



Back To Chiropractic Wellness & Patient Education

Presented by

Kim B. Khauv, DC MPH

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- **Masters in Public Health, UCLA 2006**
- **DC, LCCW Dec 2000**

Contracted Chiropractor: Naval Medical Center San Diego, 2014-present

Part-time Private Practice: San Diego, 2015 - present

Assistant Professor: Life Chiropractic College West, 2005-2013

- **Faculty senate president**
- **Published and presented research**
- **Philosophy III**
- **Public Health I and II**
- **Research Methods**
- **Chiropractic Technique**
- **Toxicology**
- **Spinal Anatomy (lecture and lab)**

Back To Chiropractic CE Seminars ~ Wellness



Wellness

8:00 ⇒ 9:40

9:50 ⇒ 11:30

11:40 ⇒ 1:20

Lunch

Technique

2:20 ⇒ 4:00

4:10 ⇒ 5:50

6:00 ⇒ 7:40

Wellness Seminar:

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

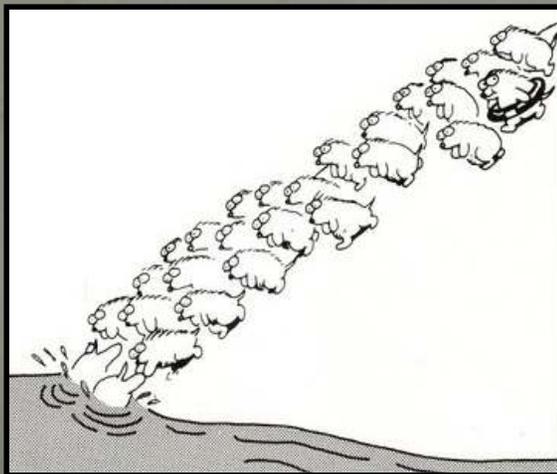


i have
TWO CHOICES.
i can choose
TO BE HAPPY
or i can choose
TO BE SAD.
i choose to
BE HAPPY.



Follow The Leader?

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

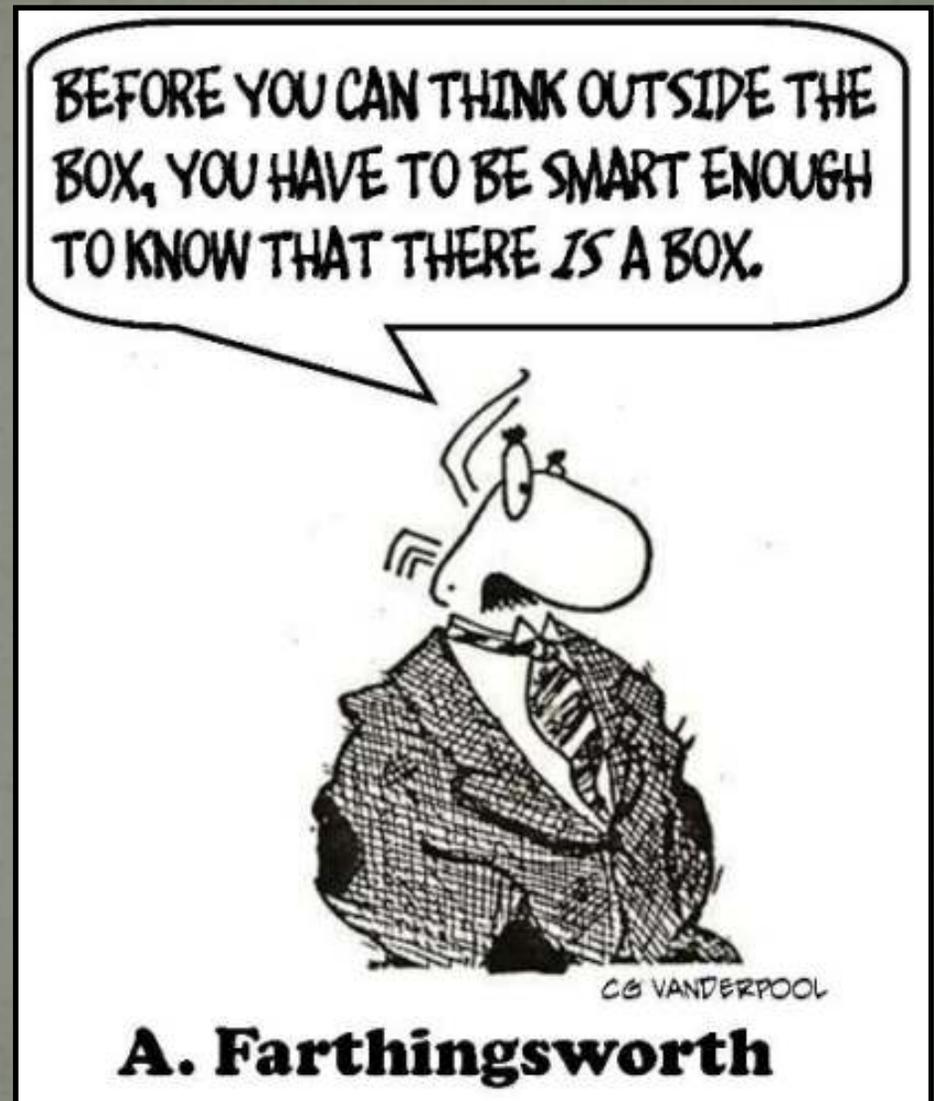


Chiropractic Lemming

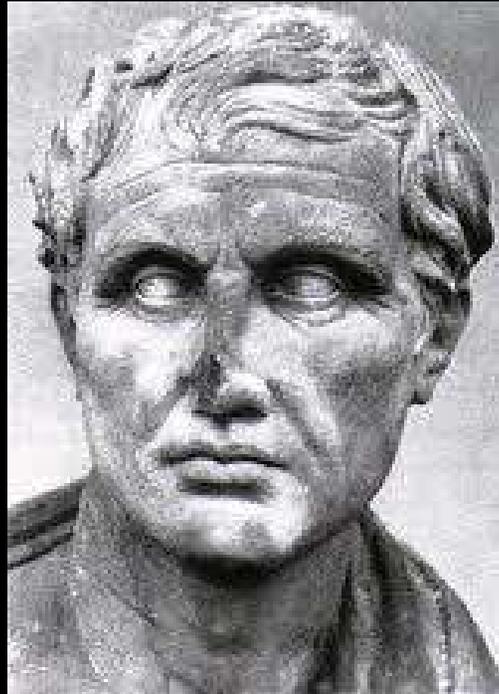
Outside The Box



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



Alright! Let's Get Started!

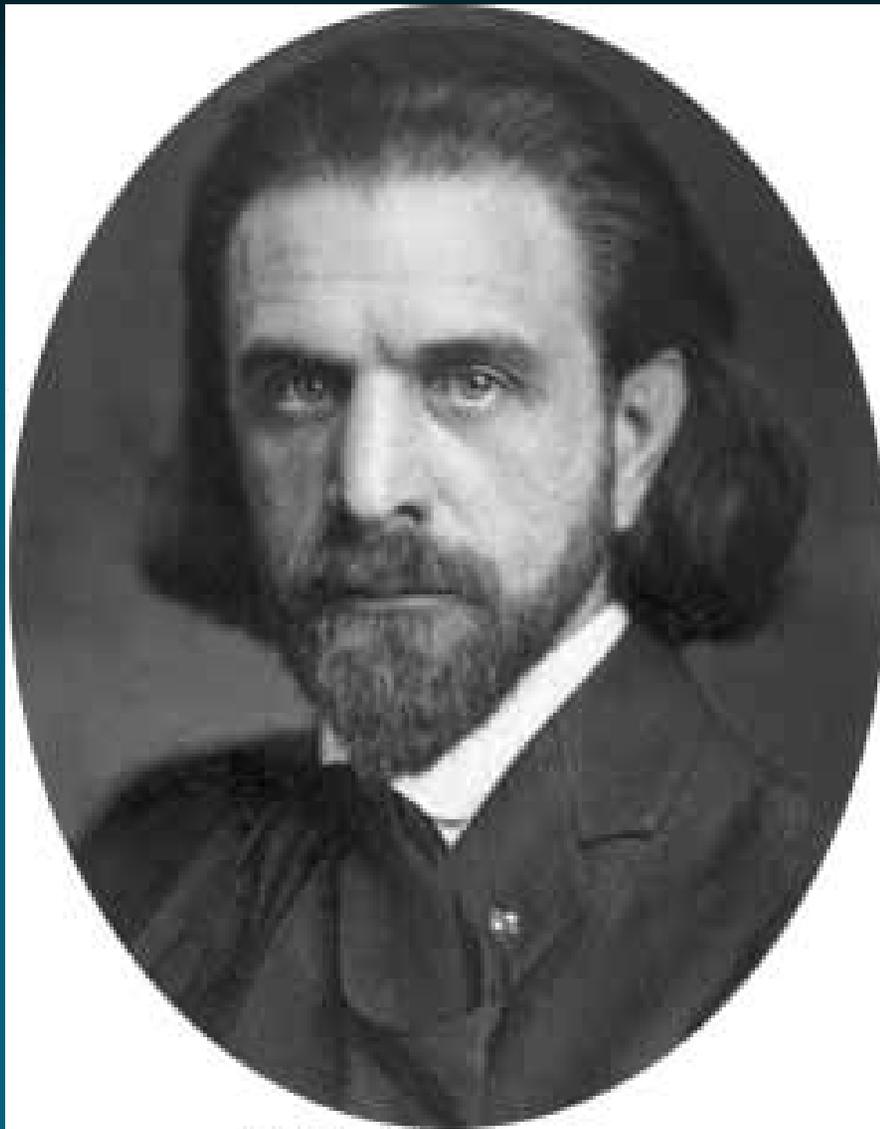


“The greatest wealth is health.” ~ Virgil
Publius Vergilius Maro (Oct 15, 70 BC – Sept 21, 19 BC)

