



Back To Chiropractic Wellness: In The Office

Presented by

Marcus Strutz, DC


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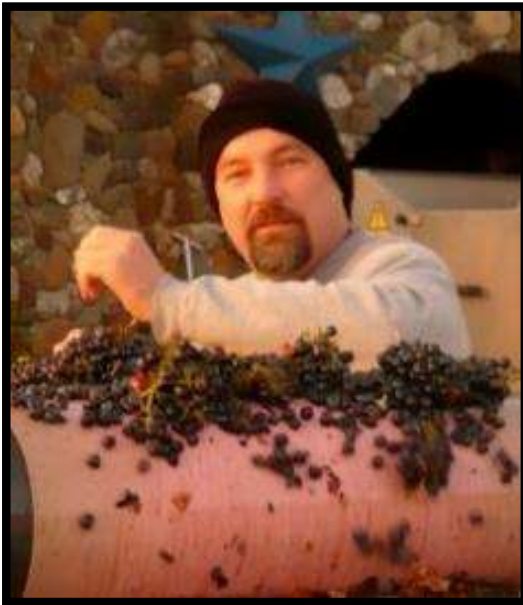
Life Chiropractic College West Graduate

June 1996, Summa Cum Laude

Professor Life Chiropractic College West, 1997-2002

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

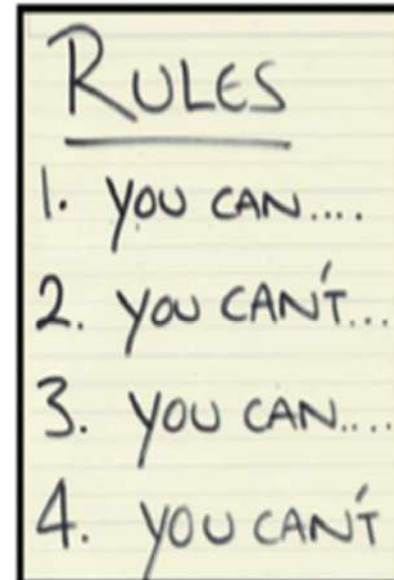


Pacific Star Winery
pacificstarwinery.com

CE Certification NOTICE

In accordance with the Chiropractic Board of Professional Regulation/Rules/Statute for CE Credit for all states:

If attendee is ABSENT from the room during CE time for more than 10 minutes during any one hour period, CREDIT FOR THAT HOUR WILL BE FORFEITED.



The Board of Chiropractic Examiners
allows a maximum of 12 hours of CE to
be completed in one day.
Please do not take Online CE during this
live seminar as the Board
will not give you credit.

Wellness: In The Office

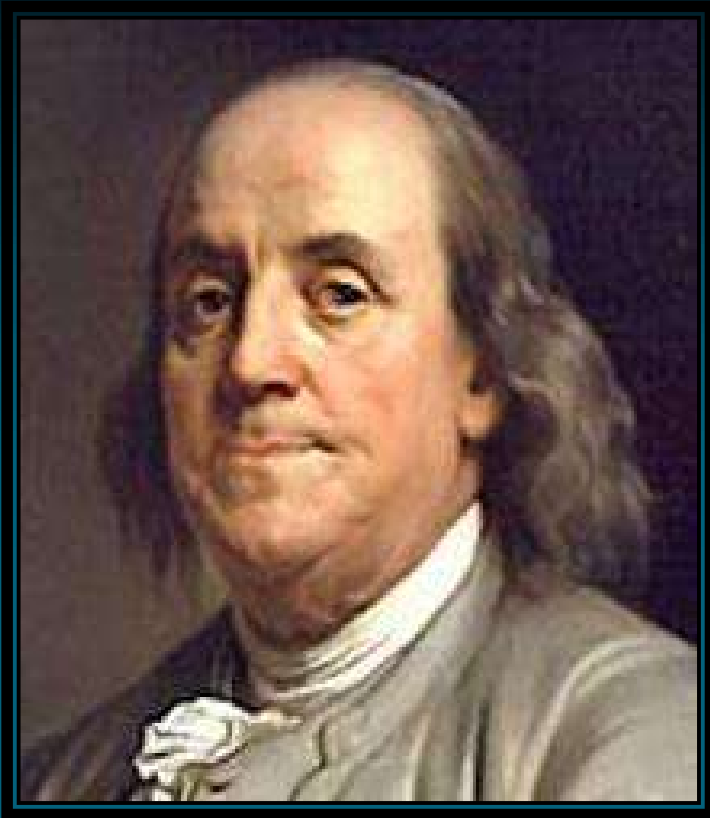
This seminar is a bit different, more of a workshop than solely informational.

We'll have group activities, that you can get involved with & take notes to make this similar to a workshop.



Today's Goals:

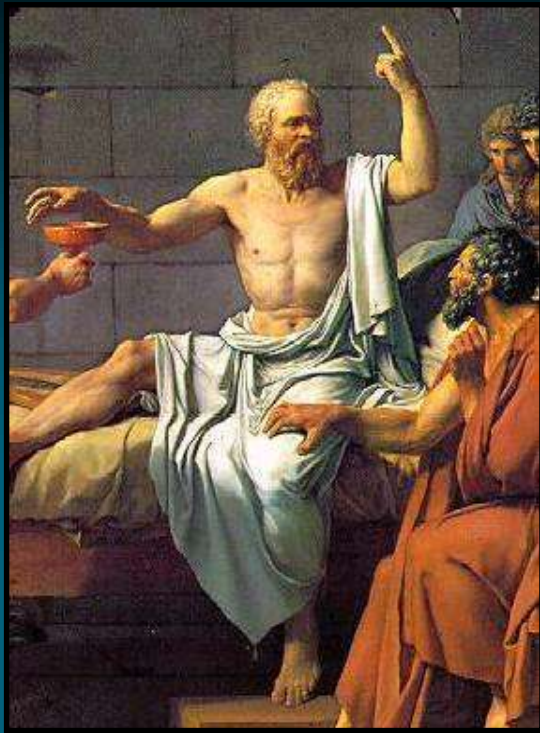
- **Create materials effective in educating your patients**
 - **First visit additional form:**
 - things patients need to know before starting care**
 - frequently asked questions**
 - common misconceptions**
 - **Self-evaluation initial questionnaire & re-eval form**
 - **Demonstrations, posters, white board & quizzes**
 - **Take home info packet (call the new patient)**
 - **Free Materials on our website**
- (Post on office walls, website & in take home info packet)**



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

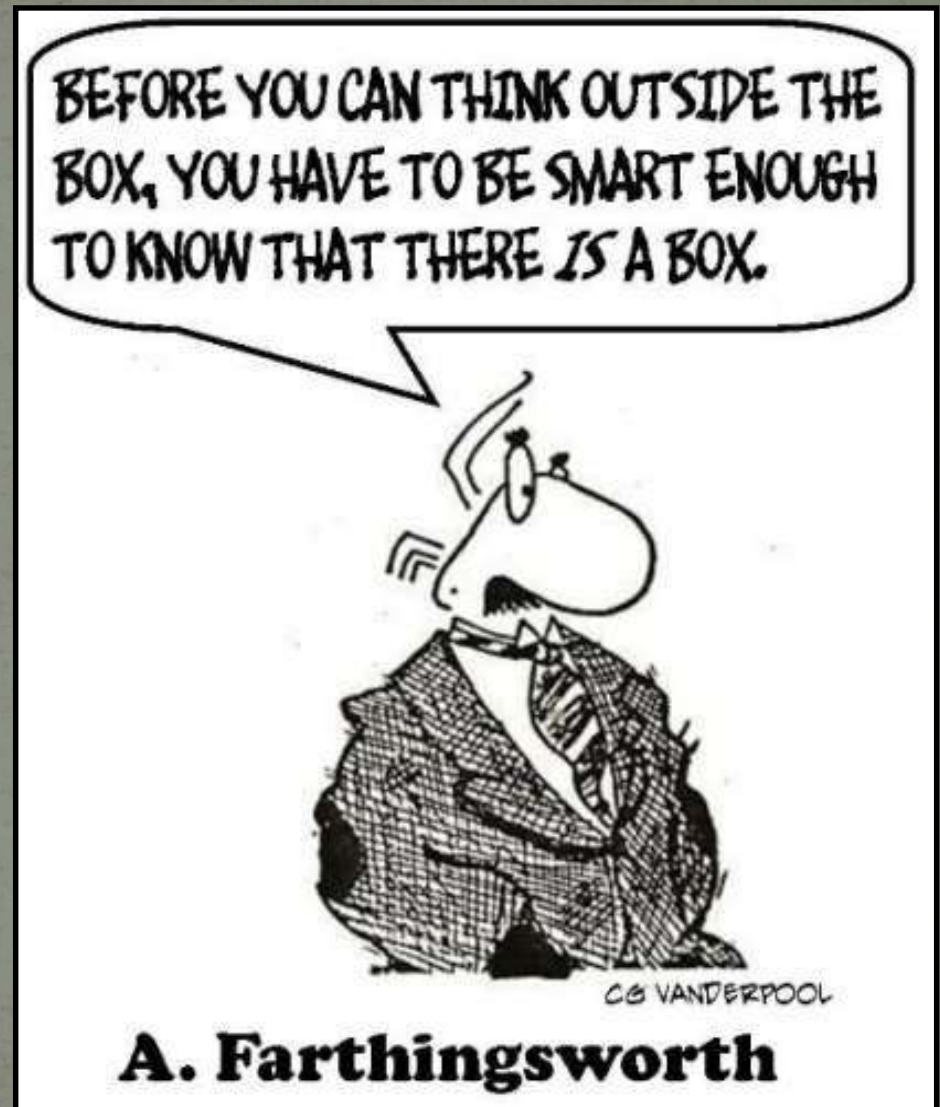
The idea is to ask a series of questions based on logic & fact intended to help a person discover their beliefs & understanding about a given topic. In this case chiropractic. I always ask questions that I already know the answer to before I

ask. So yes or no questions, simple choice questions, etc. Questions like you see lawyers ask in the movies, “you’re 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.

Outside The Box

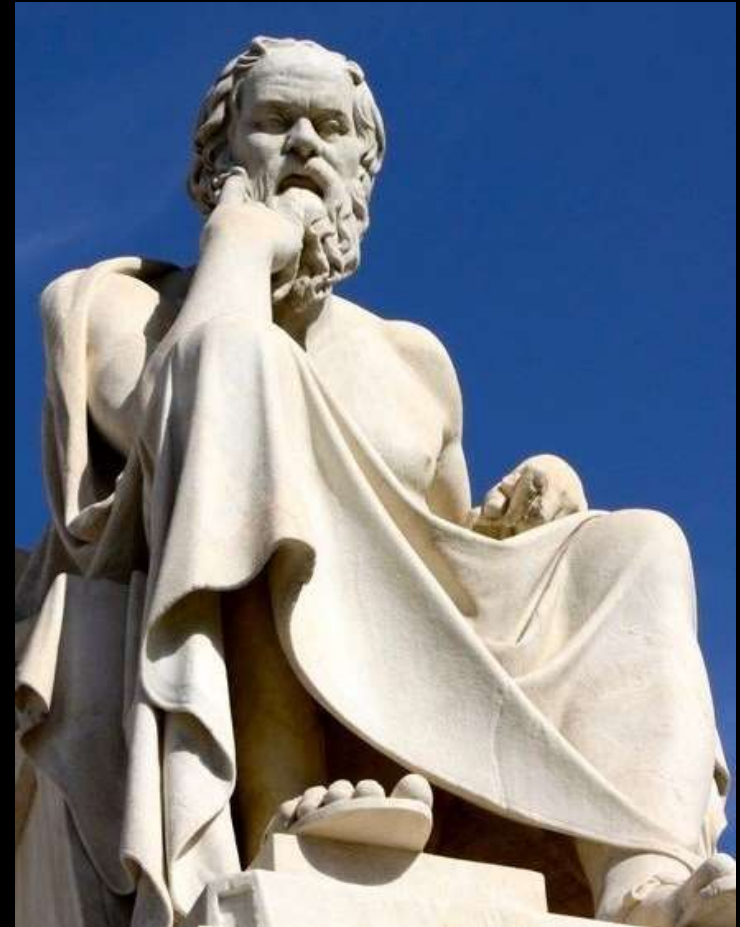


So it is our job to help the patients think outside the proverbial box. Explore the chiropractic principles with them. Open up their minds in all new ways. Get them excited to discover chiropractic. They can experience profound changes in their lives & that can happen right in your office!



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**

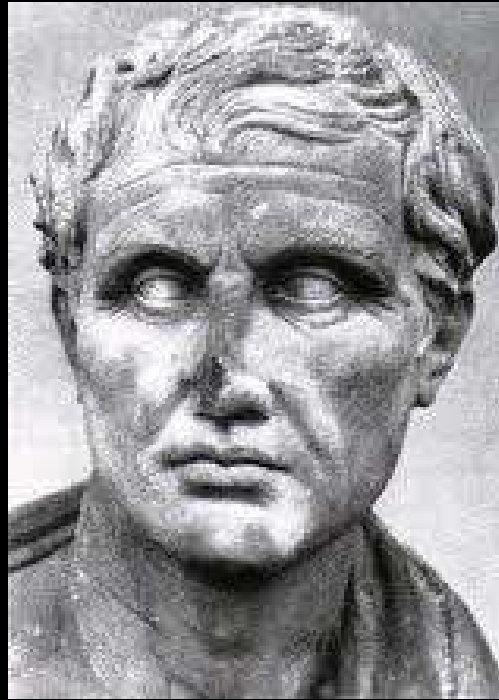


**She was so right, no matter what happens
we need to enjoy life & seek the positive!**

Please Find 520 Fun Facts & Quotes

backtochiropractic.net

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?**

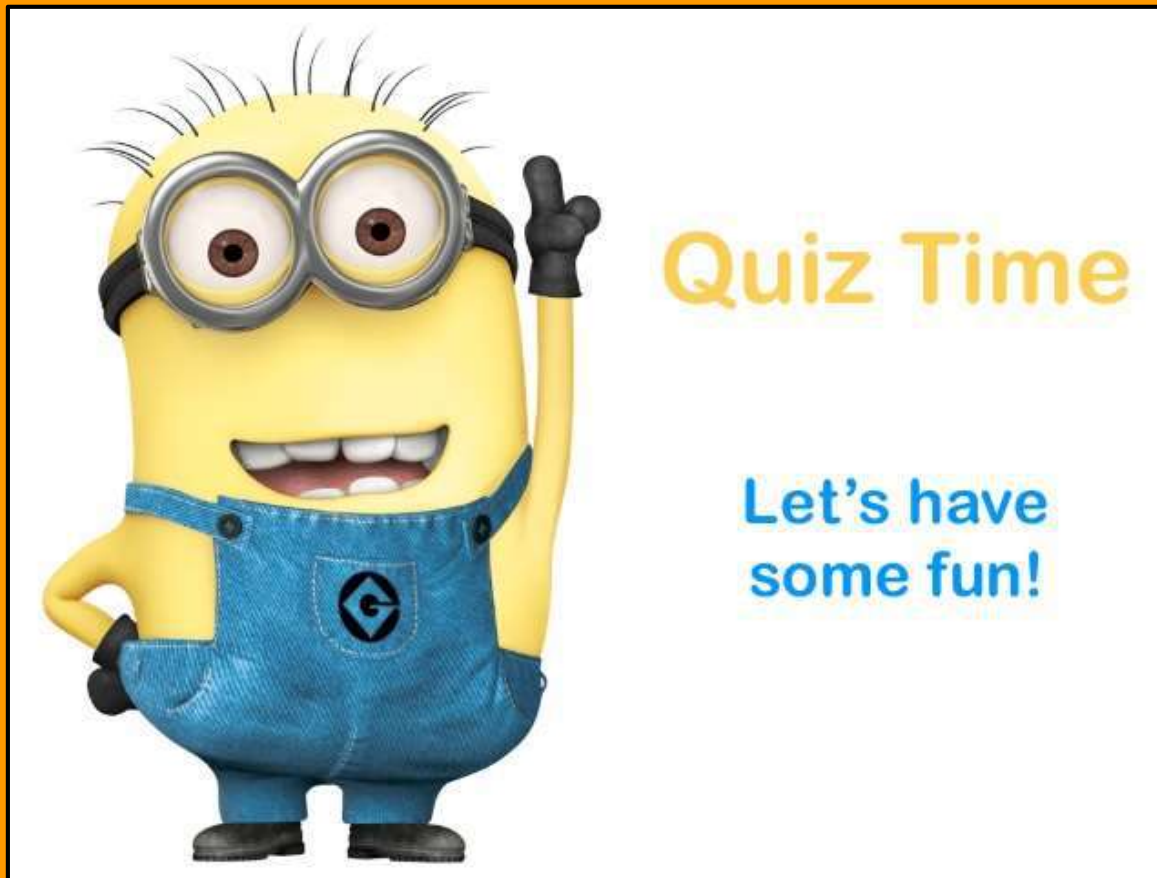
“Health is a state of complete physical, mental & social well-being, & not merely the absence of disease or infirmity.”

~World Health Organization, 1948



Activity

Chiropractic Quiz ~ Test Your Understanding Quiz Questions For Patients



Activity

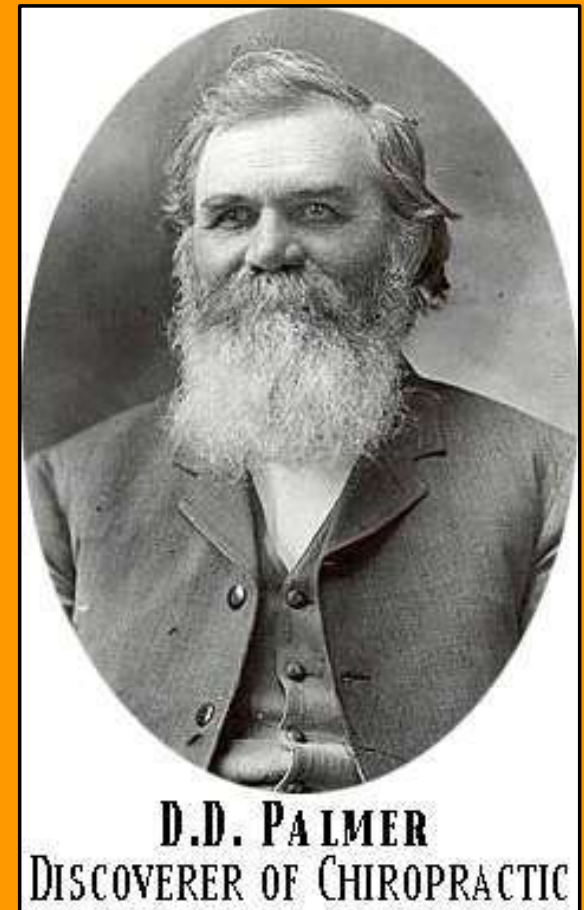
Chiropractic Quiz ~ Test Your Understanding Quiz Questions For Patients

What year was Chiropractic discovered?

- a. 1855**
- b. 1895**
- c. 1935**
- d. 1975**

Activity b. 1895

DD Palmer was born in Pickering, Ontario, March 7, 1845. He moved to the US in 1865 and took up magnetic healing in Davenport, Iowa around 1880. He gave the first chiropractic adjustment to Harvey Lillard, on September 18, 1895. He developed the theory that the misalignment of the spine was an underlying cause of all "dis-ease" and developed a new discipline called Chiropractic opening the Palmer School of Chiropractic in Davenport, Iowa. He passed the school to his son B.J. Palmer in 1906 and moved west to open new chiropractic schools in Oklahoma, California and Oregon. Palmer died in Los Angeles of typhoid fever in 1913.

