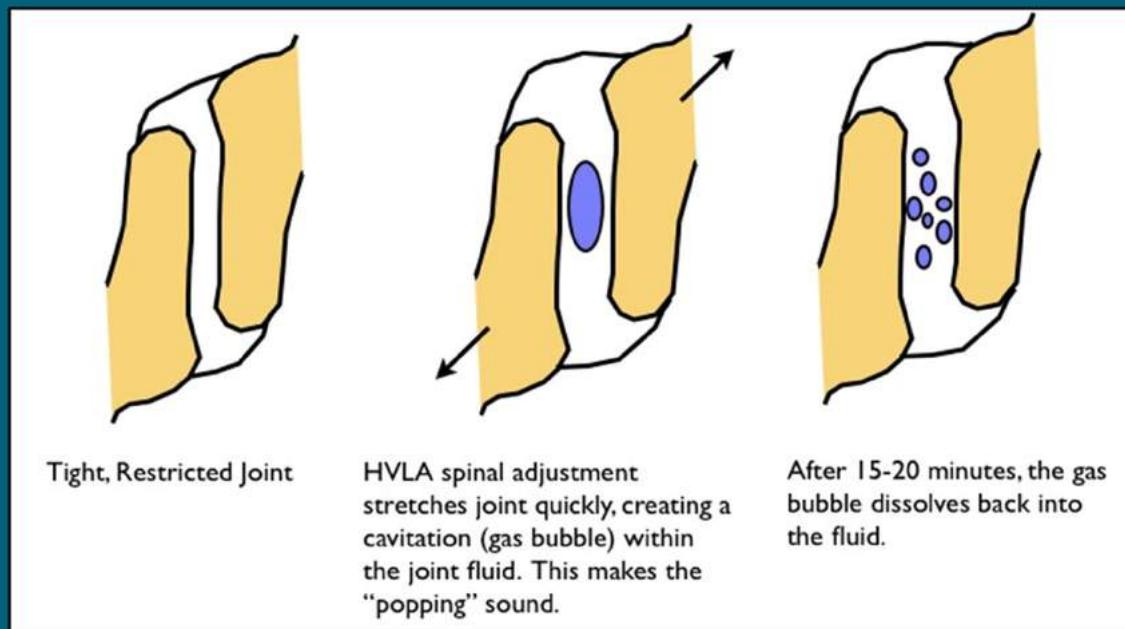
# How Long Does It Take To Lengthen A Ligament? Or For You To Do The Splits?

Ask your patient why it takes so long to do the splits.  
It's the same reason we **can't** realign the spine.  
**Soft tissue takes a long time to lengthen!**



# Why Is The 1<sup>st</sup> Adjustment So Loud?

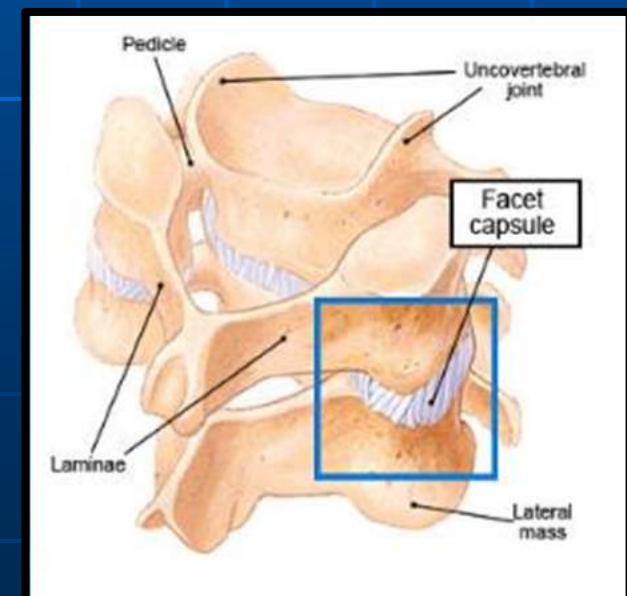
The joint capsule volume change is typically greatest on the 1<sup>st</sup> adjustment, as it has never been adjusted & will likely have tighter muscles & more adhesions. The sound on subsequent adjustments **SHOULD** be less & is a good indicator that the joint is moving more efficiently. Tell your patient you **EXPECT** there to be less noise **NOT** more & that this is a good thing. Otherwise they will think you failed or are not trying or don't care.