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

~World Health Organization, 1948





B.J. PALMER
DEVELOPER OF CHIROPRACTIC

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

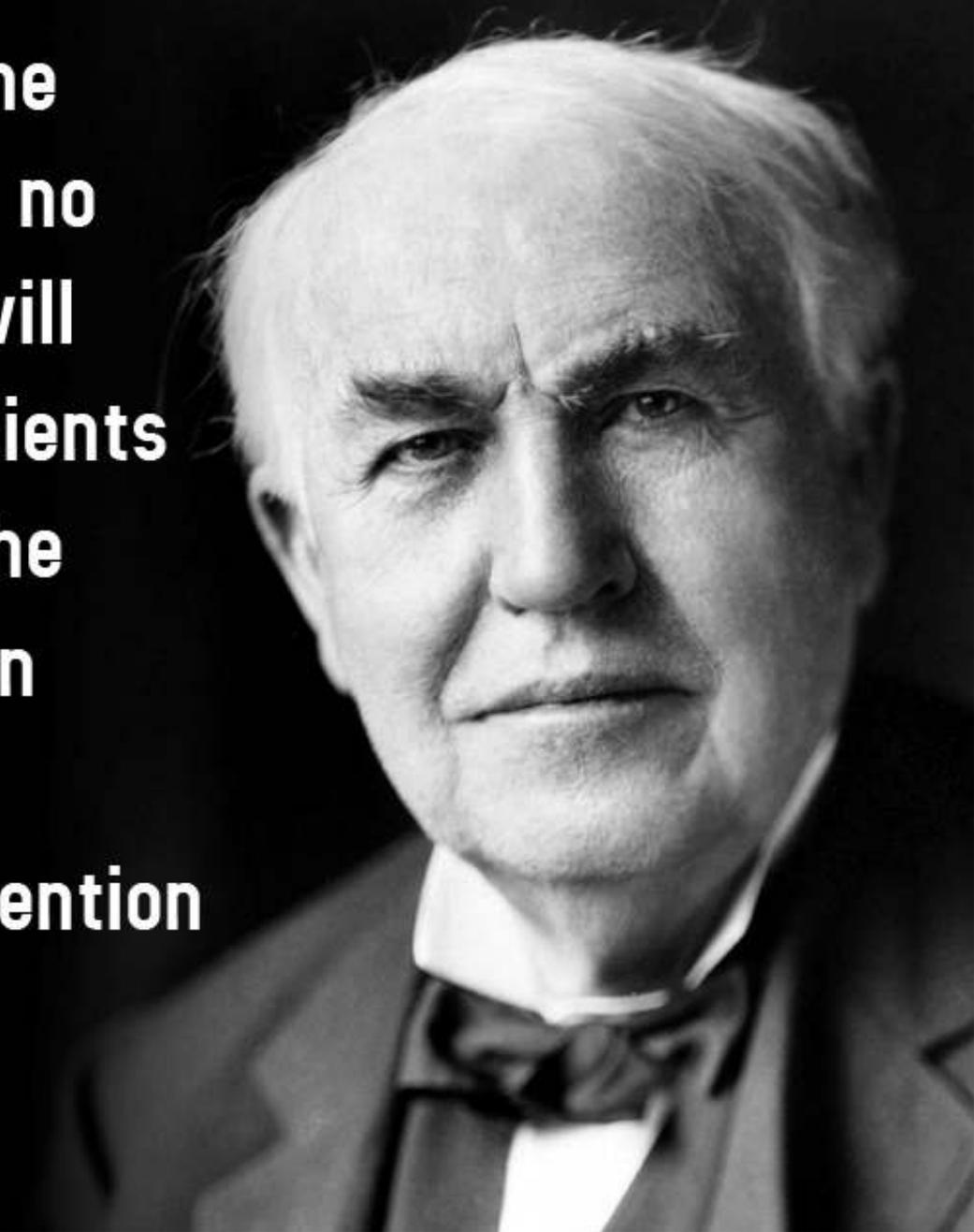
-BJ Palmer

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

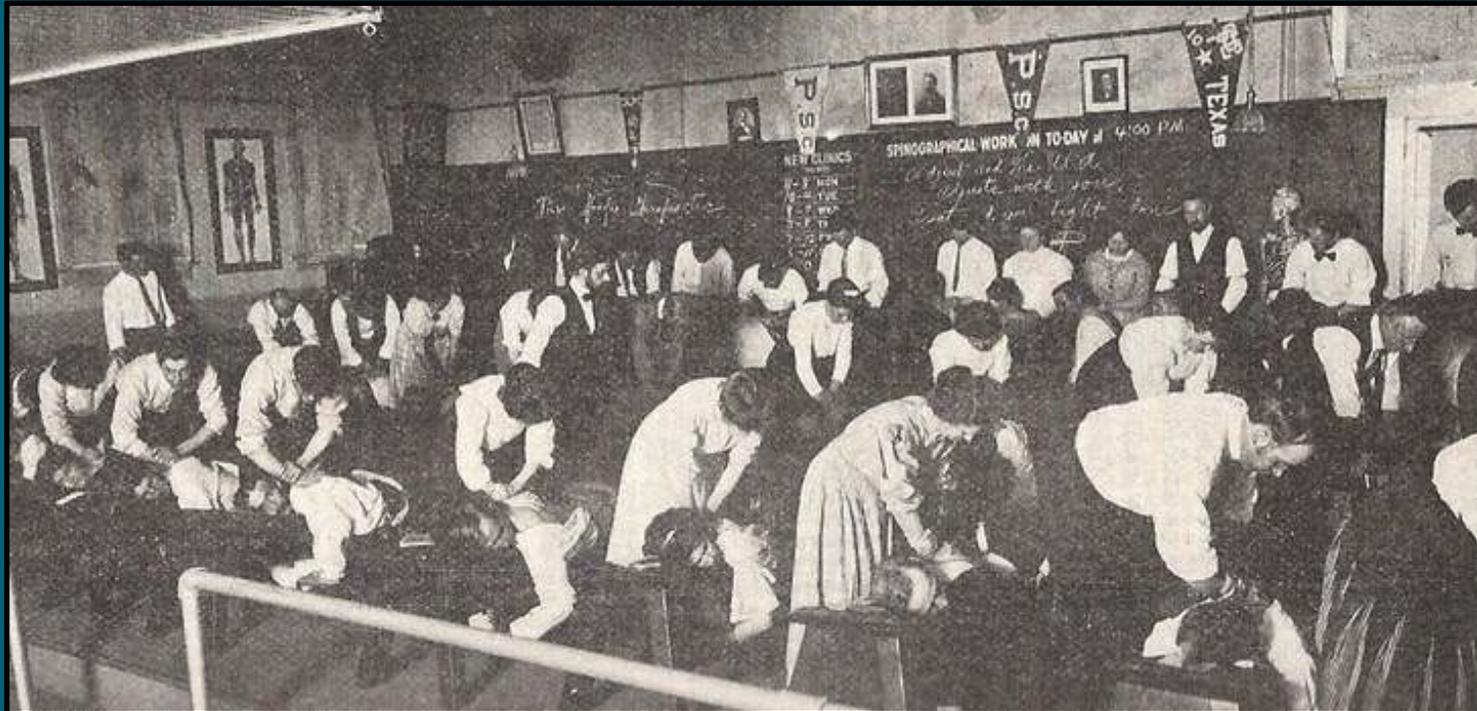
-THOMAS EDISON

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"If the public knew what we knew, we would need a lot more chiropractors."