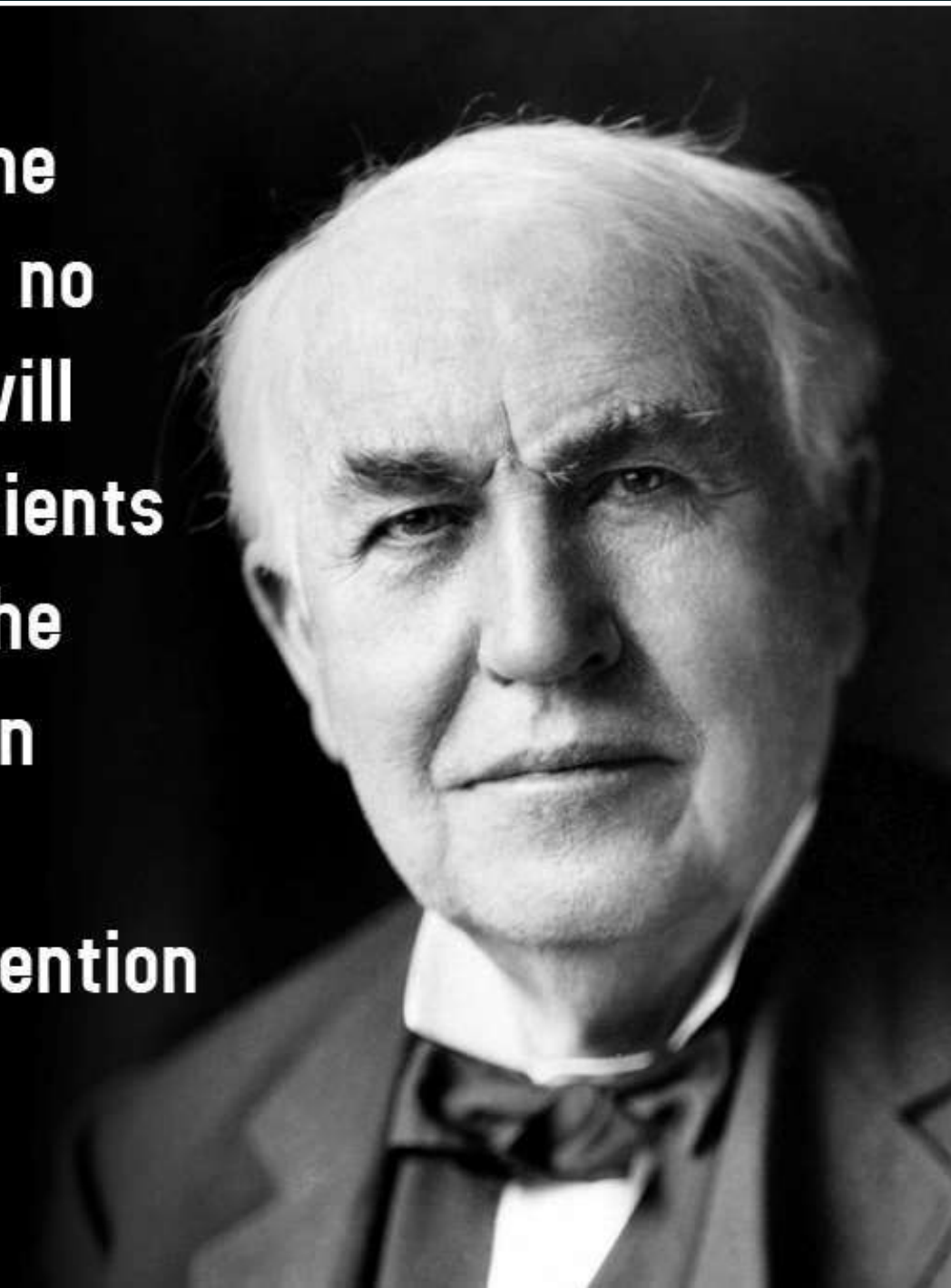


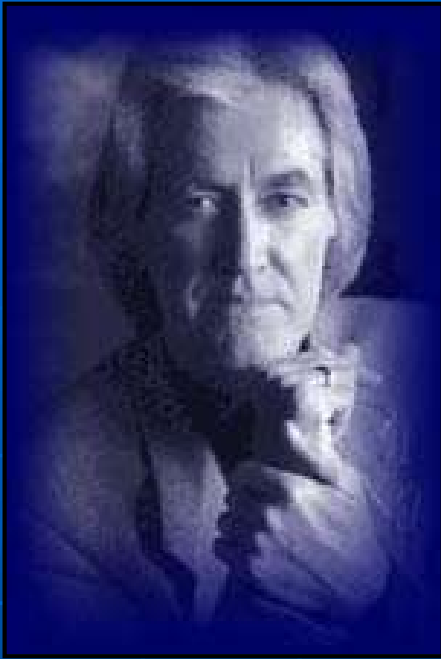
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The **doctor** of the future will give no medicine, but will interest his patients in the care of the human frame, in diet, and in the cause and prevention of disease

-THOMAS EDISON

//





**“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

Wear a white coat?



The Alternative!

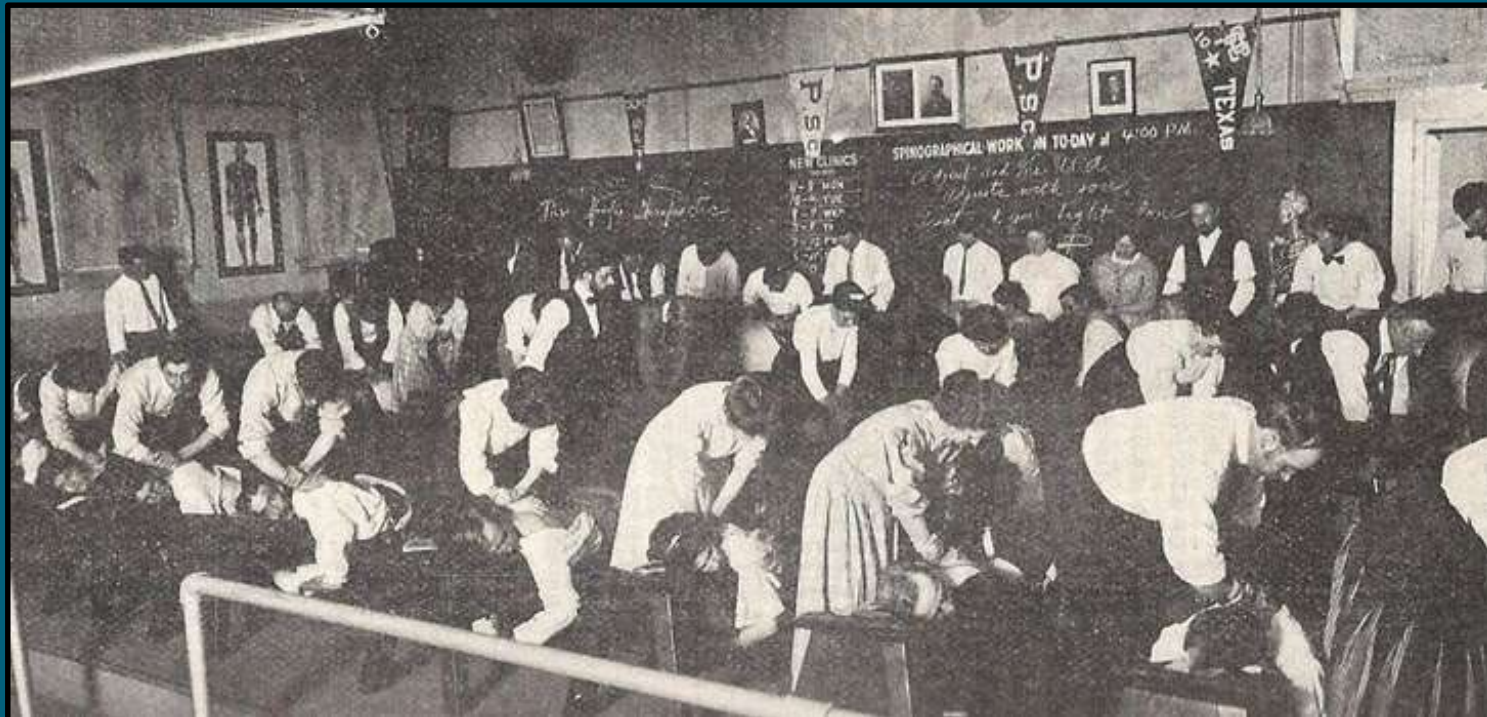
**Don't wait until you are sick,
maintain your health!**

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**



The Leading Causes of Death in the US for 2020

JAMA. 2021;325(18):1829-1830. doi:10.1001/jama.2021.5469

Table. Number of Deaths for Leading Causes of Death, US, 2015-2020^a

| Cause of death | No. of deaths by year | | | | | |
|------------------------------------|-----------------------|-----------|-----------|-----------|-----------|-----------|
| | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 |
| Total deaths | 2 712 630 | 2 744 248 | 2 813 503 | 2 839 205 | 2 854 838 | 3 358 814 |
| Heart disease | 633 842 | 635 260 | 647 457 | 655 381 | 659 041 | 690 882 |
| Cancer | 595 930 | 598 038 | 599 108 | 599 274 | 599 601 | 598 932 |
| COVID-19 ^b | | | | | | 345 323 |
| Unintentional injuries | 146 571 | 161 374 | 169 936 | 167 127 | 173 040 | 192 176 |
| Stroke | 140 323 | 142 142 | 146 383 | 147 810 | 150 005 | 159 050 |
| Chronic lower respiratory diseases | 155 041 | 154 596 | 160 201 | 159 486 | 156 979 | 151 637 |
| Alzheimer disease | 110 561 | 116 103 | 121 404 | 122 019 | 121 499 | 133 382 |
| Diabetes | 79 535 | 80 058 | 83 564 | 84 946 | 87 647 | 101 106 |
| Influenza and pneumonia | 57 062 | 51 537 | 55 672 | 59 120 | 49 783 | 53 495 |
| Kidney disease | 49 959 | 50 046 | 50 633 | 51 386 | 51 565 | 52 260 |
| Suicide | 44 193 | 44 965 | 47 173 | 48 344 | 47 511 | 44 834 |

^a Leading causes are classified according to underlying cause and presented according to the number of deaths among US residents. For more information, see the article by Heron.⁴ Source: National Center for Health Statistics.

National Vital Statistics System: mortality statistics (<http://www.cdc.gov/nchs/deaths.htm>). Data for 2015-2019 are final; data for 2020 are provisional.

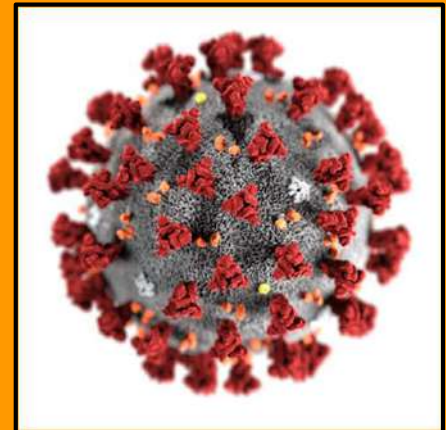
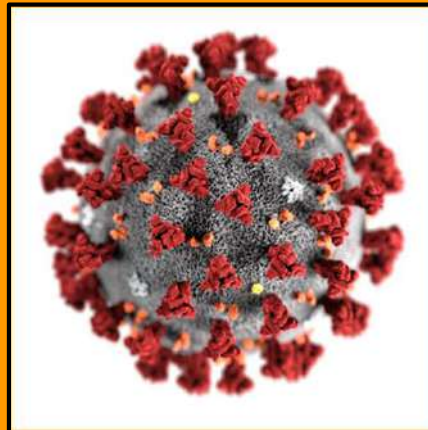
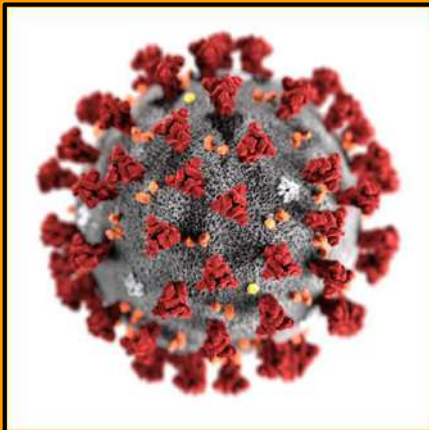
^b Deaths with confirmed or presumed COVID-19, coded to *International Statistical Classification of Diseases and Related Health Problems, Tenth Revision* code U07.1 as the underlying cause of death.

COVID-19

General public has no idea that ALL visceral & systemic diseases, and ALL viral & bacterial infections, and most micro & macro traumas have an ASYPTOMATIC phase, not just COVID.

Share internet COVID charts:

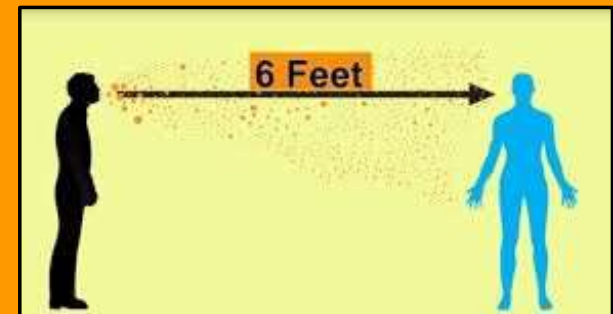
<https://www.worldometers.info/coronavirus/country/us/>



COVID-19

**Besides masks, washing your hands & maintaining distance,
What else could you do to protect yourself
from COVID or any illness?**

1. Strong Immune System!
2. Diet
3. Exercise
4. Stress Reduction
5. Proper Sleep
6. Oh yeah CHIROPRACTIC!!!



COVID-19

Discussing vaccines is NOT in our scope of practice!



To the plumber: “why did you do that”?
Plumber: “moving rocks is not in our scope of practice.”

Lung Function

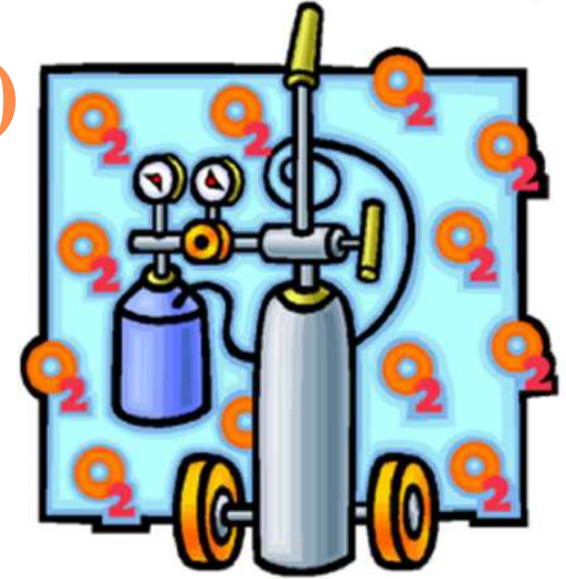
Lung surfactant specific function is to reduce surface tension at the pulmonary air-liquid interface. Surfactant production is essential in lubricating the alveolar sacs to maximize the efficiency of the O_2 & CO_2 exchange.

A thoracic/ribcage chiropractic adjustment is an important part in maintaining and increasing this vital bodily function.



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

Irrational behavior

Poor digestion

Lung problems

Acid stomach

Body weakness

Growth of pathogens

Memory loss

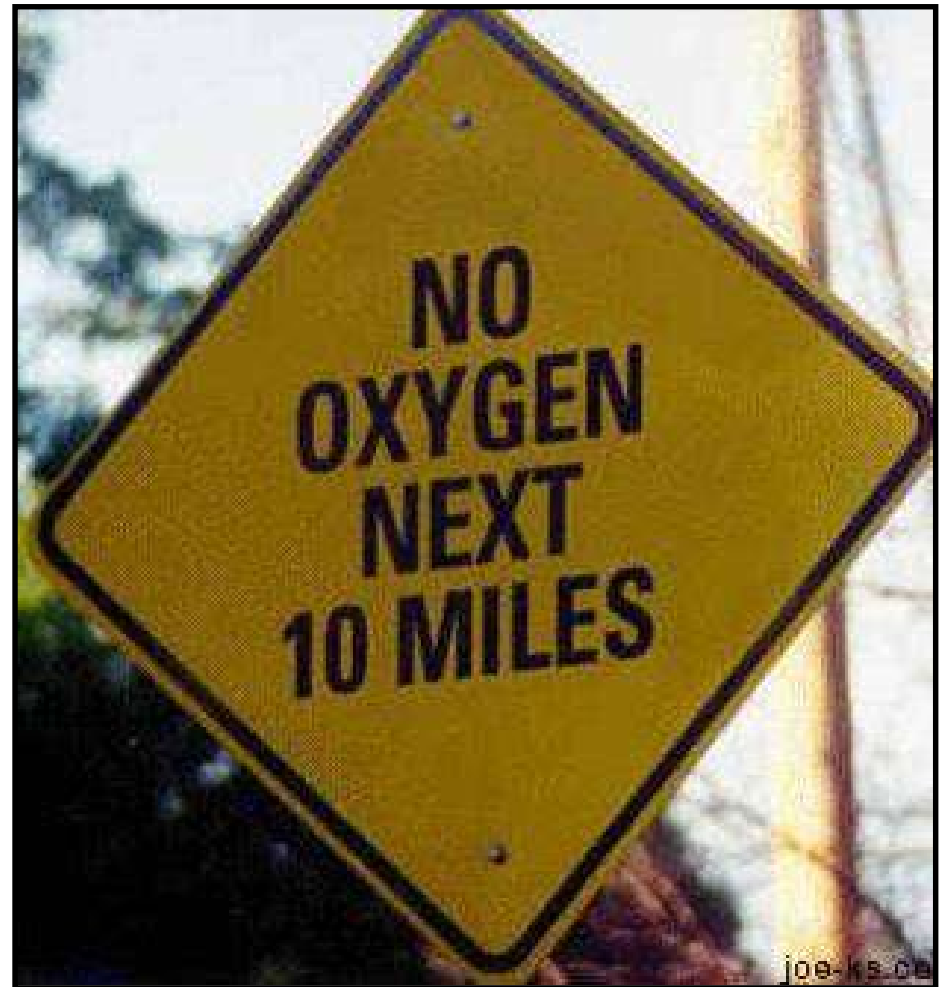
Irritability

Muscle aches & pains

Dizziness

Depression

Fatigue



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



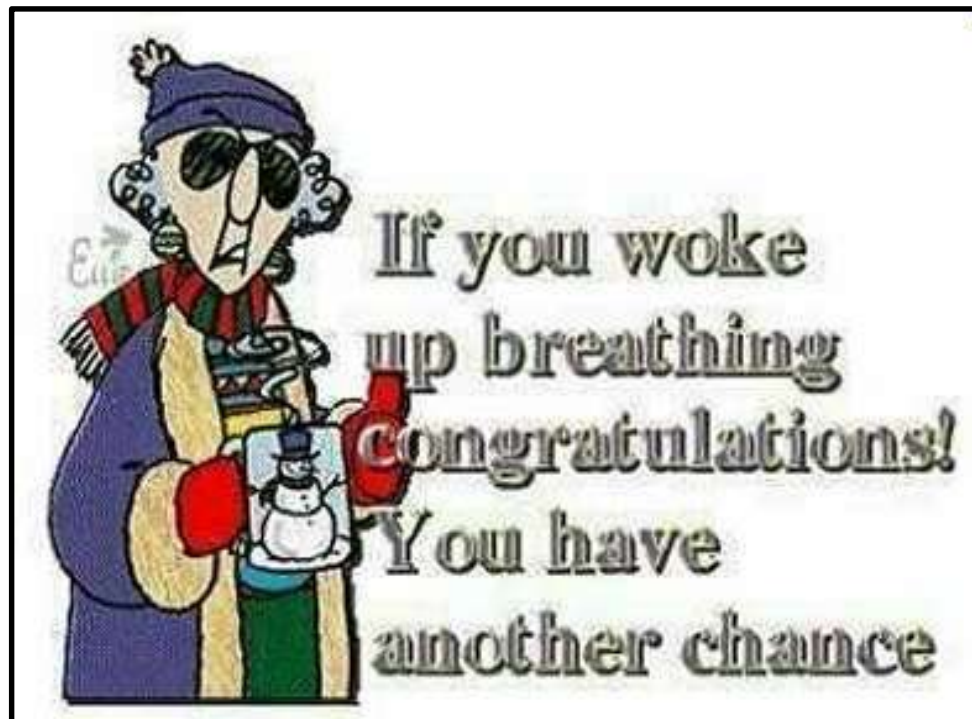
*Respiratory System

After age 20 vital capacity

↓ 5-20% per decade

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

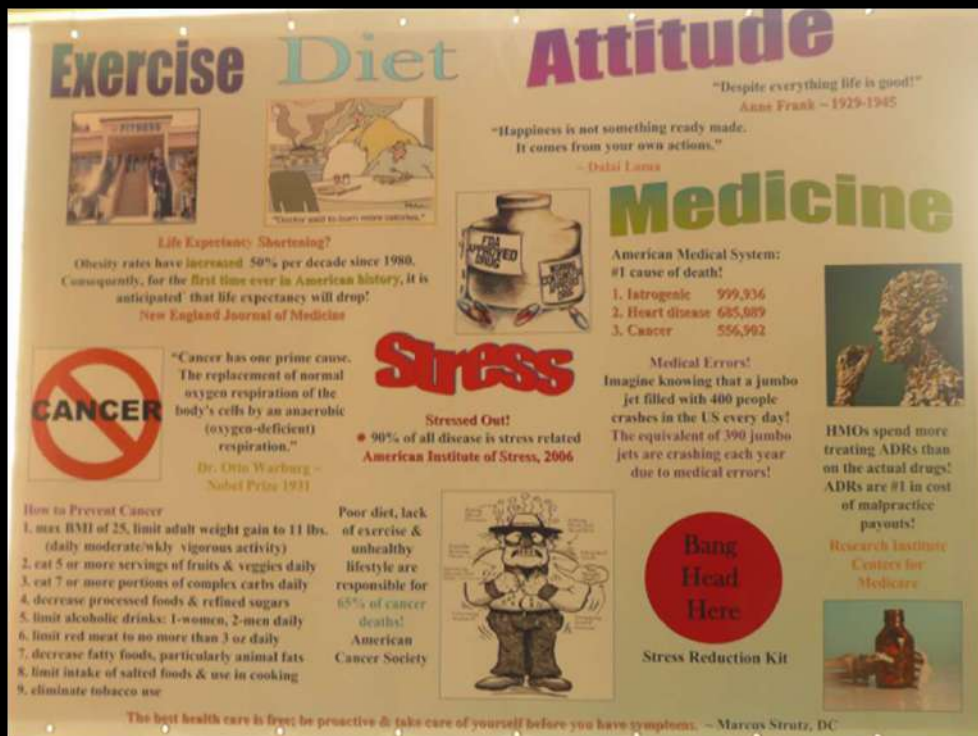
Brian K Ross MD, University of Washington



Educational Posters & Demo 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**



Butcher Block Paper

This month lets
drink more water

This month lets
lose 5 pounds

Have patients sign-up on
the paper! Fun activity &
makes them feel like part
of the family

Demo Table: Respiratory System



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.

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

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

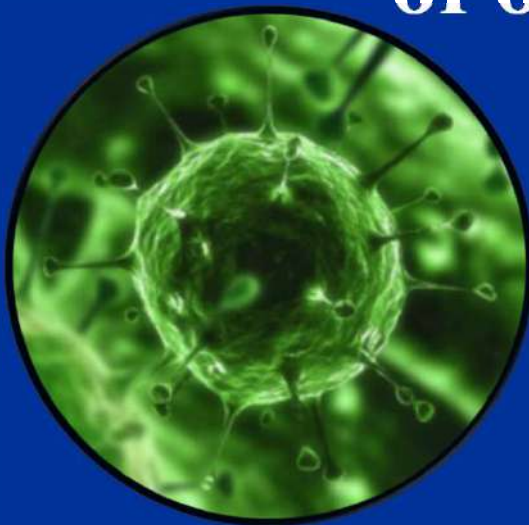


Oxygen gets rid of toxicity.