# Did you get “It”? “I got it”

Pts **DO NOT** know what “it” is, so be careful what you say! They likely have no idea what a joint complex is or how it functions.

A small word like “it” needs to be defined in your office so when we do use the word the patient knows what we are referring to & that we are communicating effectively.

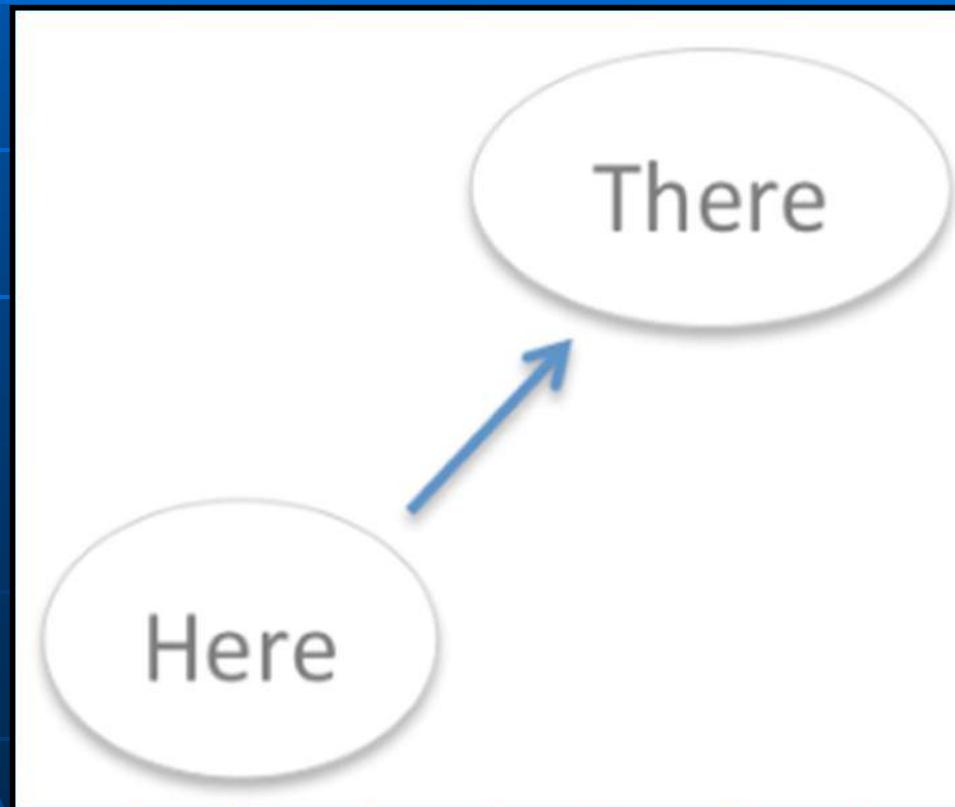


# Watch What You Say!

Did “it move”? Is “it” in? These phrases imply that the bone moved from “here to there”. When in fact the bone moved from “here to here”.

Few things in our world move from here to here!

The bone has **NOT** moved to a new location. Instead the joint can now move through a more complete ROM.



# A Last Few Thoughts



# Who Do We Need As Patients

Need to get the word out about your office?

These are important people in your community who can easily spread the word. Make them your patients.

- Hair Salon/Barber
- Dentist
- Grocery Store Clerk
- Bank Teller
- Post Office Clerk
- UPS/FedEx Driver
- MDs

(yes find 2-5 MDs who get what you are doing & work with them, can be a great referral source)

# Internal & External Marketing Ideas ~ Try some

## 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.



# 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? Of course.**

The more we can explain to a patient ahead of time what to expect & what is likely to happen (communicate) the more likely it is they'll return. Don't allow them to leave with their own thoughts on what is happening.

Call patients that don't come back for the 2<sup>nd</sup> visit & find out why.

Call your new patients that night or the next day.  
Develop a great take home package with explanations.

# Additional Resources

Go to: [backtochiropractic.net](http://backtochiropractic.net)

Then [Free Materials](#)

In the right column under Helping Hands

**How To**

[101 Ways To Promote Wellness](#)

[Wellness Ideas](#)



Hope To See You Soon  
*Back To Chiropractic CE Seminars!*  
[backtochiropractic.net](http://backtochiropractic.net)