~ Marcus Strutz DC



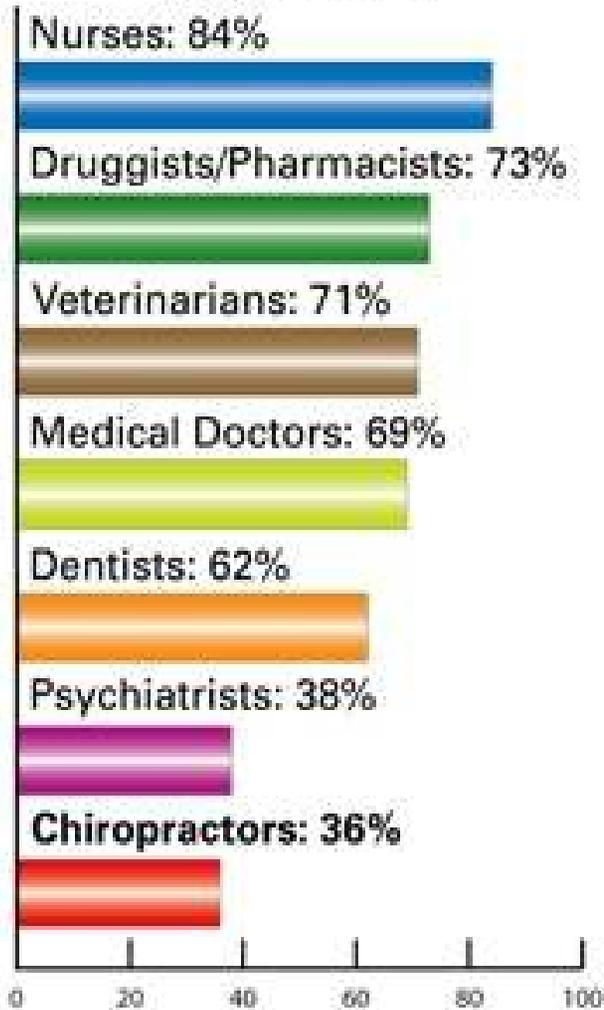
Activity #1

Top Reasons Chiropractic Struggles
Top Reasons Chiropractic Does Well



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

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



Why Do We Struggle?

college teachers 58%

clergy 58%

policemen 54%

journalists 26%

business executives 18%

lawyers 18%

stockbrokers 17%

senators 15%

insurance salesmen 13%

HMO managers 12%

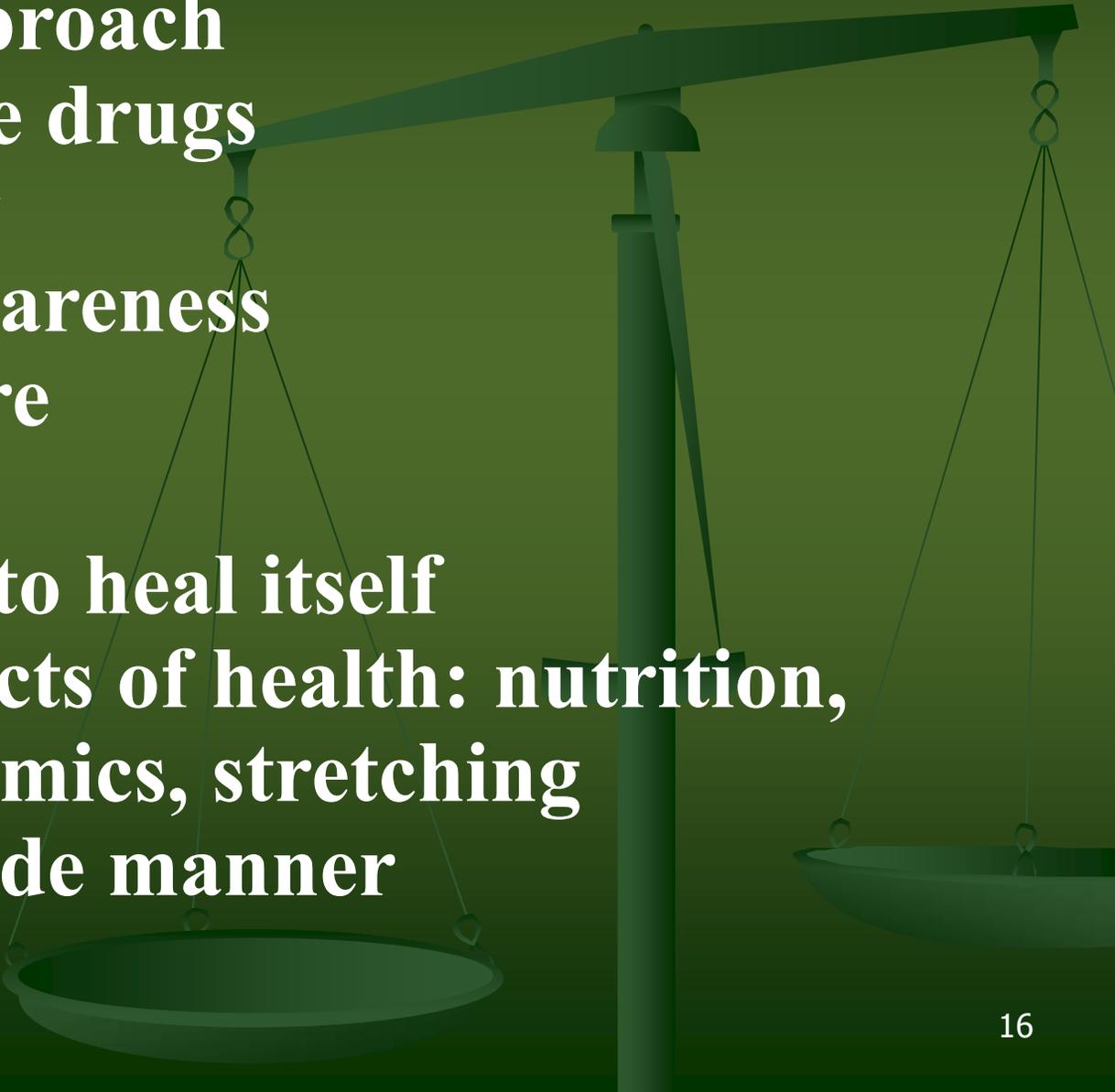
car salesmen 7%

Gallup poll 1,009 US adults, 2006

Why We Struggle?

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

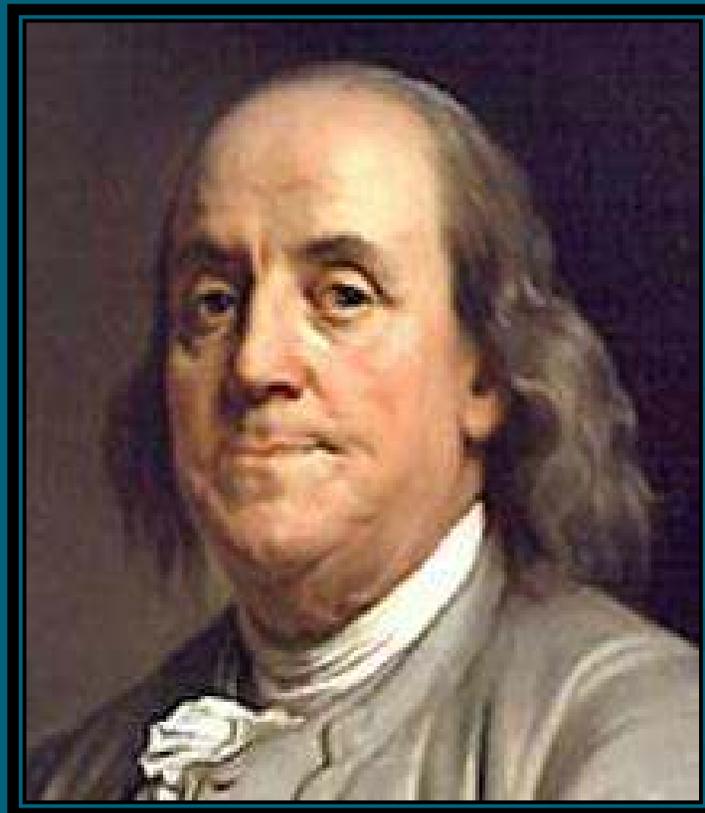
What We Do Well?