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

Dr. Alec Borsenko

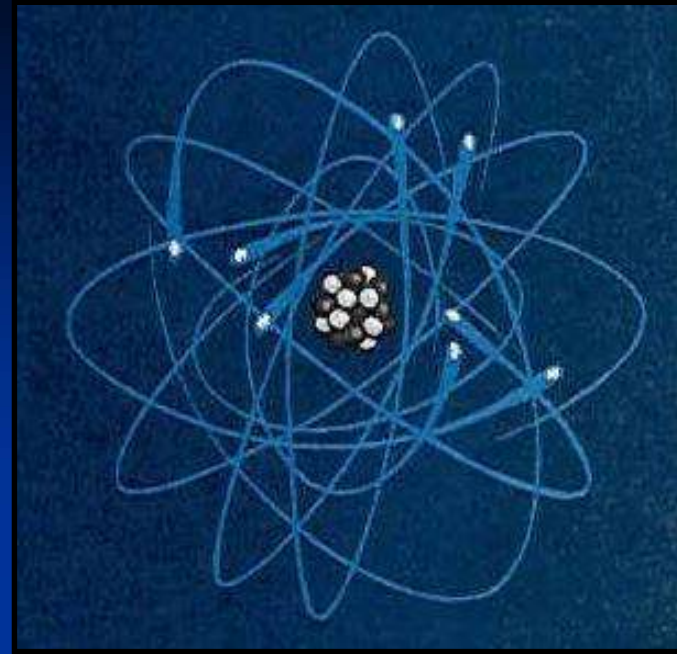


***“Cancer has one prime cause. The replacement of normal oxygen respiration of the body's cells by an anaerobic (oxygen-deficient) respiration.”**

Dr. Otto Warburg ~ 1883-1970

Winner Nobel Prize 1931





**"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.**

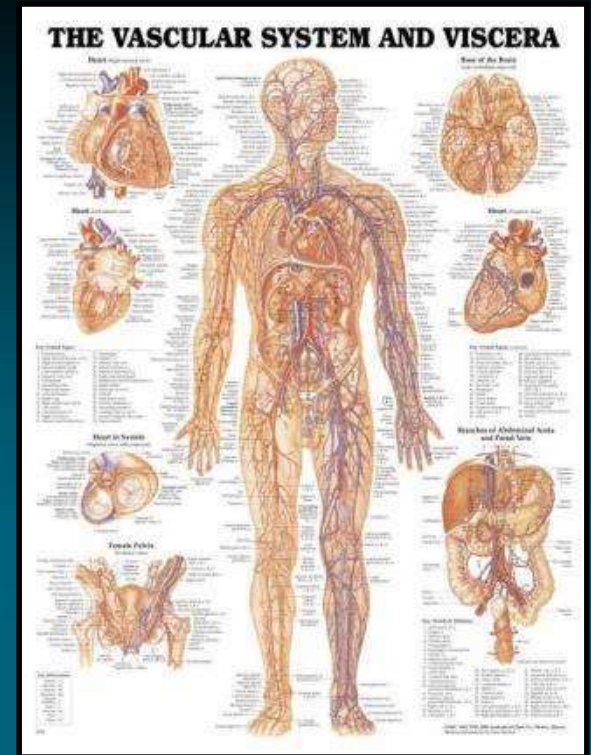
**Hypoxia in the tissues is the fundamental cause
for all degenerative disease."**



Dr. Stephen Levine

Oxygen Deficiency: A Concomitant to All Degenerative Illness

Demo Table: Blood Flow



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.

Demo Table: 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!

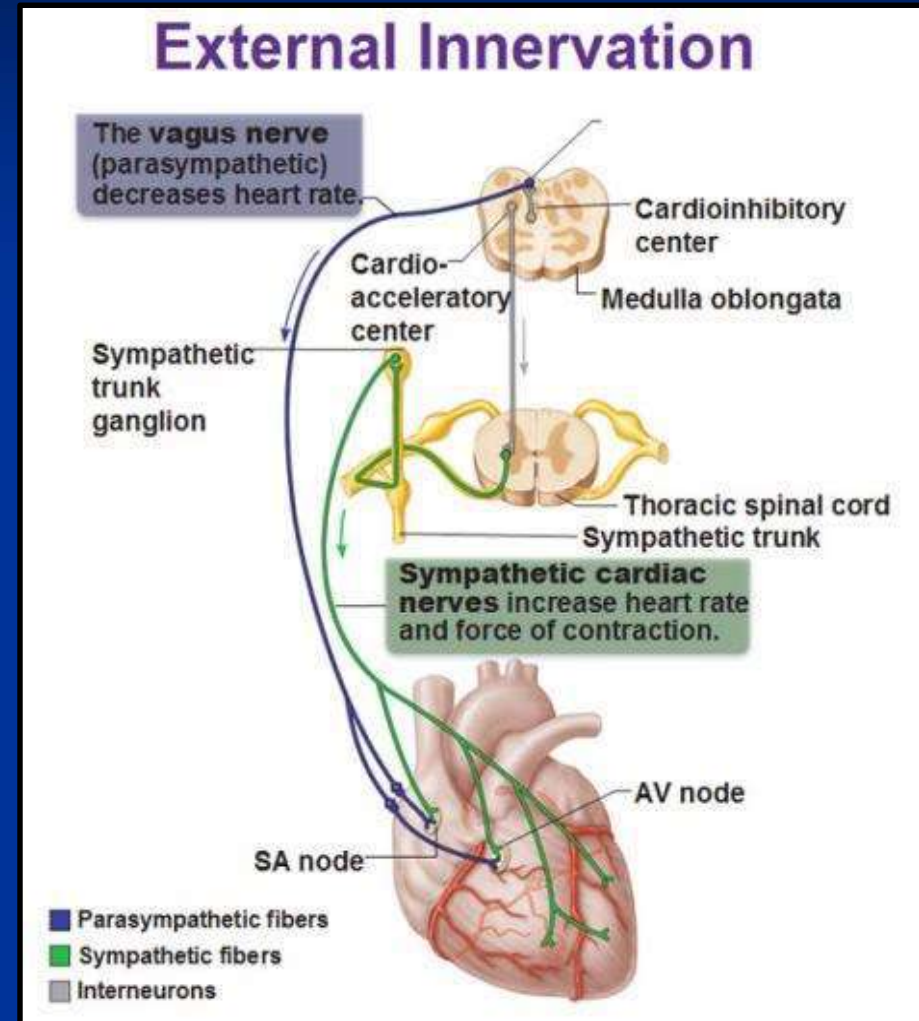


Demo Table: Nervous System

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?

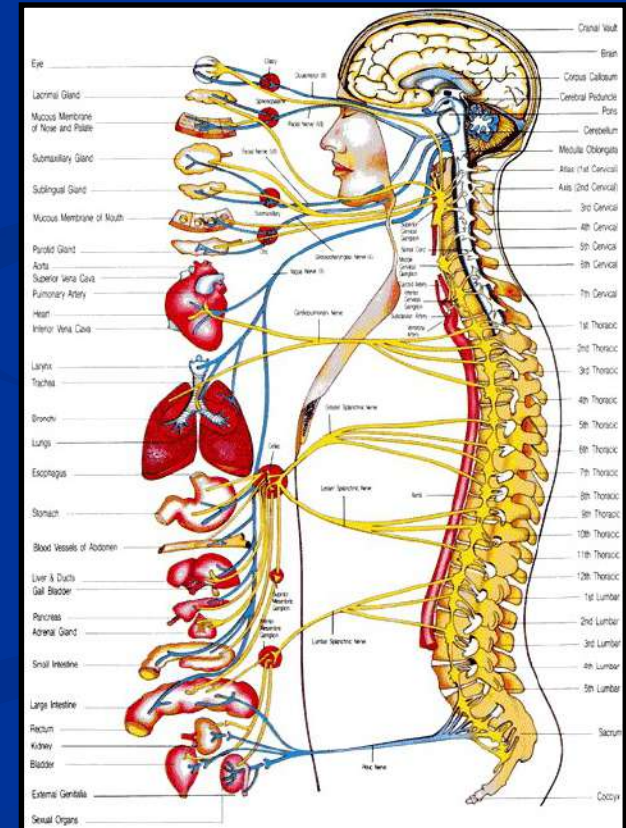
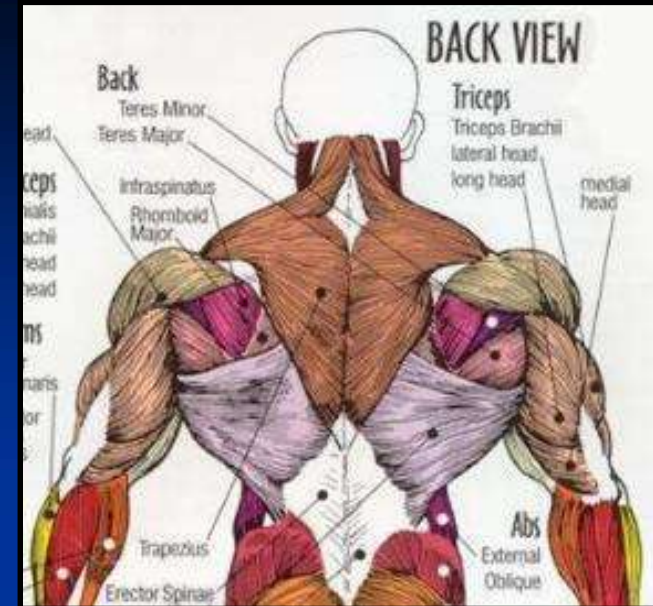
They start to understand some basic ideas about the nervous system, as they arrive at the answers themselves by the DC asking leading questions.



Demo Table: Nervous System & Posture

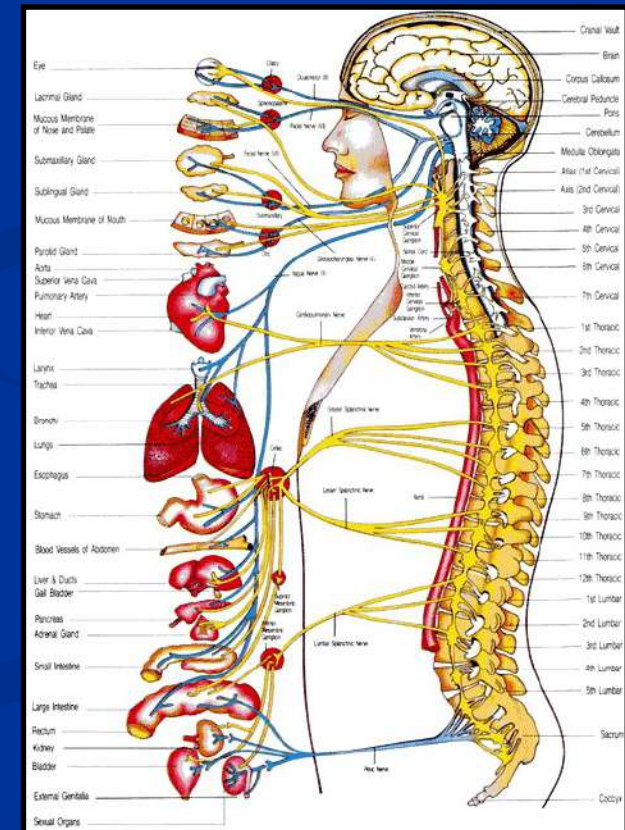
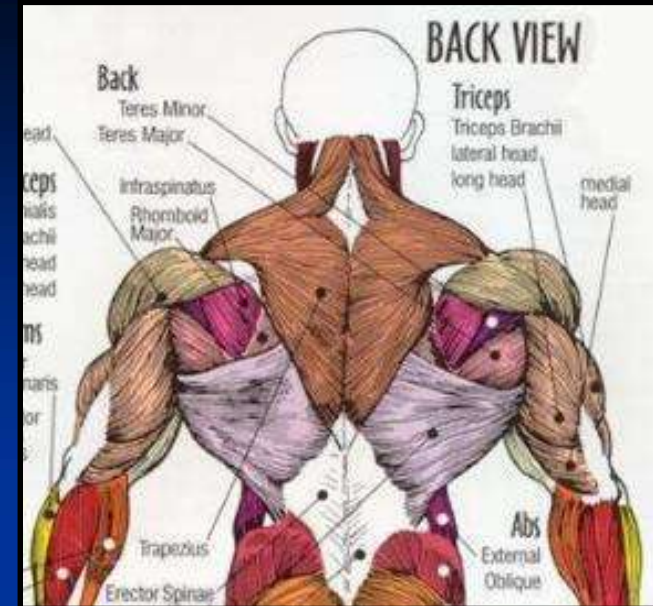
Have the patient stand up straight with good posture & put their arm out at 90° to their side. Then the DC pushes down on the elbow. The deltoid should be strong.

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



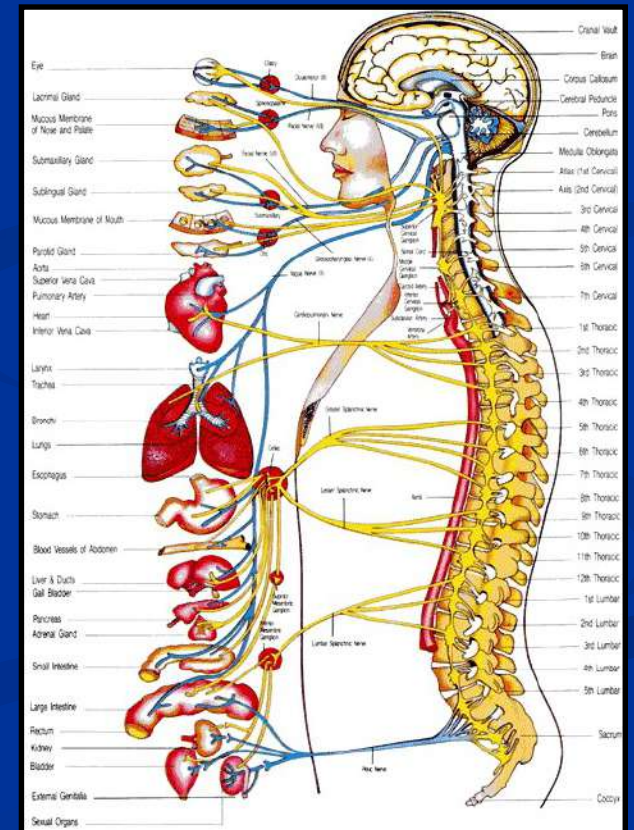
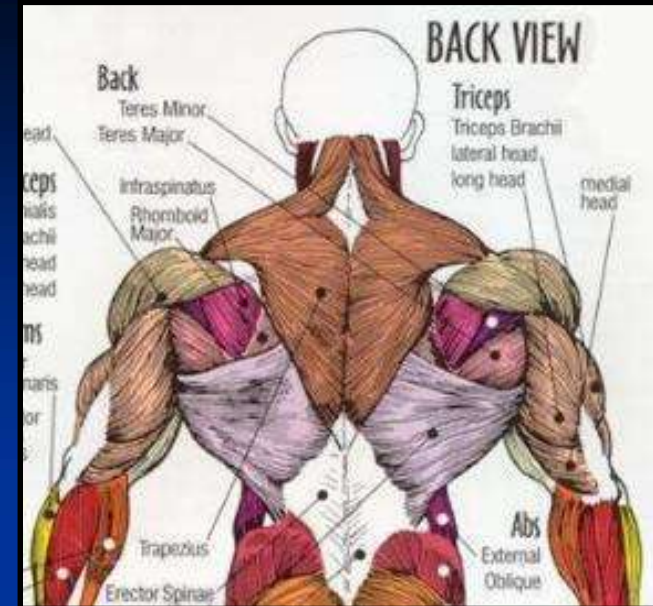
Explanation:

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!



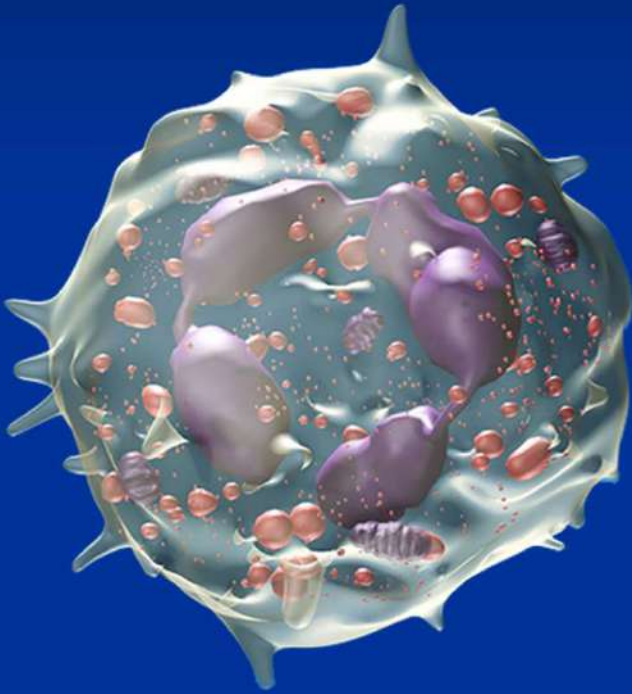
Immunity With Chiropractic!

Dr. Ronald Pero, Ph.D measured the immune systems of people under chiropractic care. His 3 year study was of 107 individuals who had been under chiropractic care for 5 years or more.

Chiropractic patients were found to have a 200% greater immune competence than people who had not received chiropractic care, and 400% greater immune competence than people with cancer and other serious diseases. The immune system superiority under chiropractic care did not appear to diminish with age. Dr. Pero stated: *“When applied in a clinical framework, I have never seen a group other than this chiropractic group to experience a 200% increase over the normal patients. This is why it is so dramatically important. We have never seen such a positive improvement in a group.”*

Medical Researcher Excited By CBSRF Project Results. The Chiropractic Journal, August 1989; 32.

Immunity With Chiropractic!



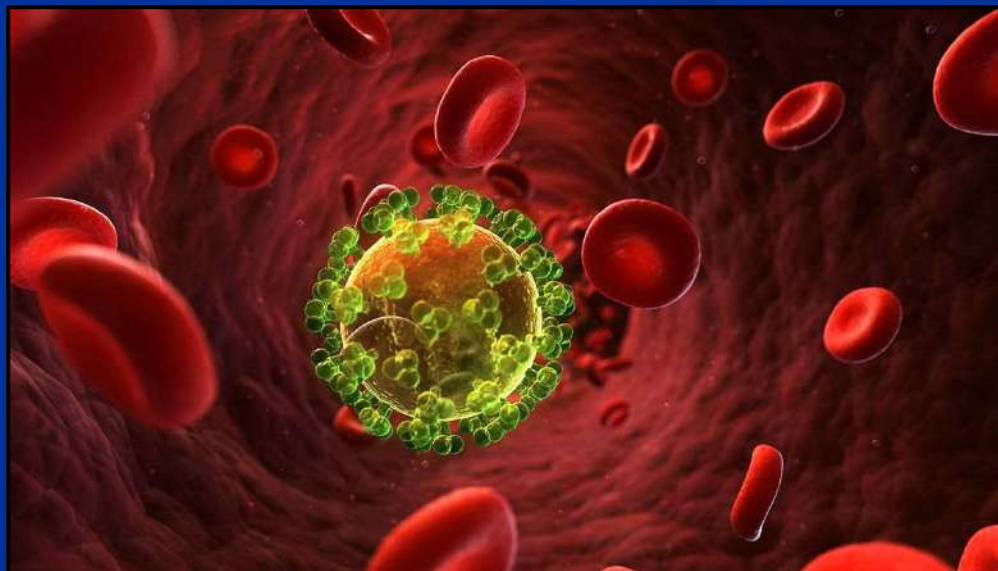
This study found improved immune response in test subjects following chiropractic treatment. The study specifically demonstrated *the “phagocytic respiratory burst of polymorphonuclear neutrophils (PMN) and monocytes were enhanced in adults that had been adjusted by chiropractors.”*

**Enhanced phagocytic cell respiratory burst induced by spinal manipulation: potential role of substance P
~ JMPT Sept 1991**

Immunity With Chiropractic!

Researchers took a group of HIV positive patients and adjusted them for 6 months. Patients that were adjusted had a 46% increase in the number of CD4 cells. These measurements were taken at the patients' independent medical center, where they were under medical supervision for the condition. Patients that were not adjusted did not demonstrate this dramatic increase in immune function, but actually experienced a 7.7% decrease in CD4 cell counts over the same period.

Life Chiropractic University ~ Sid Williams Research Center, 1994



Initial symptoms of a weak immune system:

sleeping problems

food cravings

irritability

fatigue

joint pain

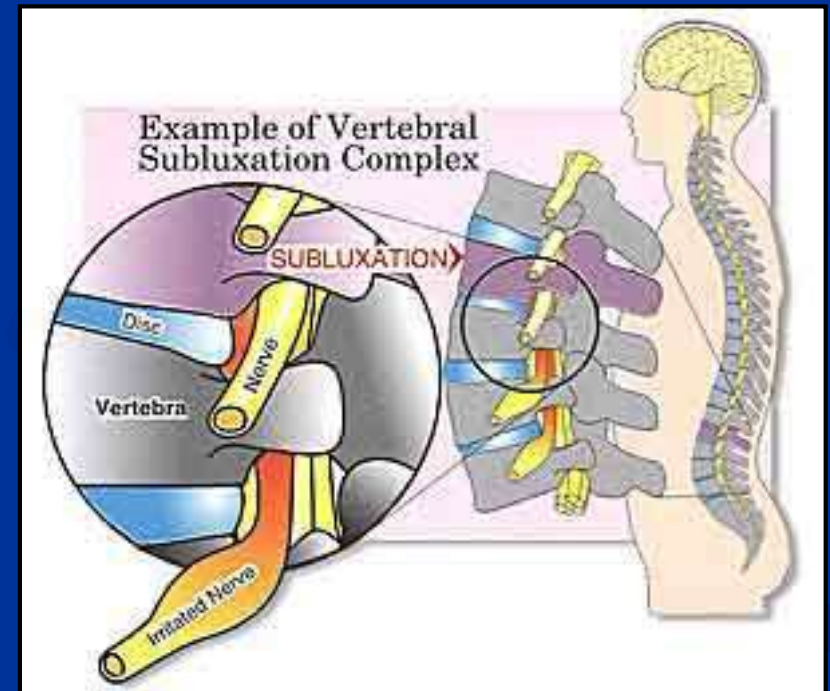
many patients think these are normal



“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

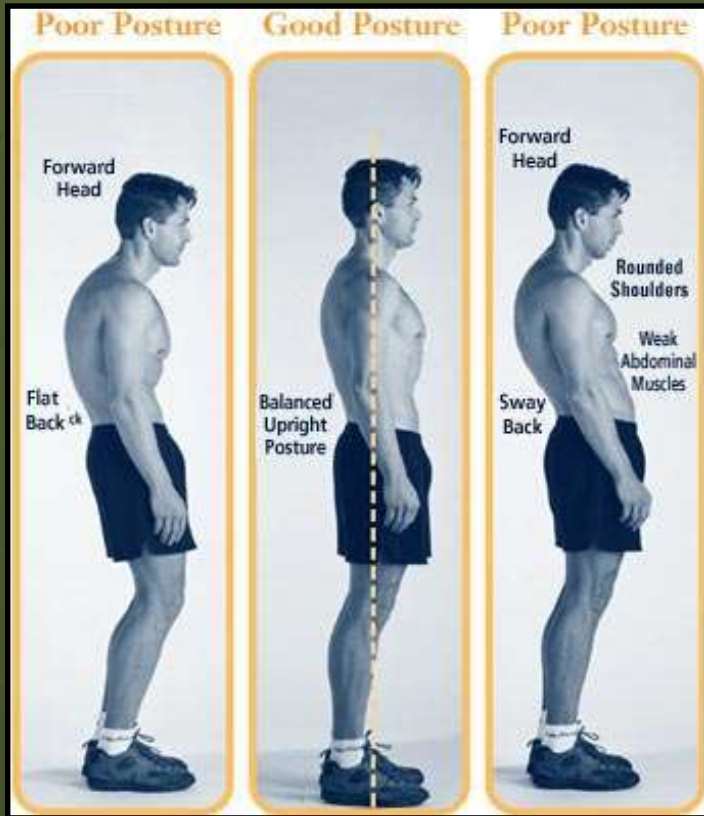


“Subluxations change the entire health of the body by causing structural dysfunction of the spine and nerve interference. The weight of a quarter on a spinal nerve will decrease nerve transmission by as much as 60%. ”

-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.”

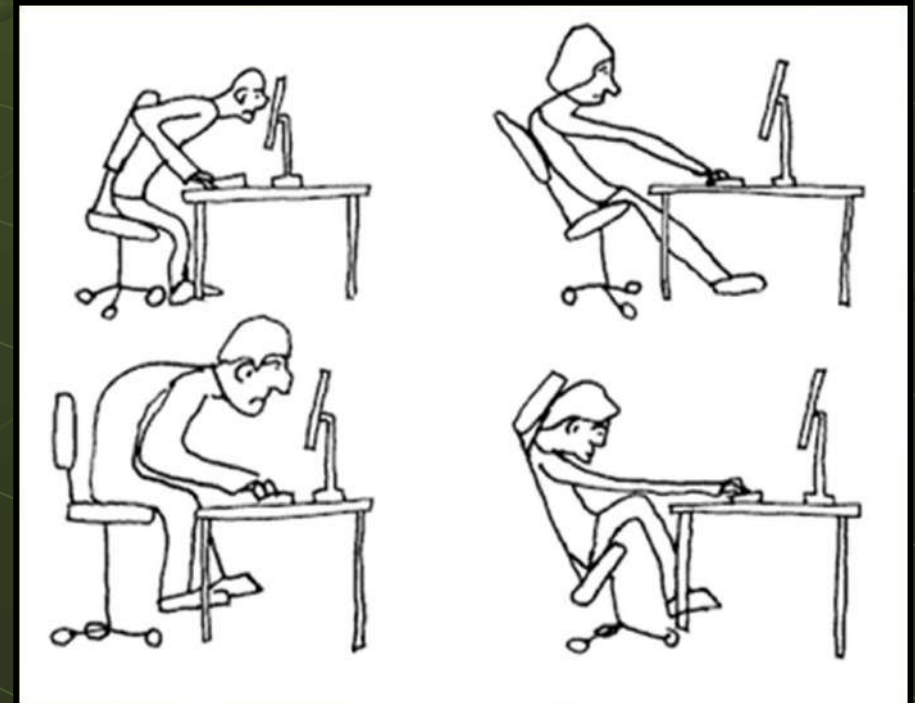
Rene Cailliet M.D., famous medical author and former director of the department of physical medicine and rehabilitation at the University of Southern California

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**



Demo Table: Posture



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 out 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.



Take A 10 Minute Break



Why We Struggle?

Ratings of Honesty & Ethical Standards in Profession Survey of 1,028 adults ~ Gallup Dec, 2016

| Occupation | Very high/High % | Very low/Low % | Average % |
|---------------------------|------------------|----------------|-----------|
| Nurses | 84 | 3 | 13 |
| Pharmacists | 67 | 8 | 26 |
| Medical doctors | 65 | 7 | 29 |
| Engineers | 65 | 5 | 29 |
| Dentists | 59 | 7 | 34 |
| Police officers | 58 | 13 | 29 |
| College teachers | 47 | 18 | 32 |
| Clergy | 44 | 13 | 39 |
| Chiropractors | 38 | 13 | 45 |
| Psychiatrists | 38 | 12 | 45 |
| Bankers | 24 | 30 | 46 |
| Journalists | 23 | 41 | 34 |
| Lawyers | 18 | 37 | 45 |
| State governors | 18 | 35 | 45 |
| Business executives | 17 | 32 | 50 |
| Senators | 12 | 50 | 37 |
| Stockbrokers | 12 | 39 | 46 |
| Advertising practitioners | 11 | 40 | 46 |
| Insurance salespeople | 11 | 38 | 51 |
| Car salespeople | 9 | 46 | 45 |
| Members of Congress | 8 | 59 | 31 |

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, for some perspective, let's take a look at the
Top 5 Reasons The Chiropractic Profession Struggles

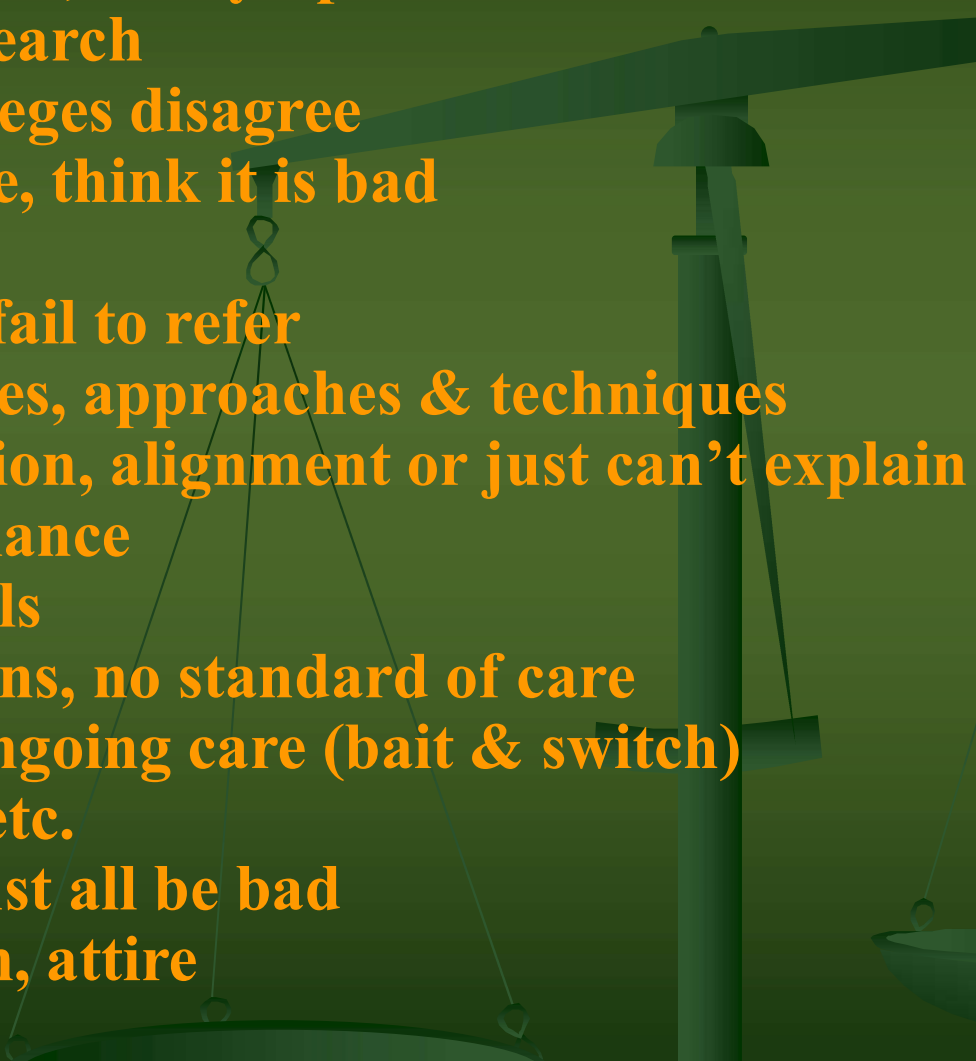
Please list what you think they are.

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. Minimal 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, fail to refer
 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
 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. Spinal screenings
- 

Activity

Okay now let's take a look at the
Top 5 Reasons The Chiropractic Profession Does Well.

Please list what you think they are.

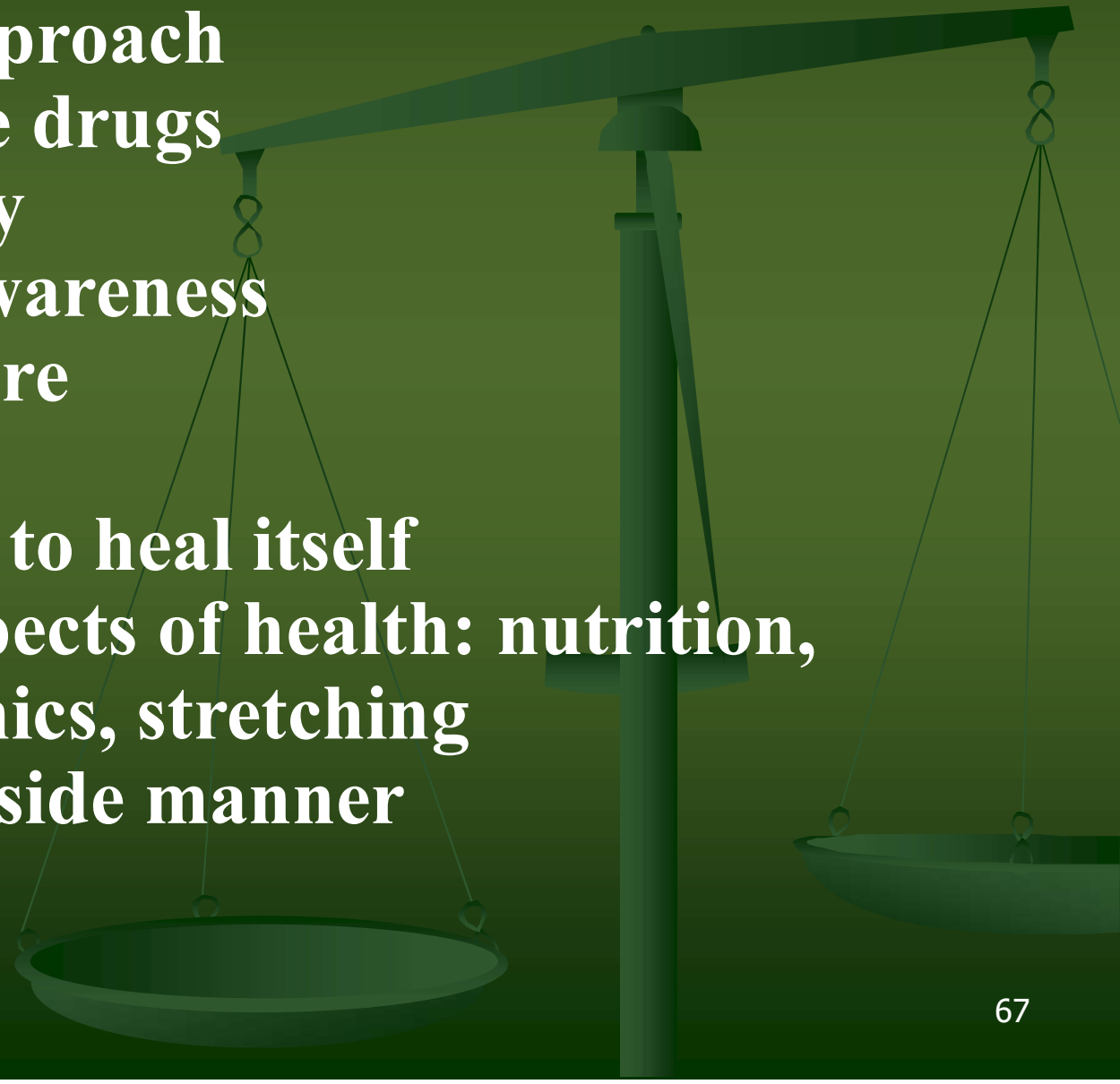
Then take a look at my list, they may vary a bit from yours.

**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 prospective 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 improve 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.**

Cool Hand Luke, 1967

Paul Newman

What we've got here is a
FAILURE TO COMMUNICATE



Some Key Ideas for Successful Communication



What Pts Think!

Your Perception Is Your Reality!



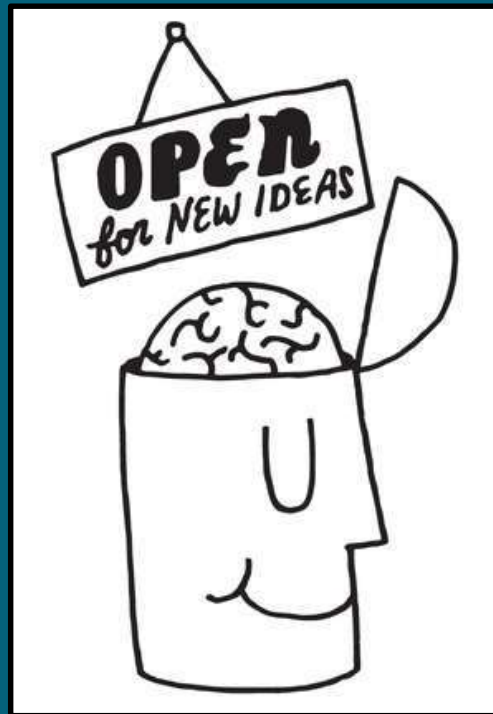
“Truth will always be truth, regardless of lack of understanding, disbelief or ignorance.”

~ William Clement Stone

Always remember that pts may interpret things you say differently than you intended.

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.



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.

Not Just Us

Ask your local hypnotherapist or acupuncturist about their experience with new patients & all the misunderstandings & disbeliefs 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.



Patient Education

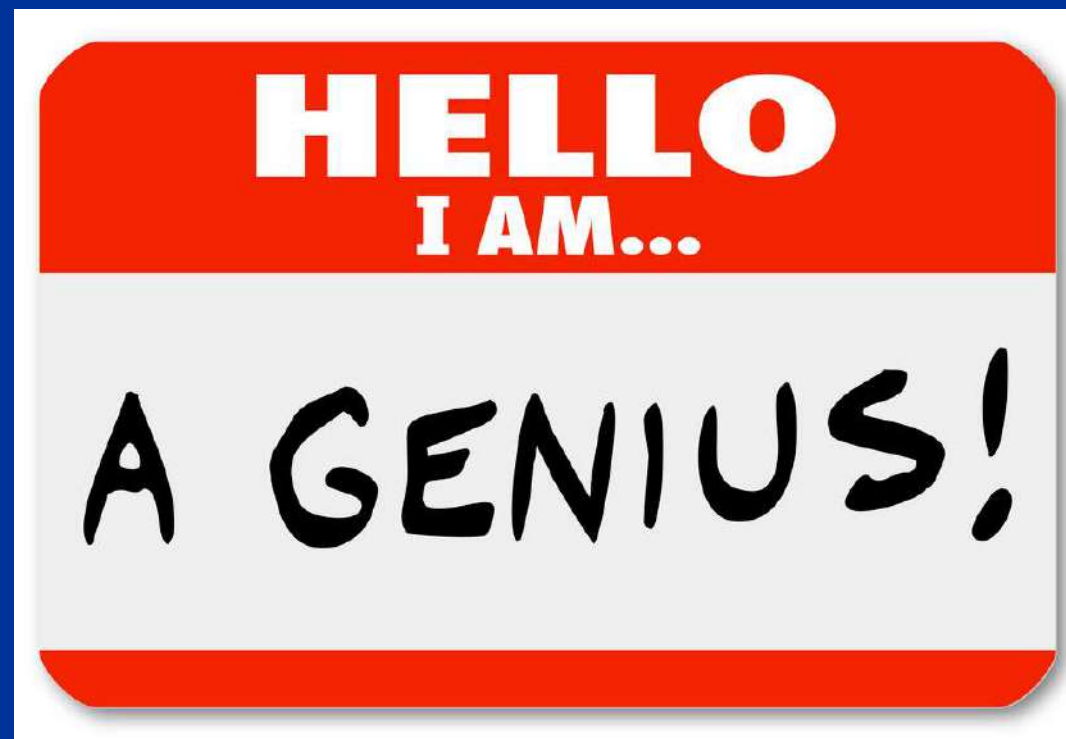


(public has no idea
what we are selling)
Reverend Samuel H.
Weed, selected two
Greek words, ‘cheir’
and ‘praktikos’,
meaning when
combined, “done by
hand” Chiropractic.
Great to help pts
identify with our title.

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.



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 1st 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.



What Do You Talk About In The Office?



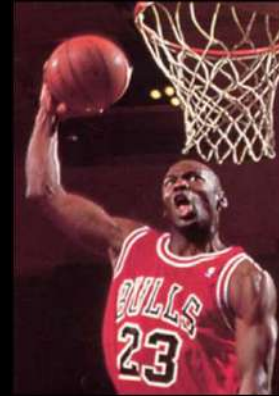
Holidays



Family



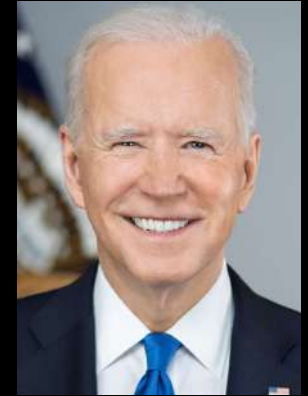
Finance



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

What is that popping sound during a chiropractic adjustment?

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 ~ 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.

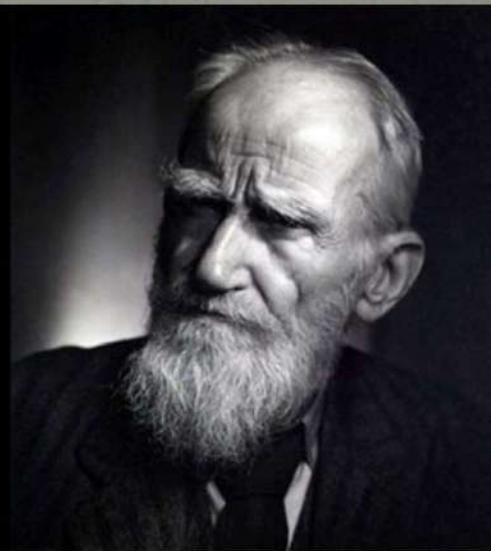
Many DCs err on the side of explaining things once at the first visit or ROF & then assuming the patient understands forever.

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



Why Do Some Pts Come In Only Once? Right sided LBP guy



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 2nd visit & find out why.

Call your new patients that night or the next day.

Develop a great take home package with explanations.

The Chiropractic Menu



| | | |
|---|---|--|
| <p>Sandwiches & Snacks</p> <p>- Soup of the Day with a Freshly Baked Baguette * (Lunchtimes Only) - H & V £1.45</p> <p>- Toasted Panini Served with Continental Salad & Nachos £2.85 £3.35</p> <p>Mozzarella, 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 £3.45</p> <p>Chicken & Bacon Avocado & Brie - V Smoked Salmon & Cream Cheese</p> | <p>Mains</p> <p>Served with Continental, Cakeslow & 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, £4.65</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> |
|---|---|--|



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 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,

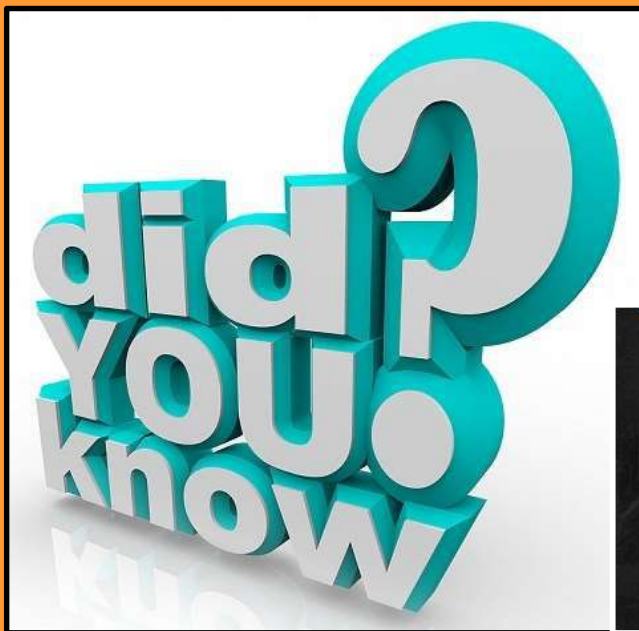
Frequently Asked Questions & Misconceptions

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.