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

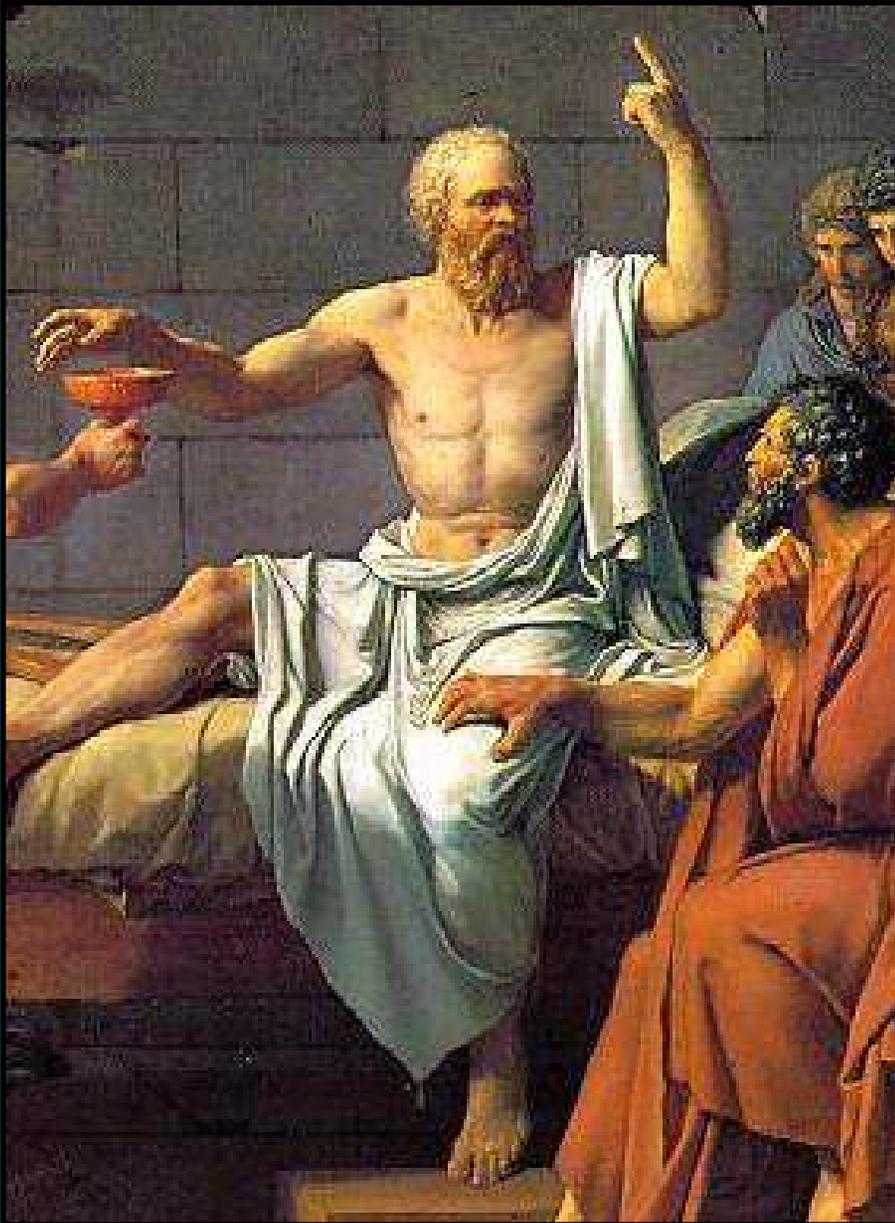
Wisdom From Ben

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

Ben Franklin



Socratic Method Of Teaching



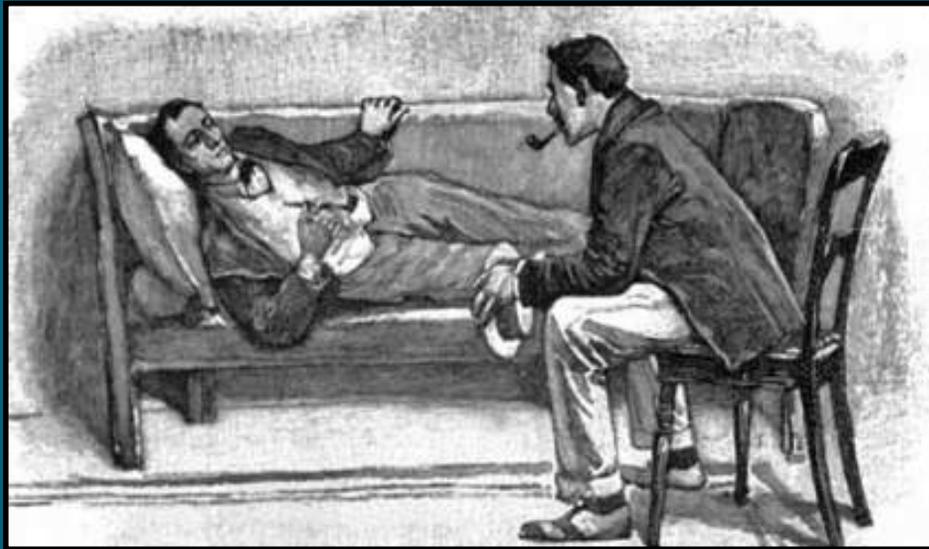
The basic form is a series of questions formulated as tests of logic & fact intended to help a person or group discover their beliefs & understanding about a given topic.

The Flip!

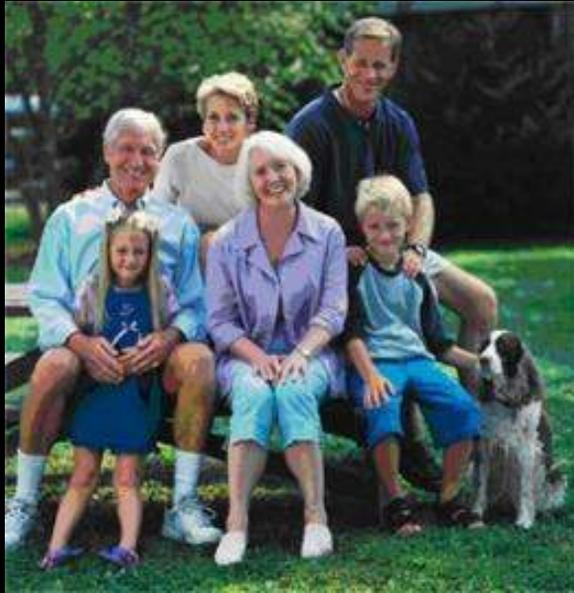
Get pts to ask for care.

Ex: Classroom rules

It's better to have pts
ask for your services
vs. you telling them.



What Do You Talk About?



The White Board

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

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

Days/Hours

Mon 11-6

Tues 3-6

Wed 11-6

Thurs 11-6

Fri 11-2

No Show = \$20

Please Call

if you can't
make it!



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



Educational Posters

Butcher Block Paper

Exercise



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

Diet



Stress

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

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

Attitude

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

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

Medicine

American Medical System: #1 cause of death!

1. Intrugenic	999,934
2. Heart disease	685,669
3. Cancer	556,962

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

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



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

How to Prevent Cancer

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



Bang Head Here
Stress Reduction Kit

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

Talk Over The Patients Head

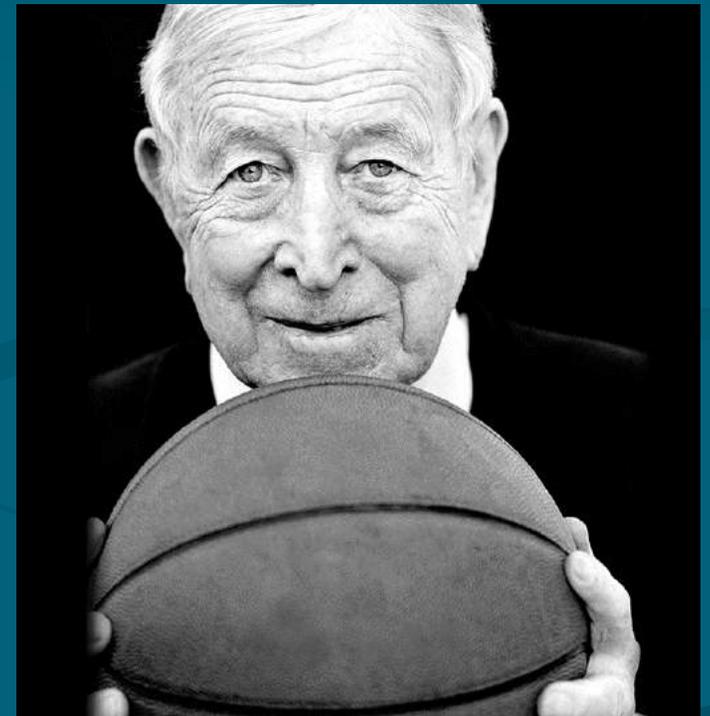
Impress the pt on that initial visit. Let them know you are highly educated & **DIDN'T** just attend a weekend course.

How smart do you sound on a routine visit?



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

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



What's On The Chiropractic Menu?