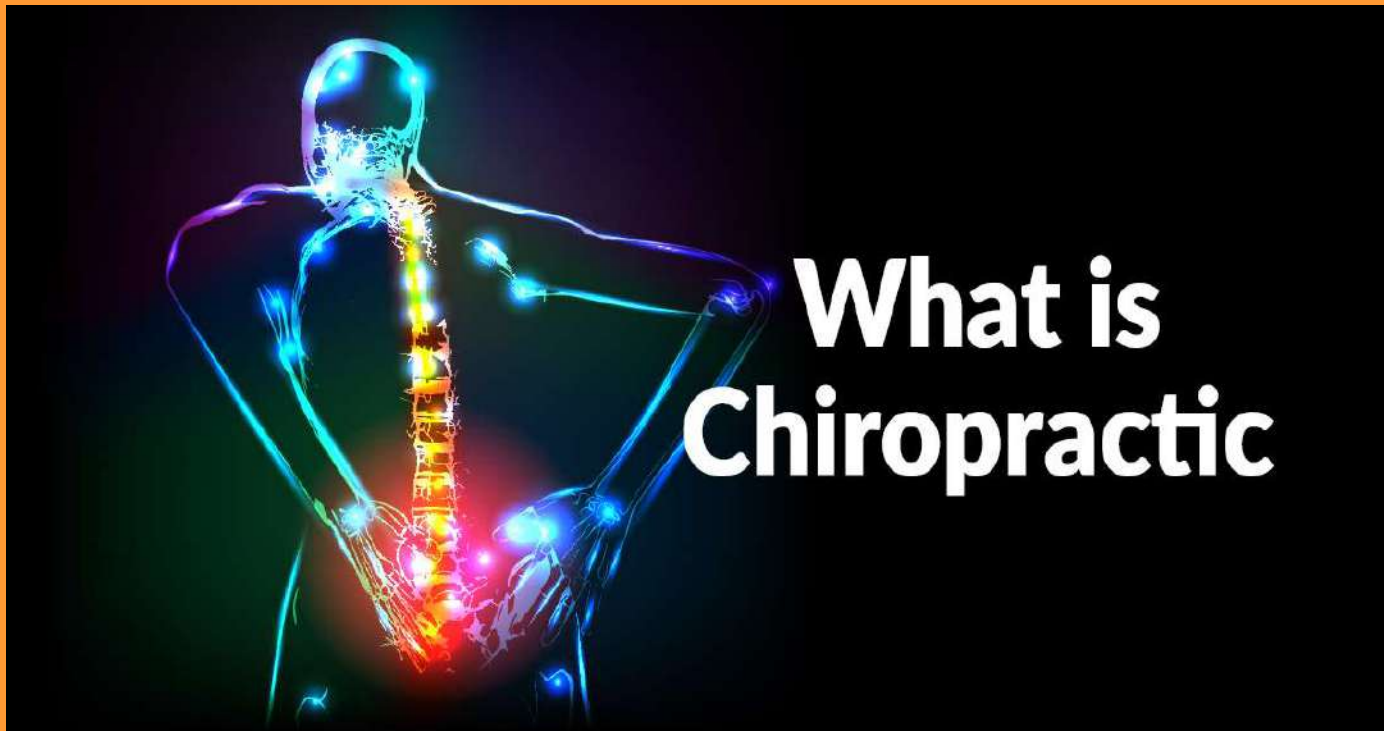
Many chiropractic concepts are hard to explain.

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)



Activity

Chiropractic Quiz ~ Test Your Understanding Quiz Questions For Patients

You should go to Chiropractor only when you _____ pain.

- a. have**
- b. don't have**
- c. either situation**

Activity

Chiropractic Quiz ~ Test Your Understanding

Quiz Questions For Patients

c. either situation

Most people measure their health simply by whether or not they have pain and/or symptoms. This is a mistake as most injuries & disease processes begin with no pain and may take months or years before pain or symptoms even surface. Our Wellness patients understand this concept. With Chiropractic care many of our patients have experienced improvement in: ability to perform activities of daily living, ability to perform activities of enjoyment, athletic performance, strength, balance, blood pressure, breathing measurements, flexibility, digestion, posture, sleep patterns, energy level, pulse rate, attitude and mental clarity. Also you may experience: weight loss, decreased stress levels, fewer colds, decrease in need for pharmaceutical drug use and prevention of surgery.

How Well Does Chiropractic Work?



95%
of past-year
chiropractic
users say it's
EFFECTIVE.



PALMER College of Chiropractic

The Trusted Leader in Chiropractic Education®

Source:

2016 Gallup-Palmer College of Chiropractic Annual Report:
Americans' Perceptions of Chiropractic (10/16)

How Well Does Chiropractic Work?

CHIROPRACTIC is Your **1ST** LINE OF DEFENSE Against **PAIN**

95%

of past-year
chiropractic
users say it's
EFFECTIVE.



89%

of past-year
chiropractic users
RECOMMEND it to
family and friends.



97%

of past-year
chiropractic
users are likely
to *see a*
chiropractor
if they have
neck/back pain.

88%

of past-year
chiropractic
users **AGREE** it's
a good value
for the money.



PALMER
College of Chiropractic

*"The Trusted Leader in
Chiropractic Education"*

www.palmer.edu

Sources: www.palmer.edu/gallup-report

How Well Does Chiropractic Work?

Low Back Pain: Prescribed Medications vs. Spinal Manipulation



56%

of medical care recipients had a 30% reduction in low back pain at week 4

Patients should be informed of nonpharmacological therapies for low back pain before using riskier, less effective treatments. Manual-thrust manipulation, performed by chiropractic physicians, achieves a greater short-term reduction in pain compared with common medical treatments.

94%

of manual-thrust manipulation recipients had a 30% reduction in low back pain at week 4



© American Chiropractic Association

Source: Schneider M, et al. Comparison of Spinal Manipulation Methods and Usual Medical Care for Acute and Subacute Low Back Pain. *Spine*. 2015. Vol. 40. No. 4 pp 209-217

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

backtochiropractic.net

Free Materials

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

backtochiropractic.net

Free Materials



Activity

Chiropractic Quiz ~ Test Your Understanding Quiz Questions For Patients

Your results with Chiropractic Care may vary due to:

- a. How long you've had the injury**
- b. Severity of the injury**
- c. Your age**
- d. all of these**

Why your Results May Vary! Free Materials

backtochiropractic.net

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.



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**.**



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)

**Chiropractic needs to be added to the mainstream healthcare system versus replacing the medical doctor!
Bashing MDs is NOT working, it is time to work with them versus against them.**

We should do what we do best. Remember many patients trust and respect their MDs, so when we say bad things about them it creates conflict.

**How many DCs have been helped by or are alive due to:
surgery or drugs?**

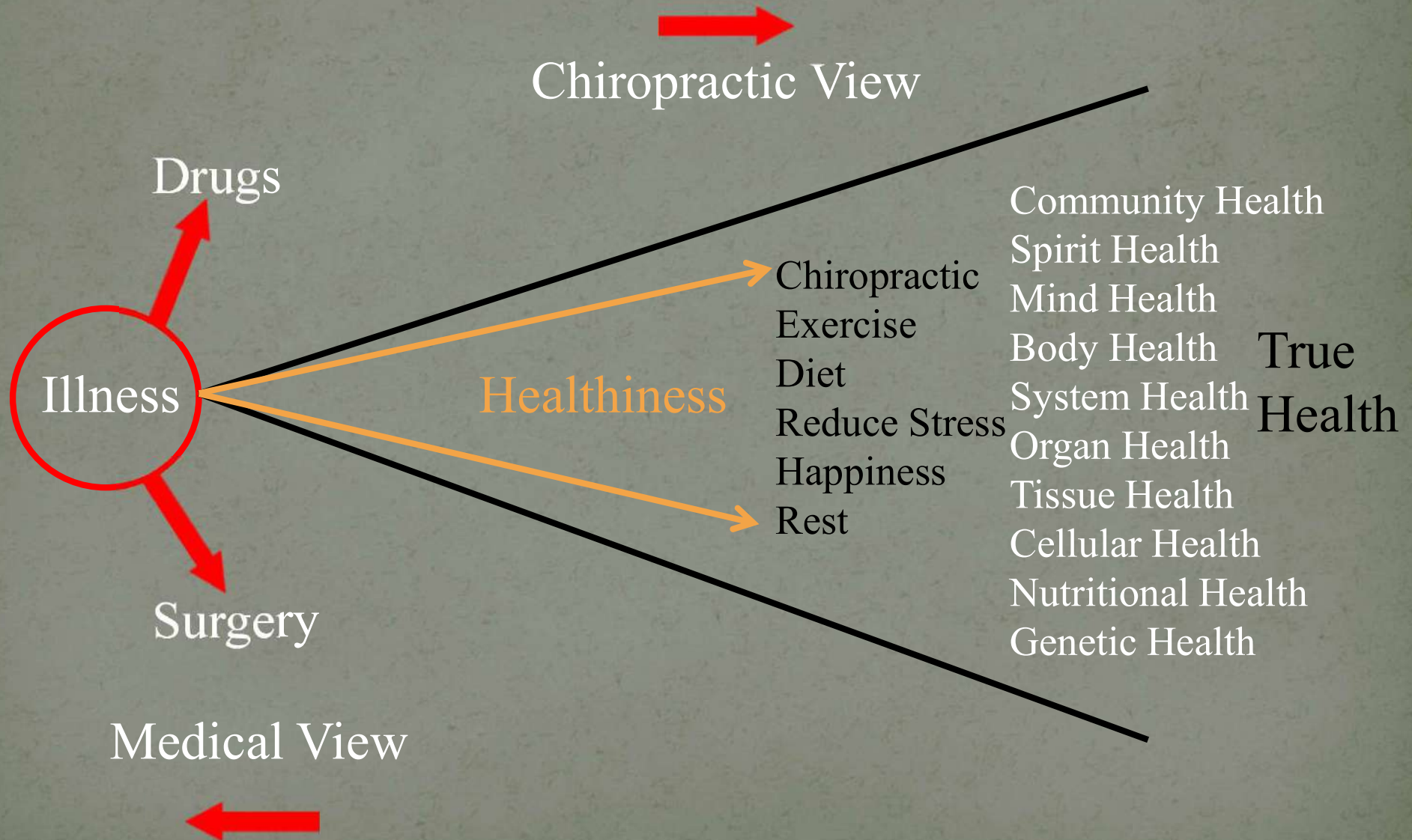


Chiropractic: Alternative To Pharmaceuticals & Surgery

| 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 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.

Chiropractic & Western Medicine



Activity

Chiropractic Quiz ~ Test Your Understanding Quiz Questions For Patients

According to the Journal of Manipulative and Physiological Therapeutics: patients whose primary care doctor was a chiropractor experienced _____% less in pharmaceutical costs.

- a. 55 b. 65 c. 75 d. 85**

Activity

Chiropractic Quiz ~ Test Your Understanding Quiz Questions For Patients

d. 85%

Chiropractic is an alternative health care, that is without pharmaceuticals. All pharmaceutical drugs have contraindications and side effects, often severe, including death.



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

Activity

Chiropractic Quiz ~ Test Your Understanding Quiz Questions For Patients

Chiropractic is licensed in _____ states?

- a. All 50 b. 42 c. 37 d. 32**

Activity

Chiropractic Quiz ~ Test Your Understanding Quiz Questions For Patients

a. all 50 states

Chiropractic is licensed in all 50 states and is a 3-4 year postgraduate program. Most people are surprised to find out that the total hours required at Chiropractic College actually exceeds that of Medical School. All the basic sciences are covered; including all the anatomy and physiology of the human body.



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 |
| 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 HOURS | 4,248 |

Post this chart in your office

backtochiropractic.net ~ **Free Materials**

Activity

Chiropractic Quiz ~ Test Your Understanding Quiz Questions For Patients

Chiropractors help with which of the following conditions?

- a. only low back pain**
- b. only neck pain**
- c. both low back & neck pain**
- d. many conditions**

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.



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. Hmmm... he keeps saying that!



Common Conditions For DCs

Neck Pain

Headaches/Migraines

TMJ

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

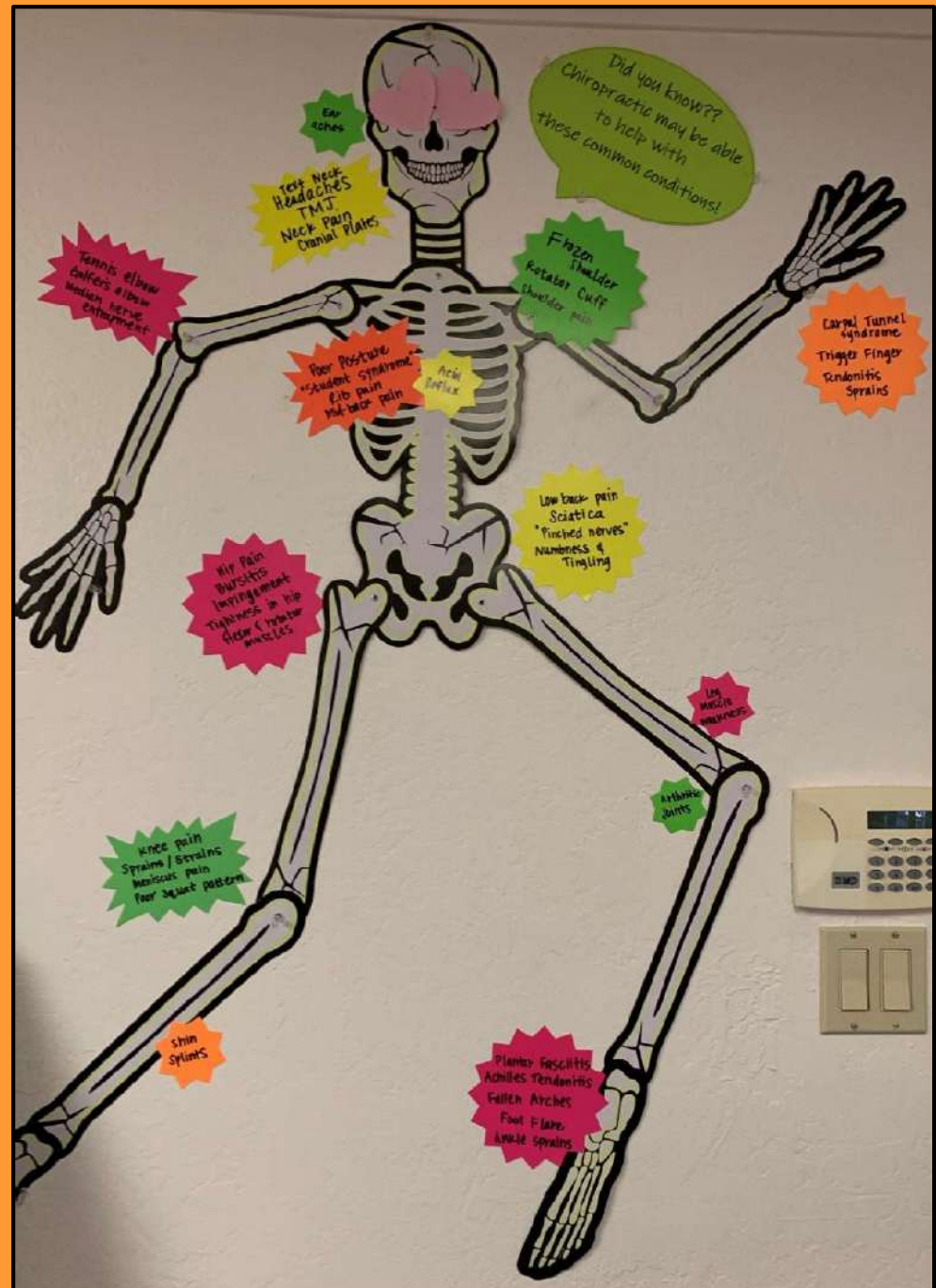
Motor Vehicle Injuries

Sports Injuries

Personal Injuries

Worker's Comp Injuries

Common Conditions Seen by DCs



Take A 10 Minute Break



Excerpts from the Initial Intake Form

Reason Seeking Care:

Pain/Injury Related YES NO

Wellness/Health Maintenance YES NO

Chiropractic Experience:

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? _____

How much time per day at home are you willing to commit to your goals?
_____ hours _____ minutes

Here the patient learns that you provide care for the entire body.
In our chiropractic office we provide many services for your health.
To get an idea of what you need please take the following survey.

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

Here is a sample of the 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: 1 2 3 4 5 6 7 8 9 10 (1 no pain at all, 10 extreme pain)

Increased or Decreased by _____%

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

Increased or Decreased by _____%

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

Increased or Decreased by _____%

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

Increased or Decreased by _____%

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

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

Increased or Decreased by _____%

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

Increased or Decreased by _____%

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

Increased or Decreased by _____%

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

Increased or Decreased by _____%

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

Increased or Decreased by _____%

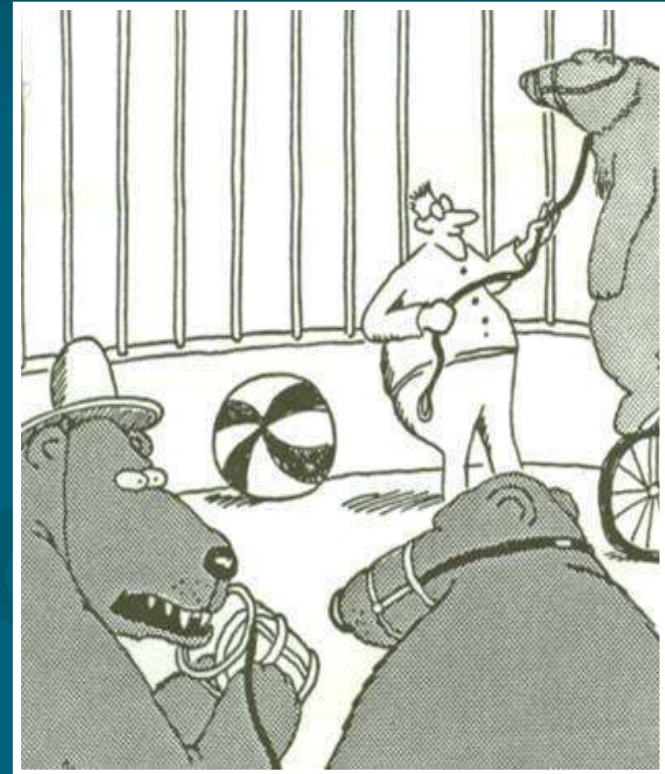
Ankle/foot pain: 1 2 3 4 5 6 7 8 9 10 (1 no pain at all, 10 extreme pain)

Increased or Decreased by _____%

**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.”

Chiropractic's purpose
is to maintain
**maximum
performance**
of all body functions.

– BJ Palmer

Pain Is A Poor Indicator Of Health



**SYMPTOMS ARE
WHAT IS SEEN ON
THE SURFACE**

The image shows a large iceberg floating in the ocean. The tip of the iceberg, which is above the water line, represents the visible symptoms of a health issue. The much larger part of the iceberg, which is submerged below the water line, represents the underlying causes of the symptoms. The text 'SYMPTOMS ARE WHAT IS SEEN ON THE SURFACE' is written in bold white letters over the visible tip of the iceberg.

**WE FOCUS
ON THE
UNDERLYING
CAUSE**

The text 'WE FOCUS ON THE UNDERLYING CAUSE' is written in bold white letters over the submerged part of the iceberg, emphasizing that the focus should be on the hidden causes rather than just the visible symptoms.

SYMPTOMS

- Fatigue
- Headaches
- Back Pain
- Neck Pain

- Structural Imbalances
- Toxic Chemical Exposure
- Hormonal Imbalances
- Inflammatory Challenges
- Toxic Emotions
- Immune Imbalances

UNDERLYING CAUSES

Changing pts awareness of health can lead to better choices!
Many processes including inflammation & degeneration happen below the conscious level!

Klay Thompson is pain free and practicing after an Achilles & knee injury but not ready for real game action for 4 more months!

Why? Great example for patients to understand that just because the pain is gone full function may not be. Don't determine your health on whether you hurt or not!