Sandwiches & Snacks	Mains	TEX MEX
<p>- Soup of the Day with a Freshly Baked Baguette * (lunchtimes Only) - H & V £1.65</p> <p>- Toasted Panini Served with Continental Salad & Nachos £2.85 ^{with rice} £3.55</p> <p>Mozzerella, Basil & Roasted Veg - V Ham, Cheese & Tomato Tuna Melt Cajun Chicken & Salsa - H Brie Tomato & Rocket - V</p> <p>- Club Sandwich Three layers of Toasted Bread filled with Continental Lettuce, and a side order of Nachos, Tomato & your choice of: ^{with rice} £2.95 £3.65</p> <p>Chicken & Bacon Avocado & Brie - V Smoked Salmon & Cream Cheese</p>	<p>Served with Continental, Coleslaw & Minted Potato Salads or Baked Potato & Vegetable Stir Fry, Or with Chips if you like!</p> <p>8oz 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 £4.50</p> <p>Jumbo Fish'n' Chips £3.85 Served with Bread & Butter</p> <p>ALL DAY Breakfast 1 Egg, 2 Bacon, 2 Sausage, 2 Hash Browns, Beans or Tomato, Mushrooms Toast or Fried Bread + Hot Drink £3.95</p> <p>Veg Opt. 3 Veg Sausage + 1 more Egg, No Bacon or Meat Sausage.</p>	<p>TEX MEX 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>Salads</p> <p>Prawn & Avocado with Sweet Chili Tomato Dressing - H £3.95</p> <p>Warm Bacon, Stilton & Walnut with Caesar Dressing £3.95</p> <p>Avocado, Sundried Tomato, Seared Pimento & Stilton Salad - H & V £3.95</p> <p>All served topped with warm crispy Herb Croutons & a warm Half Baguette</p>	<p>Check out our breakfast board for your early starters!</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 Chargilled Mediterranean Vegetable Kebabs, Garlic Bread, Onion Rings, Lattice Fries, Garlic Mushrooms & Tortilla Chips, served with Soured Cream, BBQ Sauce & Salsa</p>

*Indicates a possible menu item

The Chiropractic Menu

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

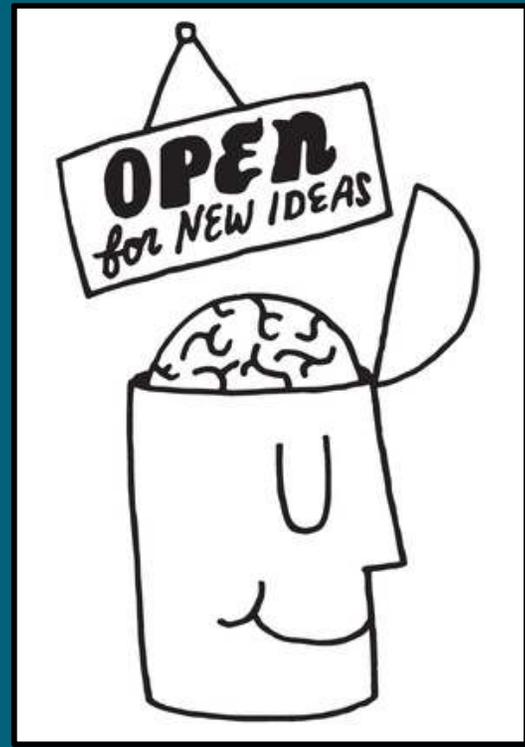
**All should be posted in your office,
on your website & available to take home.**



Activity #2

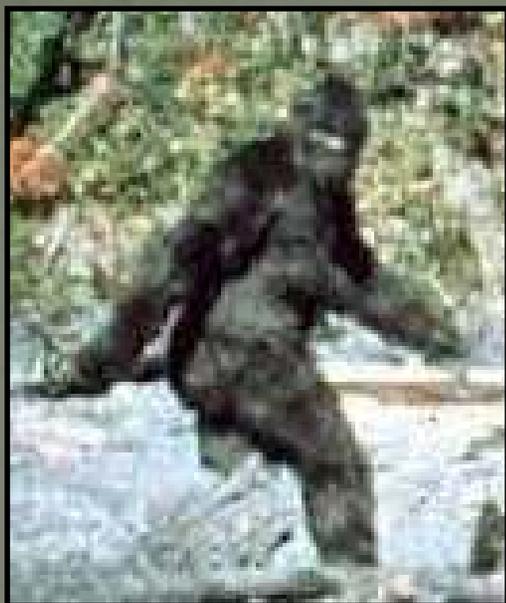
**Define & describe
chiropractic in one
paragraph for the
patient.**

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



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





I Saw Bigfoot?

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

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

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

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

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

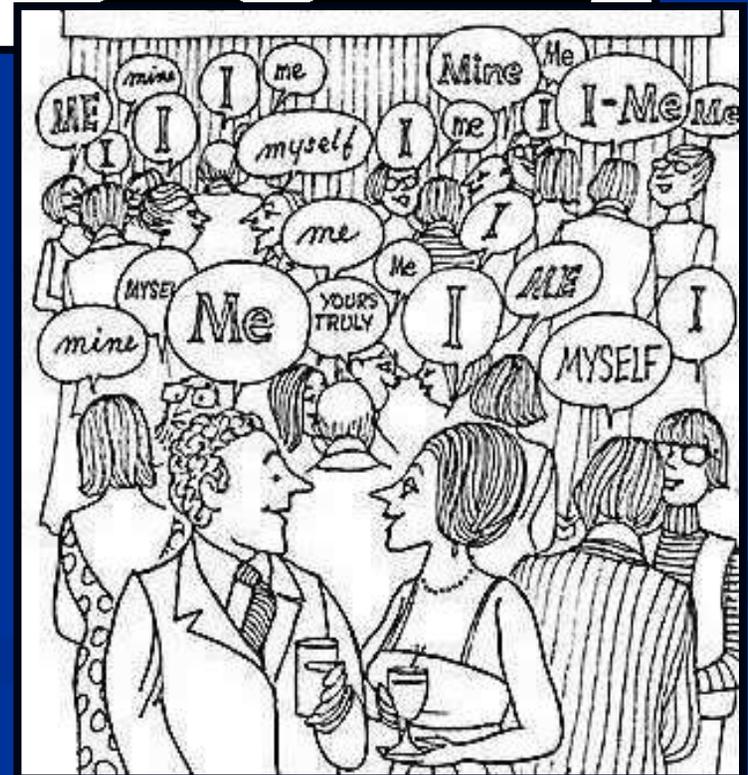


Shifting Paradigms?
**1% keep their New Year's
Resolution for the year.**
93% blow it by Jan 12th!
Pluto Not A Planet?



No "I" Infections!

IT'S ALL ABOUT
ME



Marketing Ideas

Internal

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

External

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



Hope

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

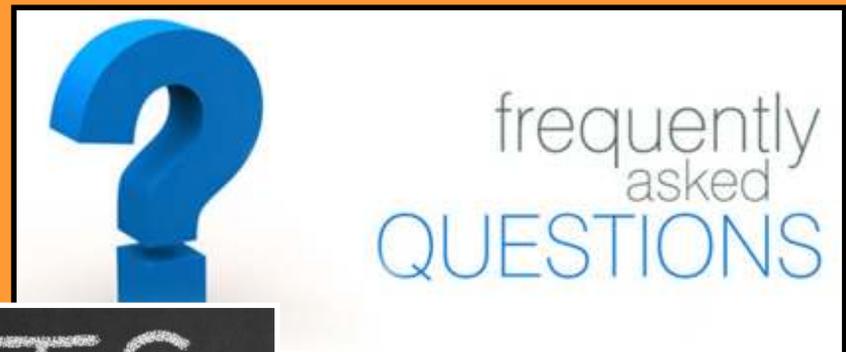


Activity #3

Things You Need To Know, Frequently Asked Questions & Misconceptions

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

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



Things You Need To Know

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

Frequently Asked Questions

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

Misconceptions

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

Why Do Some Pts Come In Only Once?



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

Don't Get Complacent!

Is a neck adjustment a big deal?

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



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

Chiropractic Diversity: Good or Bad?

Does our diversity confuse the public?

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



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

Chiropractic Diversity: Techniques

Activator Methods

Active Release Therapy

Applied Kinesiology

Atlas Orthogonal

Atlas Specific

Bio Cranial Therapy

BEST

Bioset

Blair Upper Cervical

Chiropractic Biophysics

Cox Flexion-Distraction

Cranial Technique

DNFT

Diversified

Drop Table

Gonstead Technique

Grostitic Technique

Herring Cervical Technique

HIO - Hole in One

Logan Basic Technique

Myofascial Technique

Network Chiropractic

NUCCA Technique

Pettibon Spinal Biomechanics

SOT

Thompson Terminal Point

Technique

Toftness Technique

Toggle Recoil Technique

Top Notch Visceral Techniques

Tortipelvis/Torticollis

Total Body Modification

Webster Technique

Activity #4

Patient Education: When To Choose Chiropractic! Pain & Symptoms Based Initial Intake Form:

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



Common Conditions For DCs

Neck Pain

Headaches/Migraines

Shoulder Pain

Frozen Shoulder

Rotator Cuff

Elbow Pain

Wrist/Hand Pain

Carpal Tunnel Syndrome

Back Pain

Hip/SI Joint Pain

Sciatica

Knee Pain

Ankle/Foot Pain

Tarsal Tunnel Syndrome

Plantar Fasciitis

Arthritic Joints

Numbness/Tingling

Pinched Nerves

Bursitis

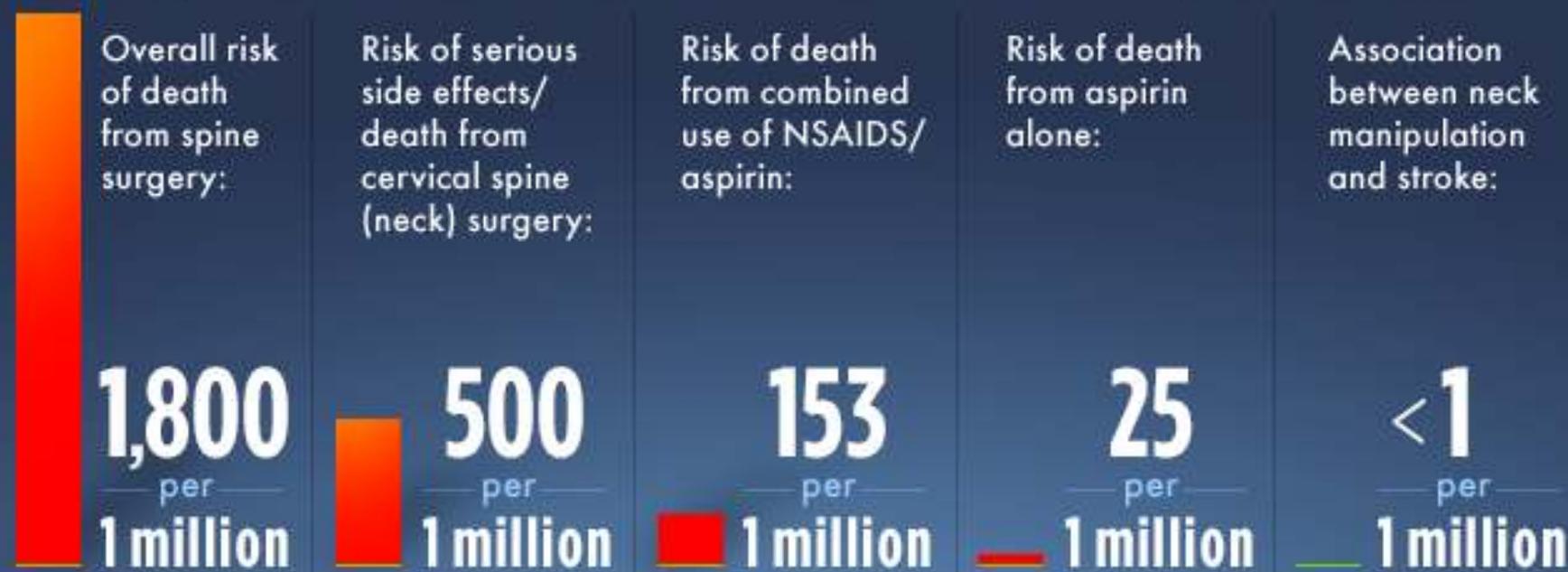
Fibromyalgia

Tendonitis

Motor Vehicle Injuries

Put this list on initial intake form.

Putting Neck Pain Treatment Risks into Perspective



© American Chiropractic Association

Sources: Available at www.acatoday.org/intographic

Likelihood of Surgery For Workers with Back Injuries

First point of contact:
surgeon/MD

42.7%

First point of contact:
chiropractic physician/DC

1.5%



© American Chiropractic Association

Source: Keeney et al (2012) Spine

Choosing Wellness



Chiropractic Philosophy & Western Medicine

Here we go!

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

Add to the chart as many as you want.

Choose Chiropractic

Think differently about staying healthy!

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

60%

Less hospital admissions

59%

Less days in hospital

62%

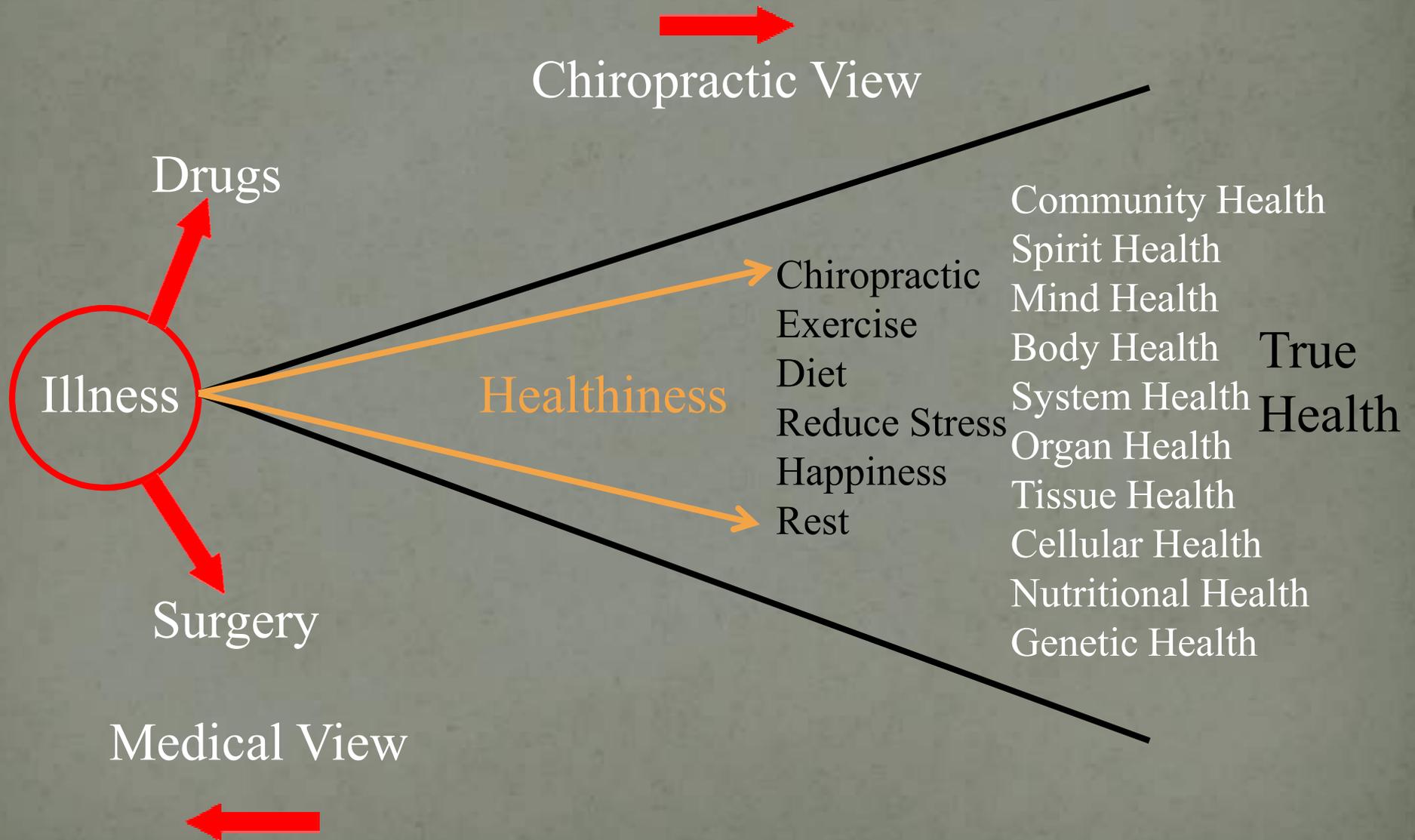
Less outpatient surgeries

85%

Less in pharmaceutical costs

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

Chiropractic Philosophy & Western Medicine



Survey Says: They Love Us

88% who tried chiropractic said it helped a lot!

Completely or very satisfied:

Chiropractor 59%

Physical Therapist 55%

Acupuncturist 53%

Physician, specialist 44%

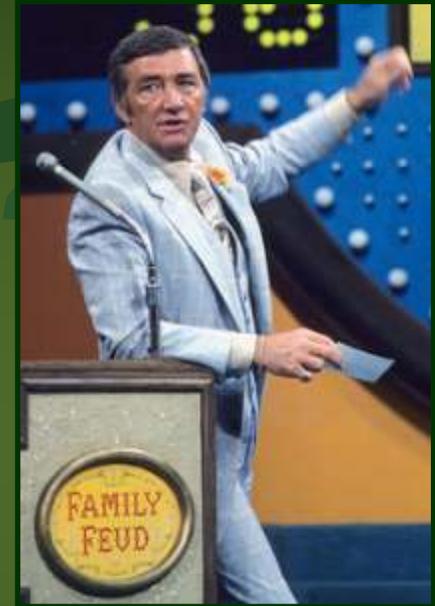
Physician, primary-care doctor 34%

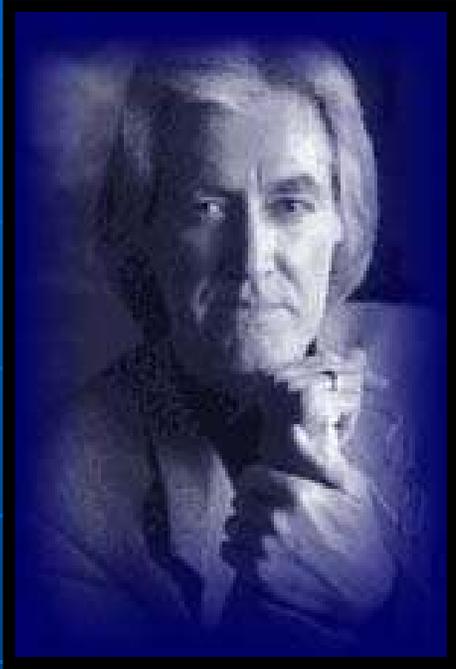
Asked to rate satisfaction on a 10 point scale,

87% gave chiropractic an 8 or higher.

56% rated their chiropractor with a perfect 10.

Consumer Reports ~ May 2009





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

Larry Dossey, MD



The Alternative!

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

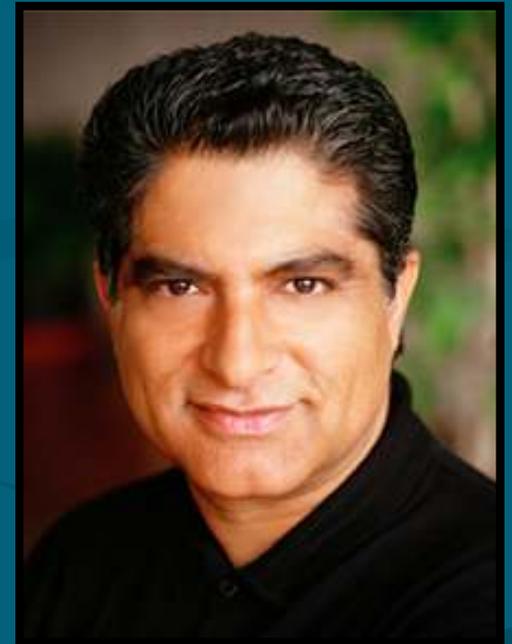
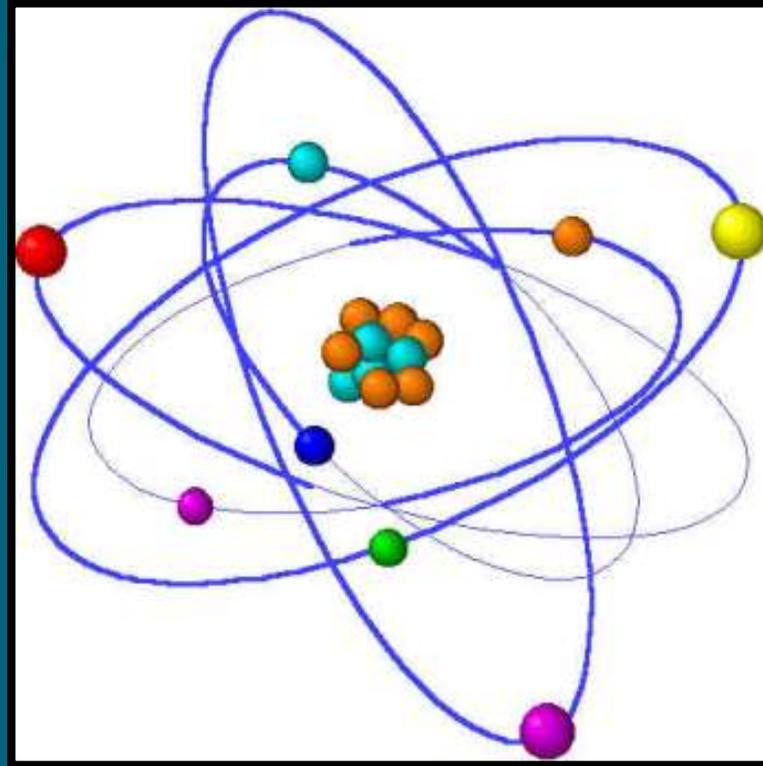
The goal is to live long & be healthy, achieving a more effective life, maintaining full function & well-being. The goal of chiropractic care is correction of dysfunction w/pain relief, restored function & enhancement of well-being. DC's make pts aware of their role & responsibility in maintaining their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

backtochiropractic.net

Free Materials

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

Deepak Chopra, MD



Benefits:

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



Patient Education: Demonstrations

Repetitive Micro-Trauma

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

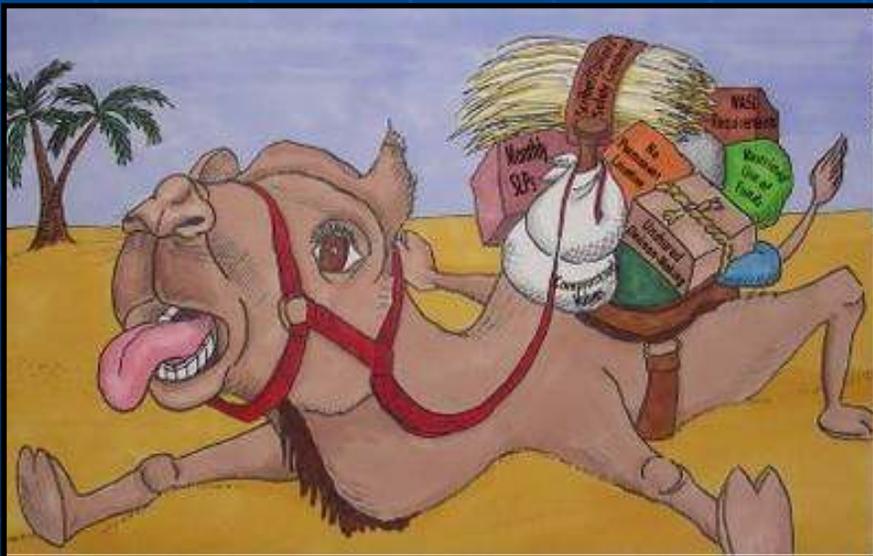
Macro trauma at the knee, micro trauma in the pant pocket region from keys slowly rubbing.



I was tying my shoes and...

If you tie your shoes every day & your back goes “out” once, then it can’t be from tying your shoes—otherwise it would happen every day.

What happened? Your muscles slowly fatigue over time from routine activity, inflammatory chemicals building-up & muscles going into spasm. It’s the “straw that broke the camel’s back”.



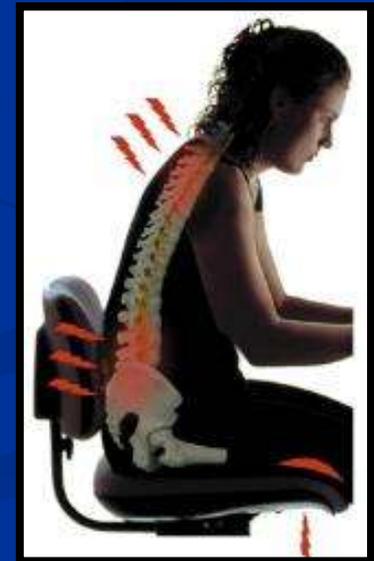
Pt Education: **Trapezius Tension**

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

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

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

Try this on the low back too!



Wellness: Respiration & Cardiovascular Health



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

Wellness: Respiration & Cardiovascular Health



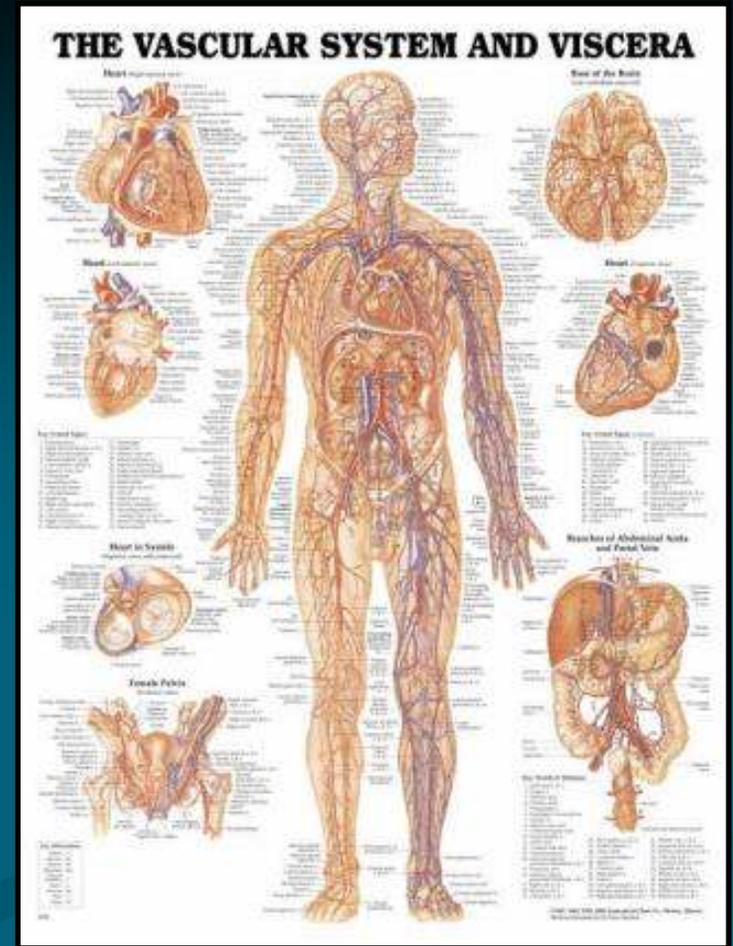
Video them with THEIR phone pre & post adjustment so they can see the changes.

Seeing IS believing!