Not that Clay Thompson



B.J. PALMER
DEVELOPER OF CHIROPRACTIC

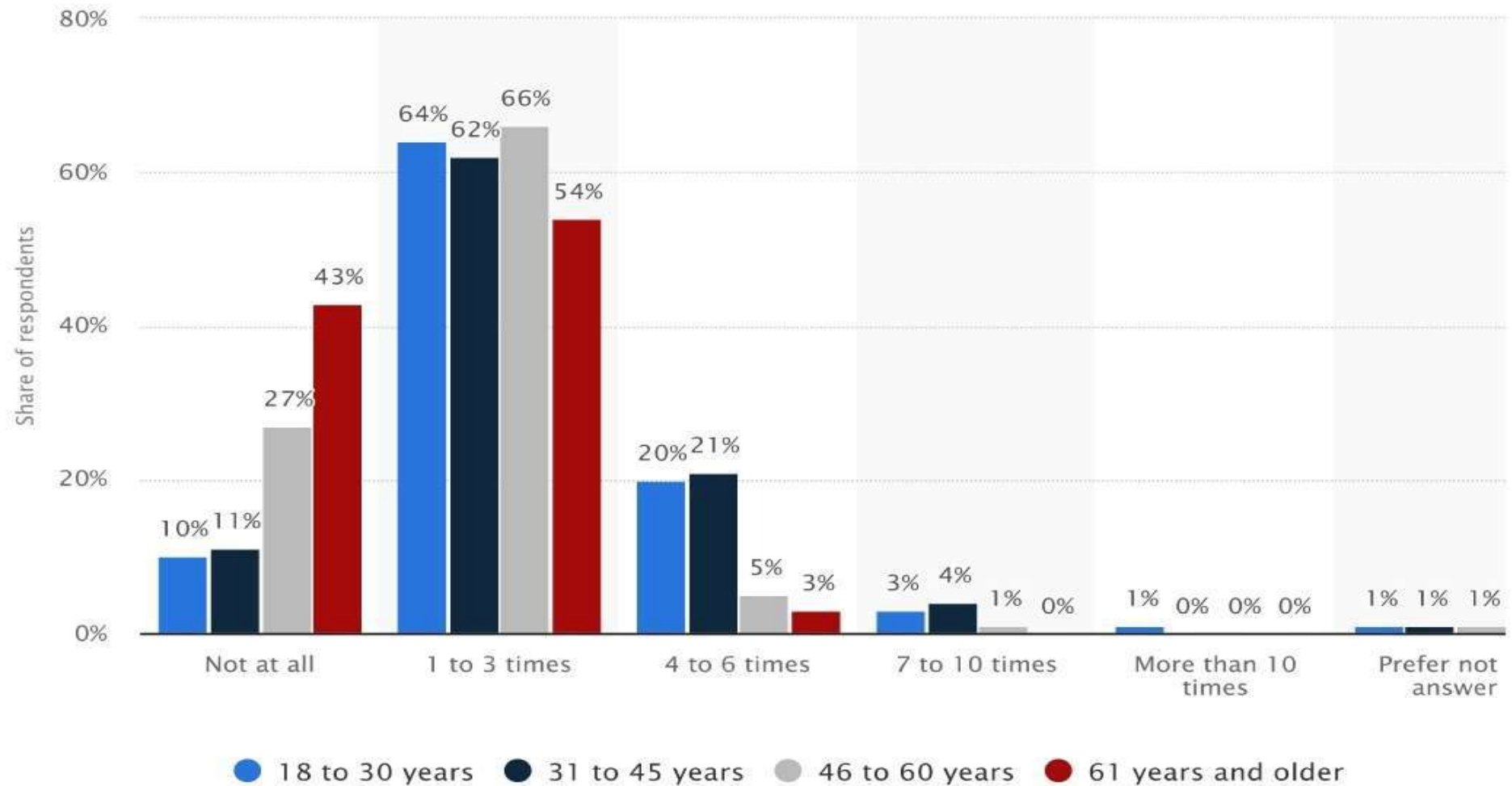
"The
preservation of
health is easier
than the cure
for disease."

-BJ Palmer

If 100 patients came in sick & 100 patients came in who were "healthy" no symptoms, which group would be easiest to get healthy?

Why do some people get sick?

Frequency adults in the U.S. caught a cold within the last year as of 2017, by age



Frequency U.S. adults caught colds within the last year 2017, by age

Published by [Alexander Kunst](#), Sep 3, 2019

Documentation of Wellness Care

This is a common question from DCs

For a wellness practice/patient there should be the exact same documentation/record keeping that you would have with a symptomatic patient:

**Initial intake form,
ortho/neuro/chiropractic exam with all findings,
(this includes the negative findings), SOAP notes for each visit
and regular re-evals.**

We want documentation that you have maintained and/or improved the exam findings and/or other health factors.

Examples: ROM has been maintained/improved, prevention of reoccurrence of LBP, less stress, fewer sick days, better sleep, etc

What else could be on this list?

RAND 12 or RAND 36 are wellness surveys that you could use

How DCs Get In Trouble

If the patient starts off as WC/PI/Ins/Cash symptomatic patient and the DC continues to treat/bill with no change over time, then it may be deemed as excessive treatment by not following the standard of care by the chiropractic community.

The insurance company or patient then could file a complaint. Once the patient reaches P&S or MMI status, then the patient must be released or CONVERTED over to wellness, (which means no longer billing for the initial injury).

**Be sure the patient is aware of & agrees to wellness care.
Make sure there is a line in the sand in your notes & a signed acknowledgement is preferable.**

A finding of "permanent and stationary" means that, in the treating doctor's opinion, the patient has reached a point where the medical condition probably isn't going to improve.

The term maximal medical improvement means that the condition is stable and isn't likely to change substantially in the next year, with or without additional medical treatment.

RAND Wellness Survey

RAND 36-Item Health Survey 1.0 Questionnaire Items

Choose one option for each questionnaire item.

1. In general, would you say your health is:

- ☐ 1 - Excellent
- ☐ 2 - Very good
- ☐ 3 - Good
- ☐ 4 - Fair
- ☐ 5 - Poor

2. **Compared to one year ago**, how would you rate your health in general **now**?

- ☐ 1 - Much better now than one year ago
- ☐ 2 - Somewhat better now than one year ago
- ☐ 3 - About the same
- ☐ 4 - Somewhat worse now than one year ago
- ☐ 5 - Much worse now than one year ago

The following items are about activities you might do during a typical day. Does **your health now limit you** in these activities? If so, how much?

| | Yes, limited a lot | Yes, limited a little | No, not limited at all |
|--|--------------------------|-----------------------------|---------------------------|
| 3. Vigorous activities , such as running, lifting heavy objects, participating in strenuous sports | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 |
| 4. Moderate activities , such as moving a table, pushing a vacuum cleaner, bowling, or playing golf | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 |
| 5. Lifting or carrying groceries | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 |
| 6. Climbing several flights of stairs | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 |
| 7. Climbing one flight of stairs | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 |
| 8. Bending, kneeling, or stooping | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 |
| 9. Walking more than a mile | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 |
| 10. Walking several blocks | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 |
| 11. Walking one block | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 |
| 12. Bathing or dressing yourself | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 |

During the **past 4 weeks**, have you had any of the following problems with your work or other regular daily activities **as a result of your physical health**?

- | | Yes | No |
|---|-------------------------|-------------------------|
| 13. Cut down the amount of time you spent on work or other activities | <input type="radio"/> 1 | <input type="radio"/> 2 |
| 14. Accomplished less than you would like | <input type="radio"/> 1 | <input type="radio"/> 2 |
| 15. Were limited in the kind of work or other activities | <input type="radio"/> 1 | <input type="radio"/> 2 |
| 16. Had difficulty performing the work or other activities (for example, it took extra effort) | <input type="radio"/> 1 | <input type="radio"/> 2 |

During the **past 4 weeks**, have you had any of the following problems with your work or other regular daily activities **as a result of any emotional problems** (such as feeling depressed or anxious)?

- | | Yes | No |
|--|-------------------------|-------------------------|
| 17. Cut down the amount of time you spent on work or other activities | <input type="radio"/> 1 | <input type="radio"/> 2 |
| 18. Accomplished less than you would like | <input type="radio"/> 1 | <input type="radio"/> 2 |
| 19. Didn't do work or other activities as carefully as usual | <input type="radio"/> 1 | <input type="radio"/> 2 |

20. During the **past 4 weeks**, to what extent has your physical health or emotional problems interfered with your normal social activities with family, friends, neighbors, or groups?

- ☐ 1 - Not at all
- ☐ 2 - Slightly
- ☐ 3 - Moderately
- ☐ 4 - Quite a bit
- ☐ 5 - Extremely

21. How much **bodily** pain have you had during the **past 4 weeks**?

- ☐ 1 - None
- ☐ 2 - Very mild
- ☐ 3 - Mild
- ☐ 4 - Moderate
- ☐ 5 - Severe
- ☐ 6 - Very severe

22. During the **past 4 weeks**, how much did **pain** interfere with your normal work (including both work outside the home and housework)?

- ☐ 1 - Not at all
- ☐ 2 - A little bit
- ☐ 3 - Moderately
- ☐ 4 - Quite a bit
- ☐ 5 - Extremely

These questions are about how you feel and how things have been with you **during the past 4 weeks**. For each question, please give the one answer that comes closest to the way you have been feeling.

How much of the time during the **past 4 weeks**...

| | All of the time | Most of the time | A good bit of the time | Some of the time | A little of the time | None of the time |
|---|-------------------------|-------------------------|------------------------------|-------------------------|----------------------------|-------------------------|
| 23. Did you feel full of pep? | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 | <input type="radio"/> 4 | <input type="radio"/> 5 | <input type="radio"/> 6 |
| 24. Have you been a very nervous person? | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 | <input type="radio"/> 4 | <input type="radio"/> 5 | <input type="radio"/> 6 |
| 25. Have you felt so down in the dumps that nothing could cheer you up? | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 | <input type="radio"/> 4 | <input type="radio"/> 5 | <input type="radio"/> 6 |
| 26. Have you felt calm and peaceful? | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 | <input type="radio"/> 4 | <input type="radio"/> 5 | <input type="radio"/> 6 |
| 27. Did you have a lot of energy? | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 | <input type="radio"/> 4 | <input type="radio"/> 5 | <input type="radio"/> 6 |
| 28. Have you felt downhearted and blue? | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 | <input type="radio"/> 4 | <input type="radio"/> 5 | <input type="radio"/> 6 |
| 29. Did you feel worn out? | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 | <input type="radio"/> 4 | <input type="radio"/> 5 | <input type="radio"/> 6 |
| 30. Have you been a happy person? | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 | <input type="radio"/> 4 | <input type="radio"/> 5 | <input type="radio"/> 6 |
| 31. Did you feel tired? | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 | <input type="radio"/> 4 | <input type="radio"/> 5 | <input type="radio"/> 6 |

32. During the **past 4 weeks**, how much of the time has **your physical health or emotional problems** interfered with your social activities (like visiting with friends, relatives, etc.)?

- ☐ 1 - All of the time
- ☐ 2 - Most of the time
- ☐ 3 - Some of the time
- ☐ 4 - A little of the time
- ☐ 5 - None of the time

How TRUE or FALSE is **each** of the following statements for you.

| | Definitely true | Mostly true | Don't know | Mostly false | Definitely false |
|--|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|
| 33. I seem to get sick a little easier than other people | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 | <input type="radio"/> 4 | <input type="radio"/> 5 |
| 34. I am as healthy as anybody I know | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 | <input type="radio"/> 4 | <input type="radio"/> 5 |
| 35. I expect my health to get worse | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 | <input type="radio"/> 4 | <input type="radio"/> 5 |
| 36. My health is excellent | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 | <input type="radio"/> 4 | <input type="radio"/> 5 |

The RAND Corporation is a research organization that develops solutions to public policy challenges to help make communities throughout the world safer and more secure, healthier and more prosperous. RAND is nonprofit, nonpartisan, and committed to the public interest.

[RAND 36 Wellness Survey](#)
[RAND 36 Wellness Survey - Online Version](#)
Both are on Free Materials Page

Do I have to go forever? Even after the pain is gone? NO!
Be sure that this is on your initial intake form. 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 the care.

We must educate them about the wellness benefits.

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 health.

In regards to pain, it's often the first thing to go in the healing process; think broken arm. Cancer & diabetes can develop for years before you're aware of symptoms. If you're feeling good couldn't you feel even better? Think dental care, oil change & proactive health!



Activity

When To Choose Chiropractic Wellness Care!

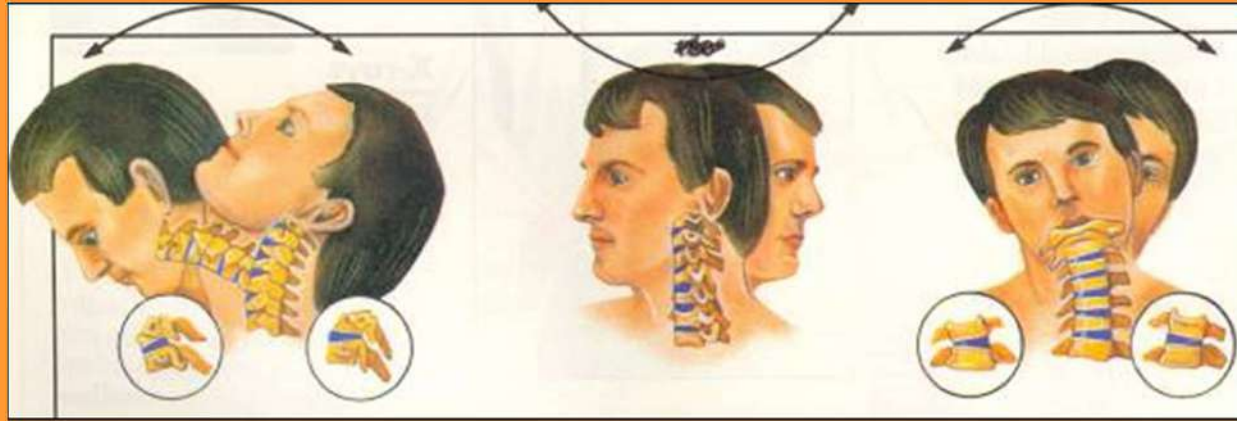
This should be part of your initial intake form:

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!



Demo: DCs get adjusted, regardless!



Go through all 6 neck ranges of motion,
(can be done for the low back too)

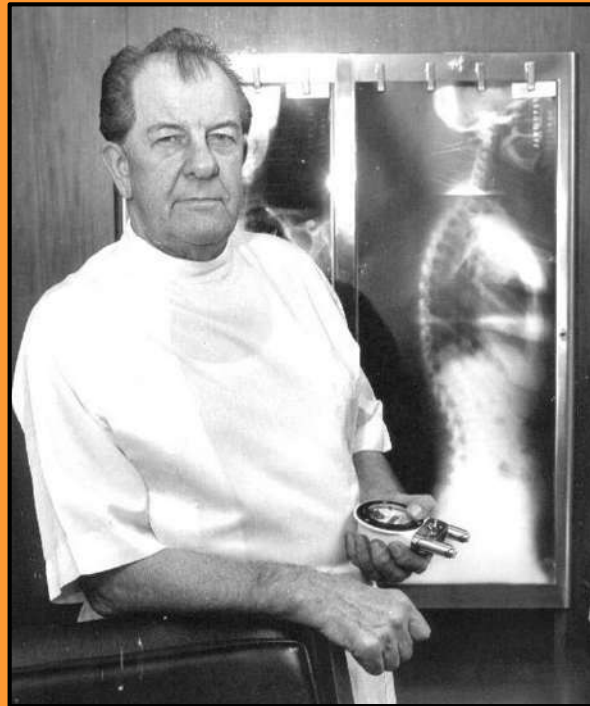
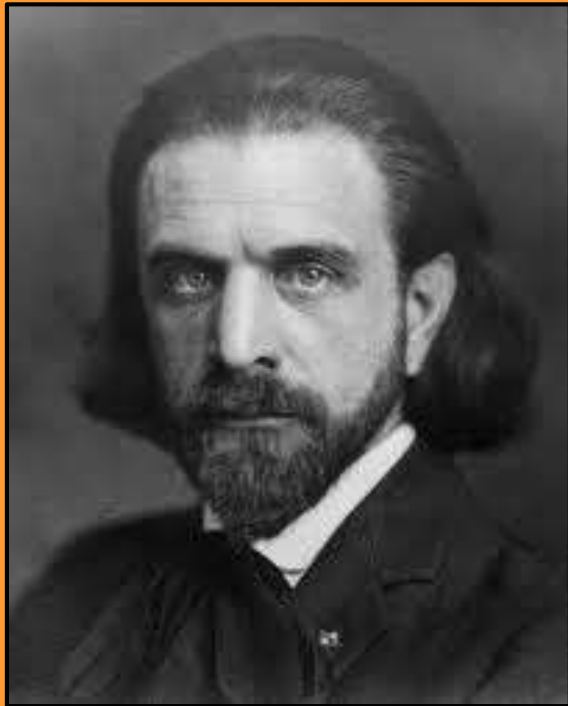
Are your motions with-in normal limits, symmetrical,
and with no obstructions or pain?

**Notice how many of us fail this exam! So those that
failed would of course need an adjustment.**

**What if you passed? Would you still want an
adjustment? Of course!**

DC Survey!

If your ROMs were all with-in normal limits, symmetrical and with no obstructions or pain, would you still want an adjustment from your all-time favorite adjusting chiropractor?



Survey: How many DCs prefer to adjust themselves?



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

When you self adjust you're likely moving the jts 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.

Group Discussion

How often should someone get adjusted?
One time per month? Is this often enough
if the physiological effects of lack of
motion begins with-in 4 hrs?



Analogies For Pts

How often should someone:

- eat fruits & vegetables
- work out
- stretch
- brush teeth



Once a month? No! To change & maintain the physiology of tissue, the above things need to be done often if not daily. **What about the adjustment?**

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!

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

Put this list on initial intake form.

Activities of Daily Living

Activities of Enjoyment

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

Pulse

Respiration Rate

Strength

Prevention of Surgery

Weight Loss BMI

Mental Clarity

Attitude Improvement

Orthopedic Test Improvements

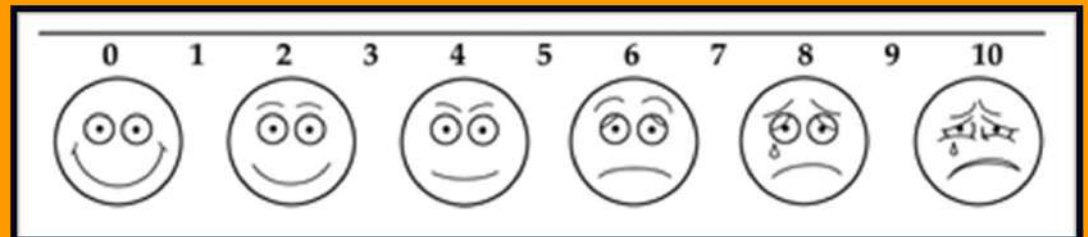
Neurological Test Improvements



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.



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

Flexibility: 1 2 3 4 5 6 7 8 9 10 (1 no flexibility, 10 super flexible)

I would like help and/or info on increasing my flexibility: 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.

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

Increased or Decreased by _____%

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

Increased or Decreased by _____%

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

Increased or Decreased by _____%

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

Increased or Decreased by _____%

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

Increased or Decreased by _____%

Flexibility: 1 2 3 4 5 6 7 8 9 10 (1 no flexibility, 10 super flexible)

Increased or Decreased by _____%

Add as many as you like!

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.


Activity

Wellness Care Outside The Office

Have the patient make a list of 10 things they can do outside the office to become healthy & stay healthy.

- 1. Lift weights**
- 2. Cardio exercise**
- 3. Stretch**
- 4. Get proper sleep**
- 5. Eat moderately, eat slow & chew**
- 6. Eat fruits & vegetables**
- 7. Drink water**
- 8. Decrease stress**
- 9. Choose happiness**
- 10. Do at least one good deed a day**
- 11. What else should be on this list??**

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% |

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.

Activity

Chiropractic Quiz ~ Test Your Understanding Quiz Questions For Patients

**True or False. Most patients who go to a Chiropractor have
a one-time trauma.**

Activity

Chiropractic Quiz ~ Test Your Understanding Quiz Questions For Patients

False.

Most patients have pain/symptoms because of something called Repetitive Micro-trauma. A common question by new patients is “Why do I hurt when nothing happened?” The answer is repeating something multiple times over a long period of time. Examples of repetitive activities that can lead to pain syndromes include: sitting at a desk, daily driving, repetitive activities like computer/phone usage.



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.

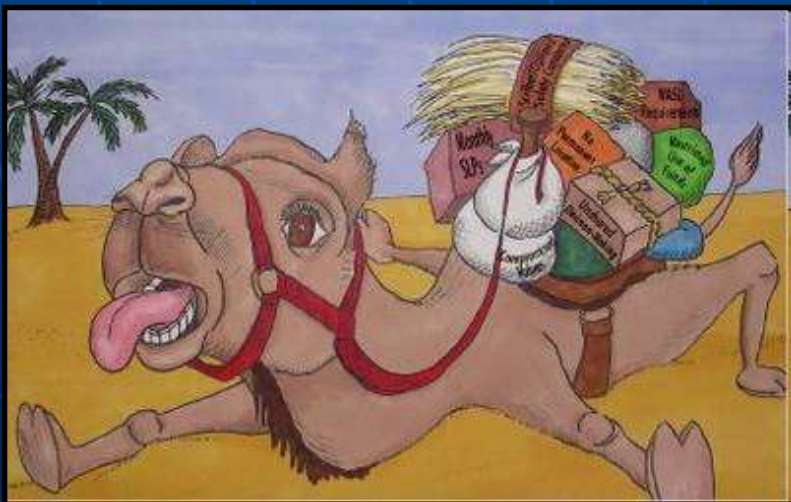
Macro-trauma they understand. A single identifiable event occurred at the knee.

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.



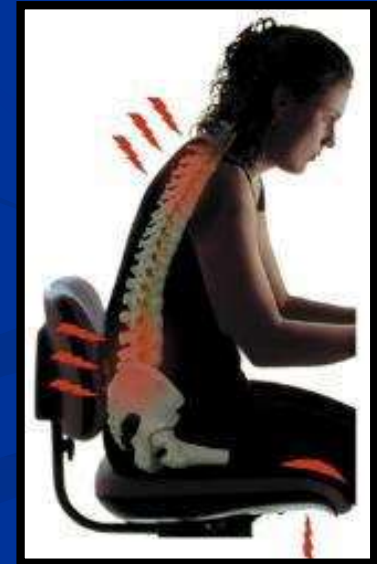
More Repetitive Micro Trauma Confusion

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”.



Demo Table: Repetitive Micro Trauma

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!



Physiological Response To A Chiropractic Adjustment Other Than Pain Relief



Get some motion in that spine!

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.

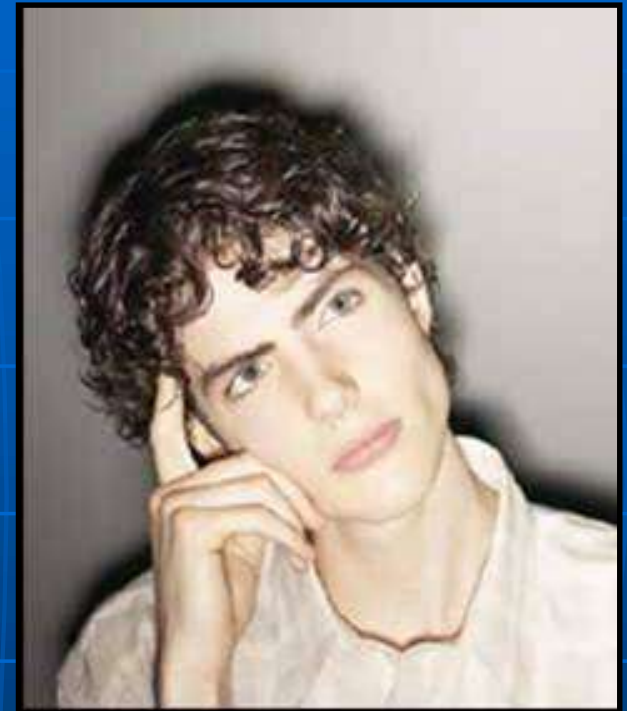
Ignoring the cause often leads to more serious problems. In the same way, pressure on the spine and the nervous system can alter physical and chemical structures, possibly leading to dysfunction and degeneration of the soft tissue, nerves, muscles, ligaments, disc and bone. The problem will most likely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



backtochiropractic.net

Free Materials

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, JMPT 1992

Begins as soon as 4 hours of immobilization

Chiropractic Helps Reverse all of these processes:

Muscle

Weakness

↓ flexibility

↓ muscle mass

↓ mitochondrial content

Incoordination

Type I & II muscle atrophy

↓ oxidative potential

↓ cross-sectional area

↑ connective tissue fibrosis

20% loss of muscle strength per week

Joint Immobilization

Bone demineralization

Capsular adhesions

↓ ligamentous tolerance

(includes annular disc weakness)

Shrinks joint capsule

↑ compressive loading

Irreversible changes after 8 weeks

Negative Effects of Immobilization- Deconditioning Syndrome

Craig Liebenson, DC, JMPT 1992

Disk Biochemistry

- ↓ oxygen
- ↓ glucose
- ↓ sulfate
- ↑ lactate concentration
- ↓ proteoglycan content

Cardiopulmonary

- ↓ in VQ2 max
- ↑ maximal heart rate

Nervous System

- ↓ proprioception
- ↓ central neuromotor control or movement & posture

Note: Chiropractic is similar to physical therapy in that it takes multiple sessions to re-educate and alter the physiology of the tissue, especially in a chronic condition.

Chiropractic Research

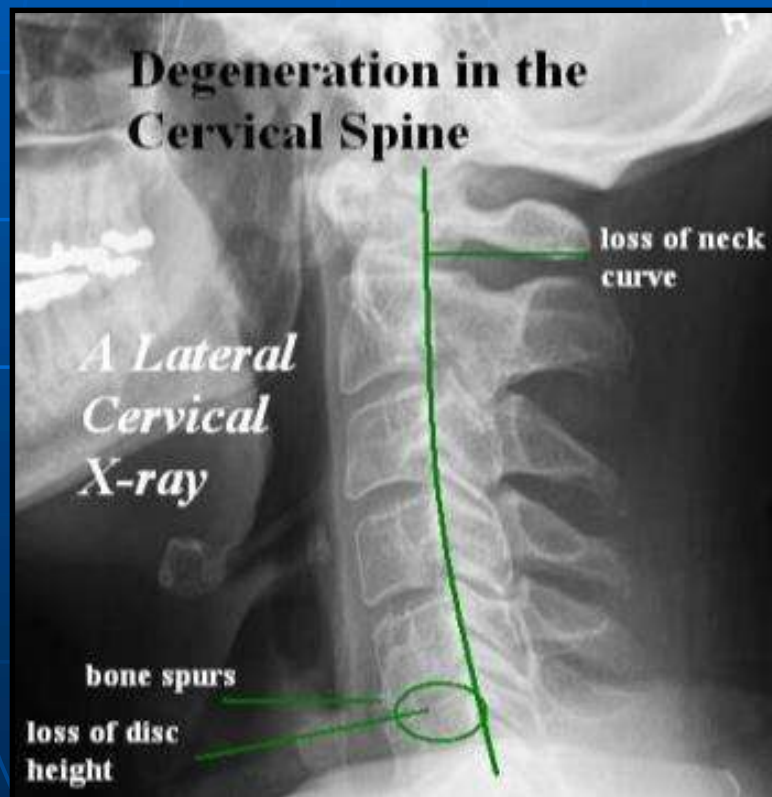
Chiropractic Research Foundation of National Chiropractic Association,
Committee on Research of the International Chiropractic Association & Parker
Chiropractic Research Foundation. The majority of these cases were previously
diagnosed & cared for by practitioners other than Chiropractors, Nov 2006

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

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

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

**Normal is NOT common.
Super important to let the pt know this!**



Back Pain Prevalance

80% of the US population will experience
low back pain or lower extremity pain
at least once in their lifetime

Lancet, 2017



Demo Table:

Low Back Pain & Disc Health

Compare the sponges to spinal disc health.

Which sponge:

Is more flexible

Has the greater height

Can pump water/fluids easiest



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 1st adjustment.



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-Distraction

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

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.**



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.

Physician & Sports Medicine, 1997.

What's Going On?

With Macro or 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's Going On?

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

Why Focus on Alignment?

List Top 10 Benefits of Chiropractic Care

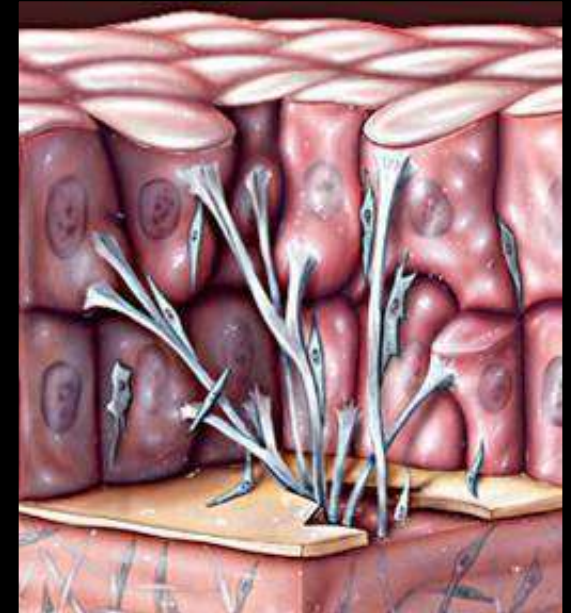
What's Going On?



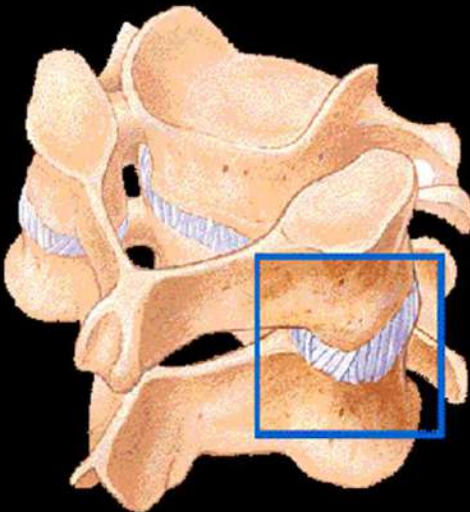
Muscle Spasm



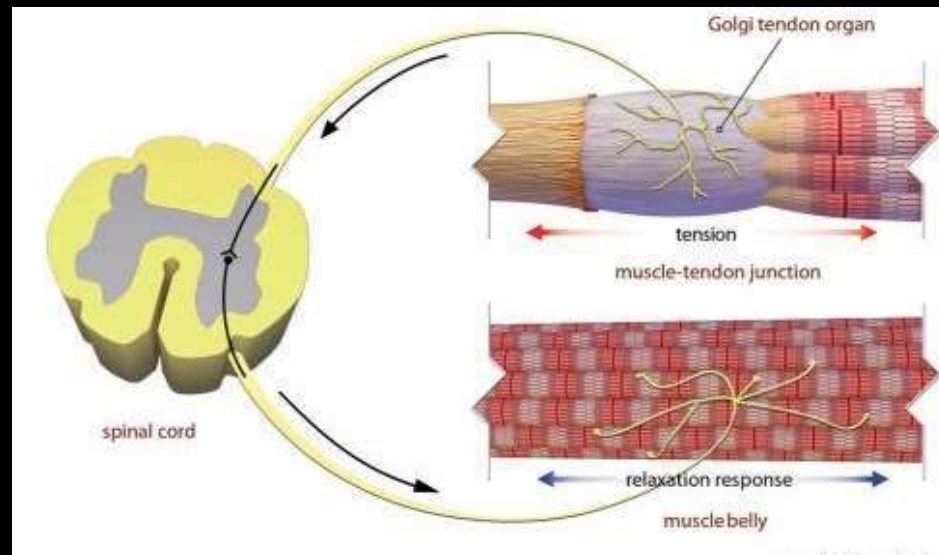
Acute Inflammation



Soft Tissue Adhesions



Facet Joint Complex



Spinal Cord Reflex Arc

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.

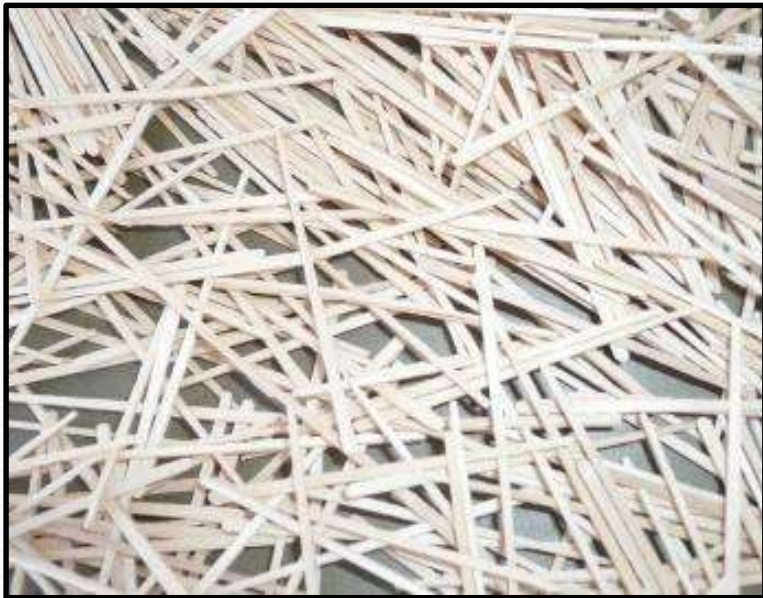
2. The load drops all of a sudden, this is due to the GTOs being stimulated from sudden excess load & the GTOs in turn shut off the muscle spindles. This is exactly what happens during an adjustment.

Adhesion Analogies For Patients

Scattered toothpicks: all angles and orientations, different depths as well, (superficial/deep).

Shrink wrap: tight & restricts motion.

Spider web: tight & restricts motion.



Experience The Adhesions

Dig into the extensors on your forearm, it will likely be uncomfortable and feel as if someone put Rice Krispies under your skin and in your muscles. You should also be able to easily feel adhesions in the adductors in your hands and the plantar fascia of your foot.



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

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.”

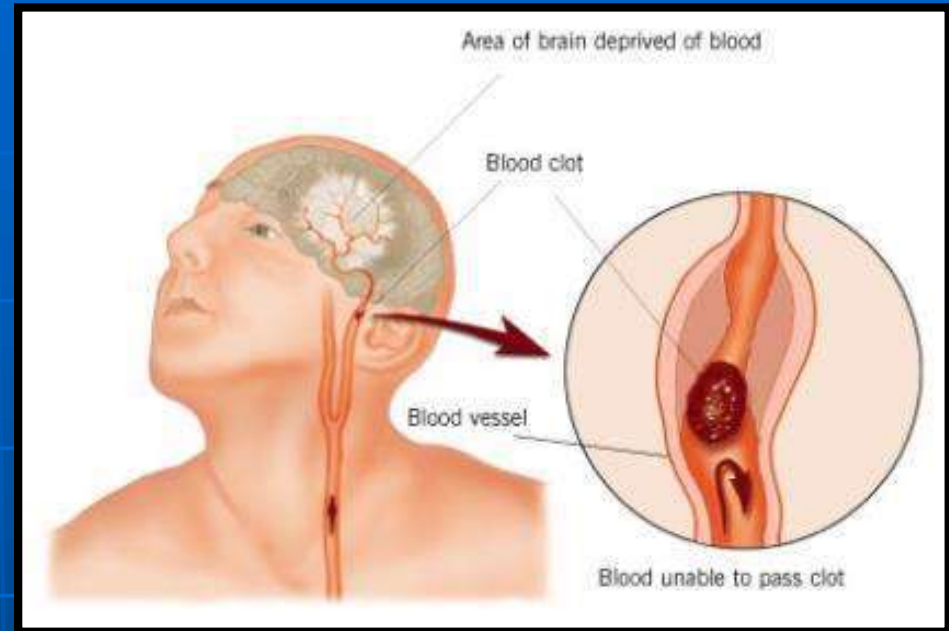
DC's Safer!

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**



Stroke Risk



Rotational manipulation of the upper cervical spine is most likely to cause a stroke. Pure rotation also is **NOT** the most effective, efficient biomechanical motion. Often the pt will be sore after a rotation only adjustment as we did not use I-S, lateral flexion or flexion to open the jt.

What is the prevalence of Stroke/Dissection?

Annual incidence of

- Carotid Artery Dissection (CAD) 2.5 - 3 per 100,000
- Vertebral Artery Dissection (VAD) 1 - 1.5 per 100,000
- Dissections account for 2% of ischemic strokes

*Church Study of 2016 (conducted by a team of Neurosurgeons at Penn State)

Population of 324.7 million in the US (www.census.gov)

8,929 CAD's + 4,058 VAD's = 12,987 total annual dissections

Approx 260 Total Strokes in the US resulting from all dissection causes

Kosloff/Elton Study, 2015 (1,829 VBA stroke cases)

"We found no significant association between chiropractic care and the risk of VBA stroke. We conclude that manipulation is an unlikely cause of VBA stroke."

JOSPT Study, 2015 (24 stroke cases)

"Recent minor mechanical trauma or strain to the head or neck appears to be associated with cervical arterial dissection. In rare cases it has been associated with cervical manipulative therapy."

Church Study, 2016 (Large MetaStudy Analysis, Penn State Neurosurgery Dept.)

"our analysis shows a small association between chiropractic neck manipulation and cervical artery dissection. This relationship may be explained by the high risk of bias..., and in particular by the known association of neck pain with CAD and with chiropractic manipulation. There is no convincing evidence to support a causal link."

VBA Strokes?

There is no evidence of excess risk of VBA (**vertebrobasilar artery**) 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.

(818 VBA strokes hospitalized case)

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?

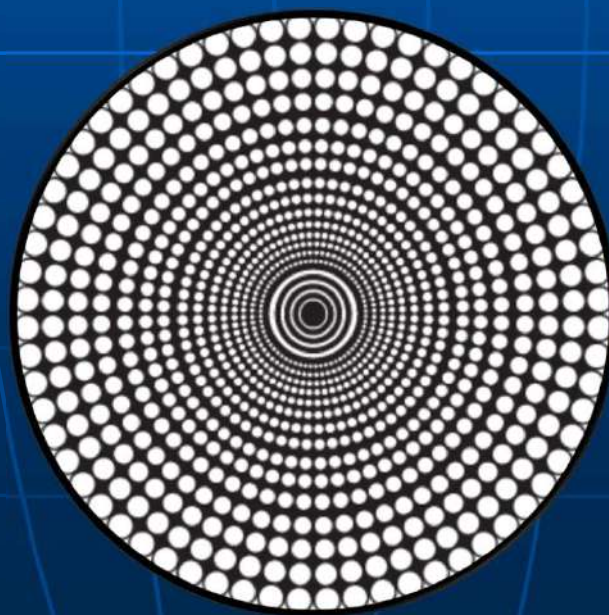
If we were hurting people at a high rate the neck adjustment would be illegal!

Blood Flow & The Adjustment

Getting up off the table quickly can cause orthostatic hypotension.

Cerebellar hypoperfusion may occur after an adjustment; causing headache, dizziness or nausea.

Erik Barbaix, MD; Rudi Dierckx, MD, PhD



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)

259 Selfies (2011-2017, worldwide)

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?

Top 10 causes of accidental death

1. Poisoning (including drug overdose): 64,795
2. Motor vehicle: 40,231
3. Falls: 36,338
4. Suffocation by ingestion, inhalation: 5,216
5. Drowning: 3,709
6. Fires, flames, smoke: 2,812
7. Mechanical suffocation: 1,730
8. Natural heat, cold: 1,269
9. Struck by, against: 806
10. Machinery: 572

CDC, 2018

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?

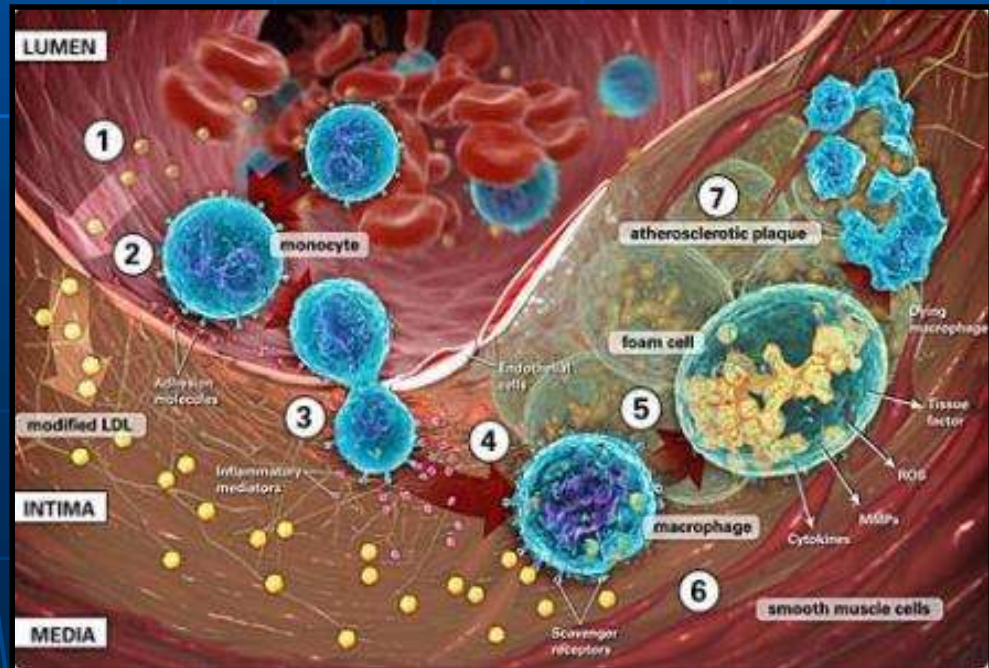
Inform the patient that after an adjustment they may be sore regardless of the stage of healing. This can last 1-3 days & is **NORMAL**. Why? During the acute stage due to ↑ inflammation, during the chronic stage by releasing trapped chemicals & starting new inflammation. This chemical flow (old-out, 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?

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.



Patient Education: Sprained Ankle

Pts often have a hard time understanding a sprained low back or neck, so use a sprained ankle as an example, as these are the same.

(most pts have sprained an ankle),

Ask the pt what they think is happening inside their low back (area of pain) on the initial intake form, it's likely they will not know.

Maybe a chiropractor can just pop it back in?!



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!”**

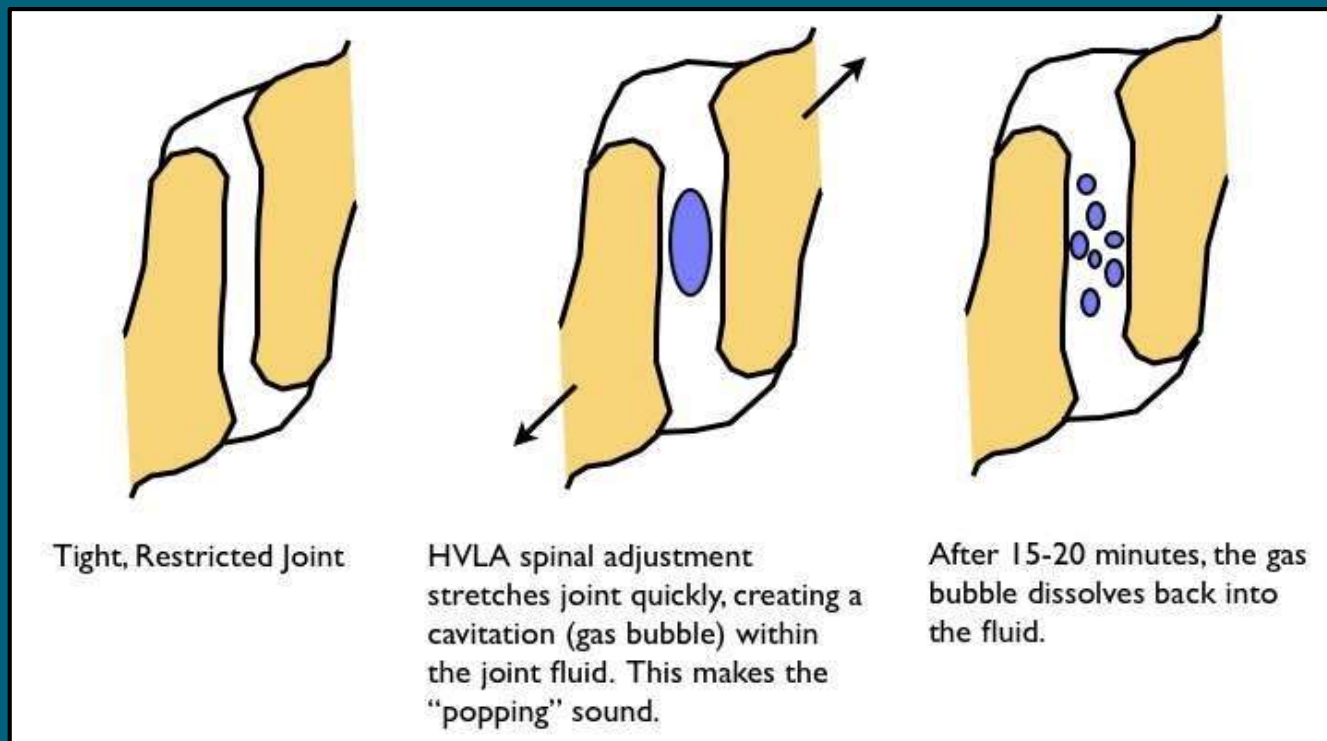
What's That "Popping" Sound?

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.

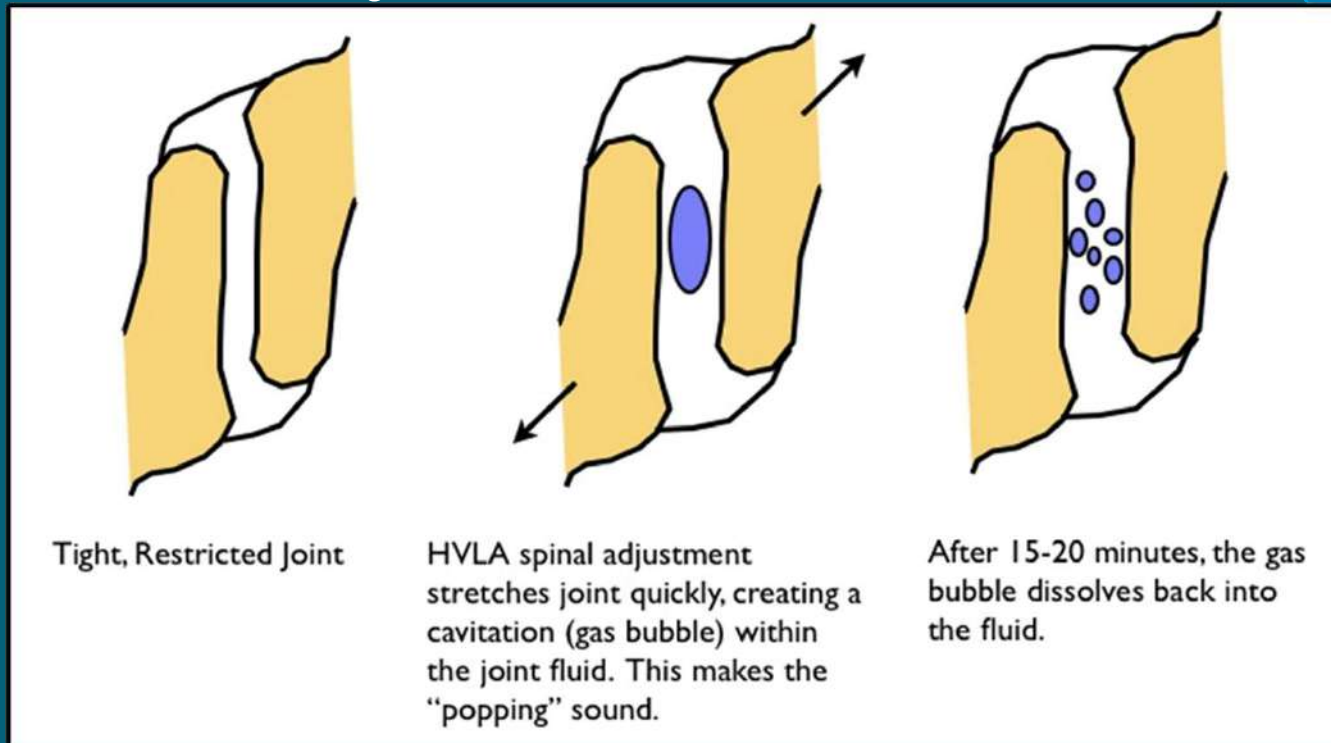


What's That "Popping" Sound?

Is the bone being popped back into place?

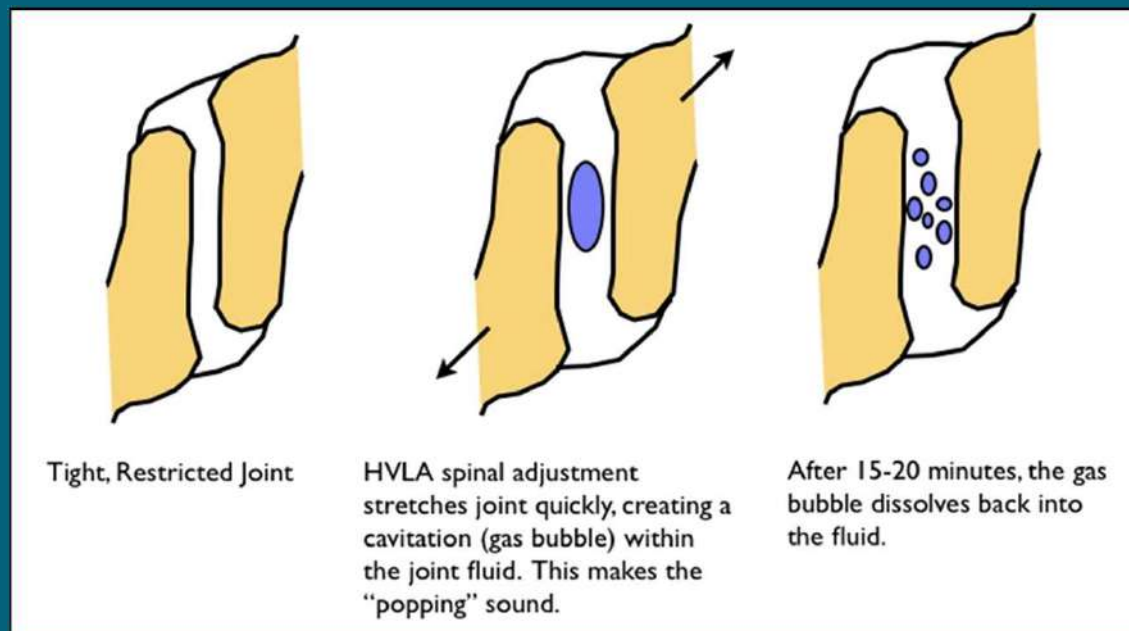
DCs need to inform their patients of this otherwise they think you are popping the bone back into place. That of course is a dislocation. This also helps to explain why a patient needs more than one visit: we are reconditioning the joints & integrated systems, not just popping a bone back into place.

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



Why Is The 1st Adjustment So Loud?

The joint capsule volume change is typically greatest on the 1st 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.



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”.



Myth Buster

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

Backs **DO NOT** go in & out. Chiropractors **DO NOT** 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 ligaments, that **DO NOT** instantly change length. Chiropractors adjust “subluxated/fixed” jts, which allows the jt to move through a greater ROM. **Imagine how many pts you would have injured in your Chiro college clinic days if the bones did change position.**

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

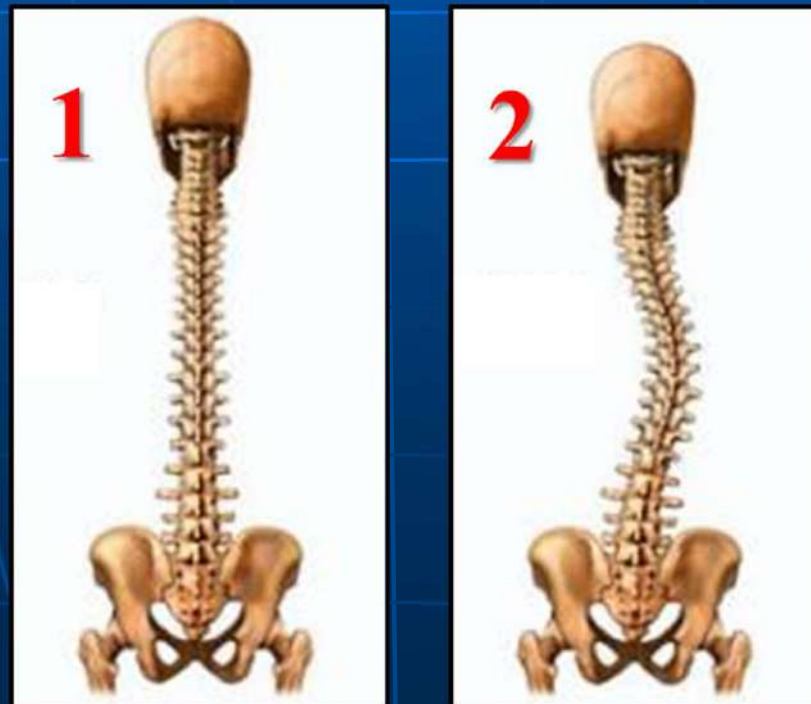
DCs question: Which patient is in the most pain?

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

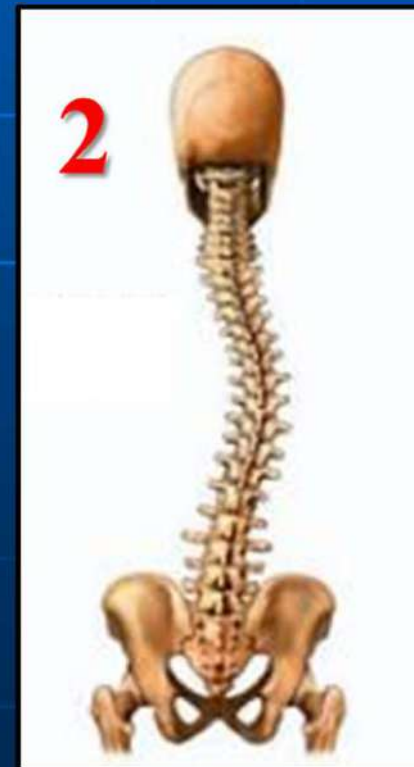
DCs question: Can pt #2 be realigned with one adjustment?

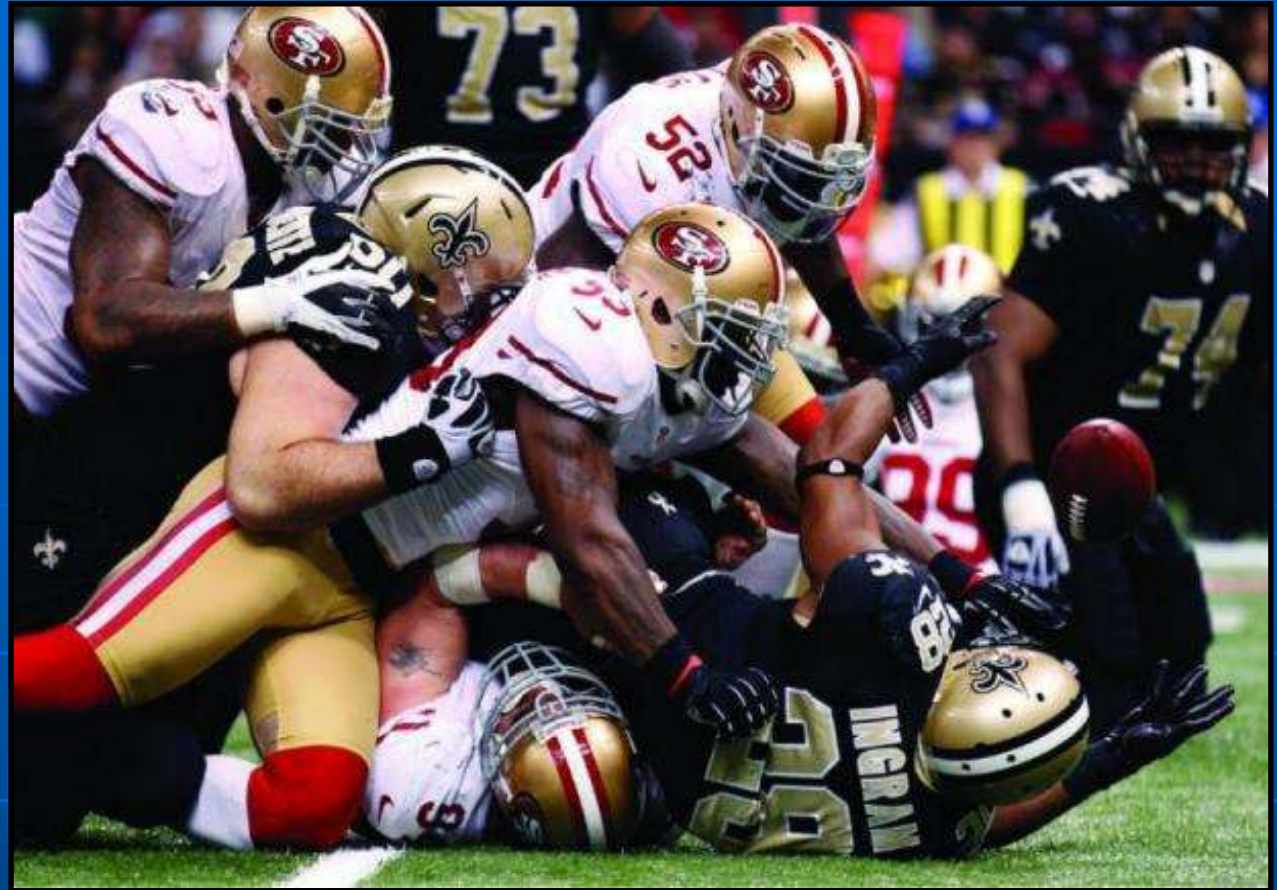
Patient: yes often one chiropractic visit pops the spine back in place

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!





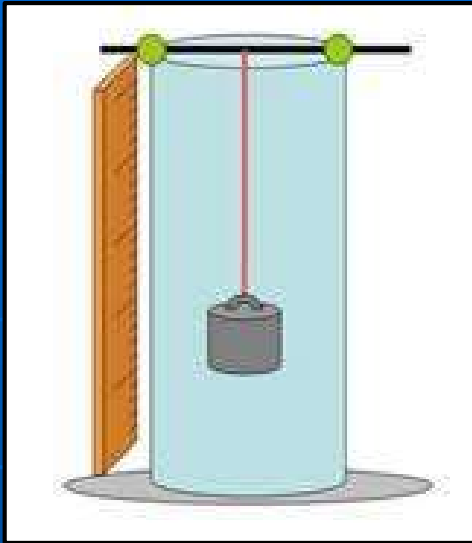
**Great example for patients:
NFL players X-rays are identical before & after games!
Retired players just have major spinal degeneration, but
NOT scoliosis!**

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

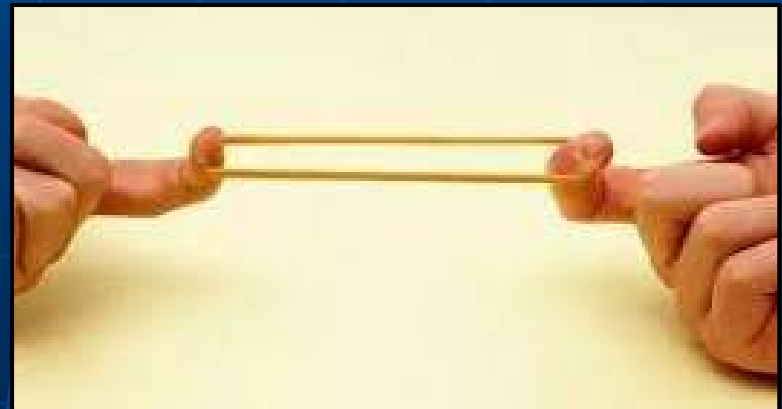
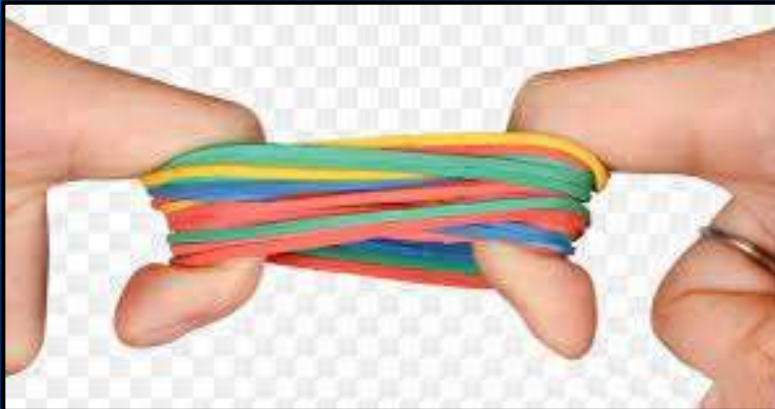
Ask your patient why it takes so long to do the splits.
It's the same reason we **can't** realign the spine.
Soft tissue takes a long time to lengthen!



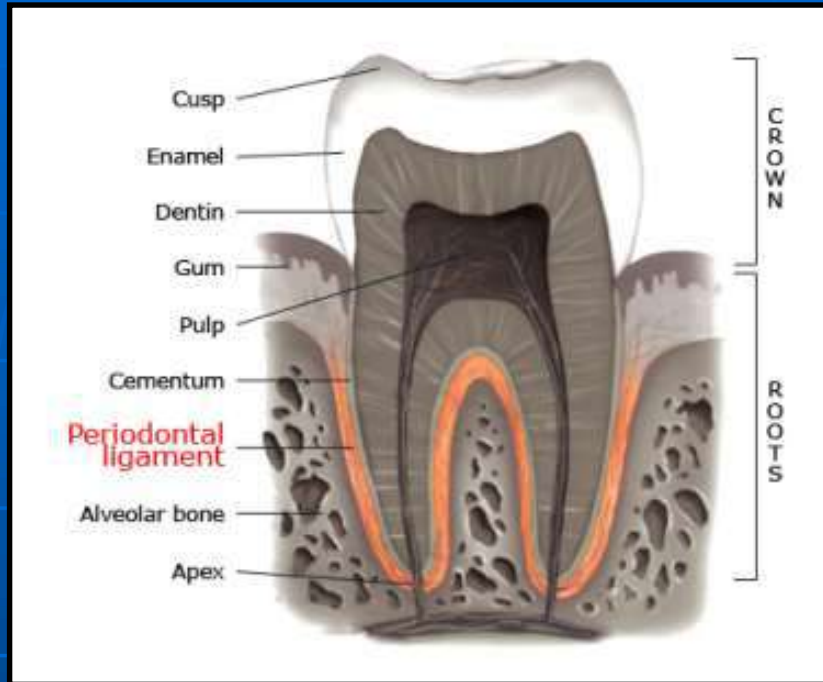
Just like a rubber band



Viscoelasticity: the property of a substance of exhibiting both elastic and viscous behavior, the application of stress causing temporary deformation if the stress is quickly removed but permanent deformation if it is maintained.



Are All Ligaments Created Equal?



Braces may be needed for 1-4 yrs & then afterwards you need to wear a retainer. Why?

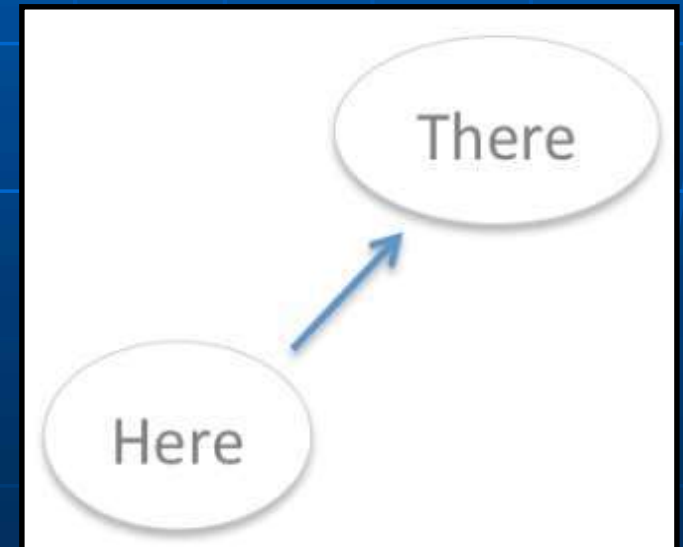
The periodontal ligament is **NOT** elastic & is **VERY** difficult to change its' length.

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!

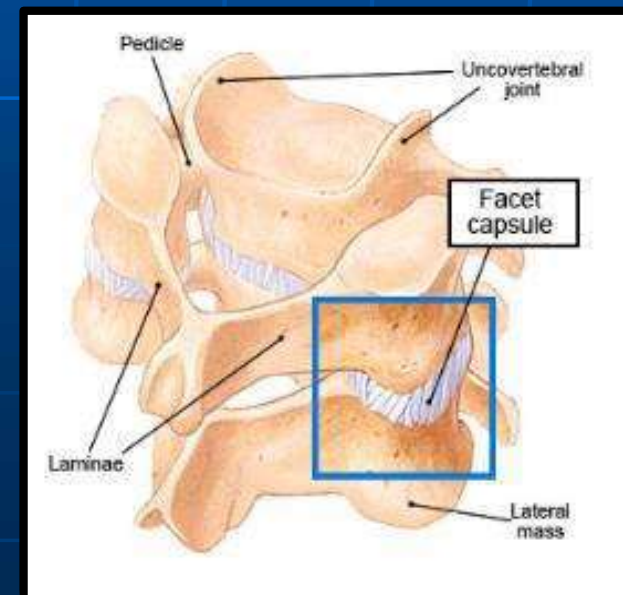
The bone has **NOT** moved to a new location. Instead the joint can now move through a more complete ROM.



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.



The Take Home Packet

Include:

Treatment plan

Next visit, Diagnosis, Prognosis

**Exercises ~ Rehab, Cardio & Strengthening
Reps, Sets, Frequency**

PT protocols (ice/heat, take home units, etc)

Ergonomic Recommendations

Diet Recommendations

Include a copy of your menu

What else could you include?

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.



Thanks for taking CE Seminars with Back To Chiropractic. 😊
I hope you enjoyed the course. Please feel free to provide feedback.

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Free Materials: Notes & Forms 400 files ~ posters, newsletters & more

Services & Listings People helping people for free

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