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

Patient Education

Pain Relief & Blood Flow



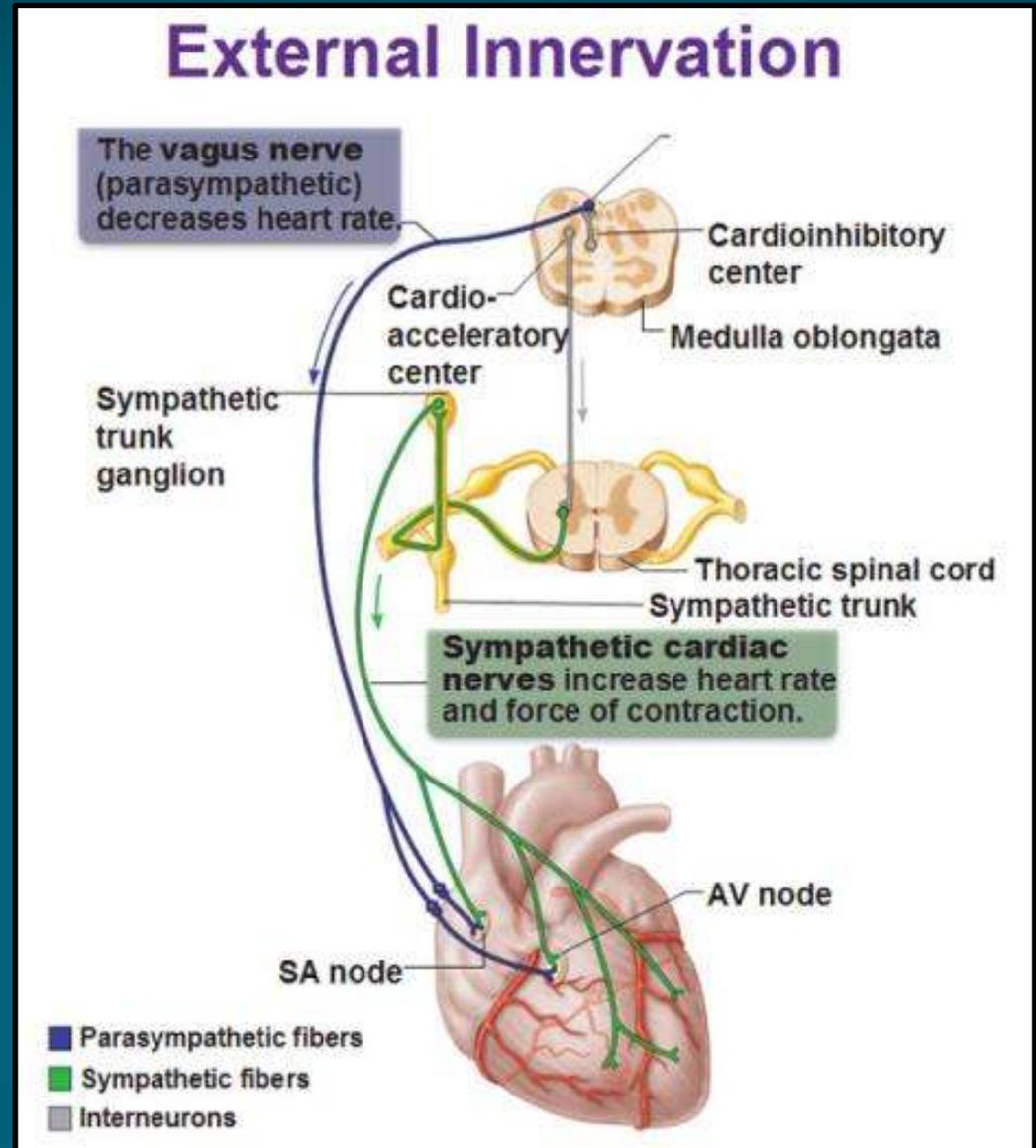
Squeeze your forearm & let go. Ask the pt why the skin turns white. Ask your pt what they think happens when their muscles are tight. That's right - decreased blood flow & trapped chemicals which cause pain.

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



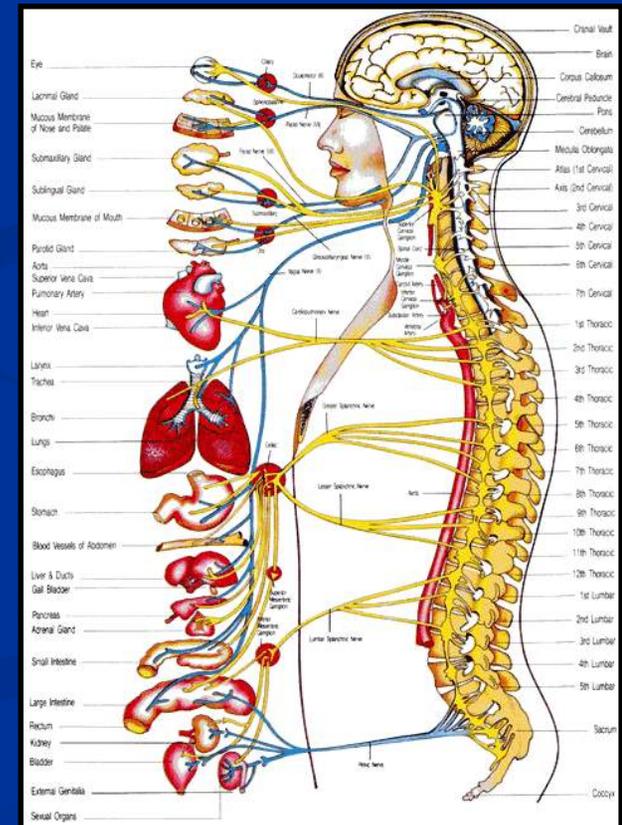
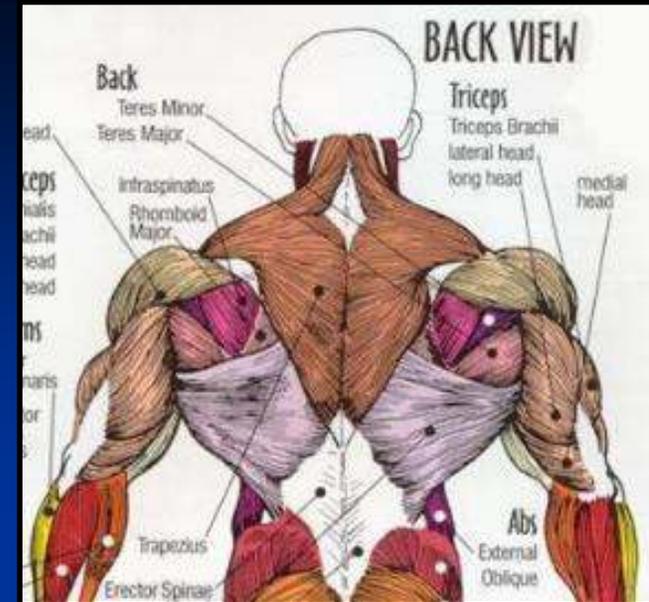
Wellness: Nervous System

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



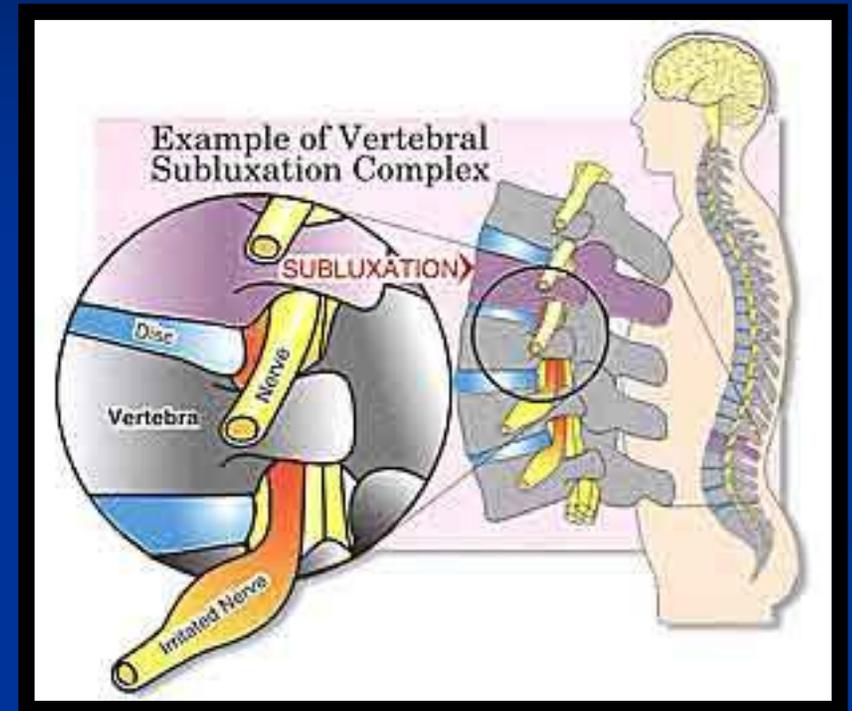
Final Part

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



*Subluxation

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



How many DC's use this term?

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

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

-Seth Sharpless PhD & Marvin Luttges PhD

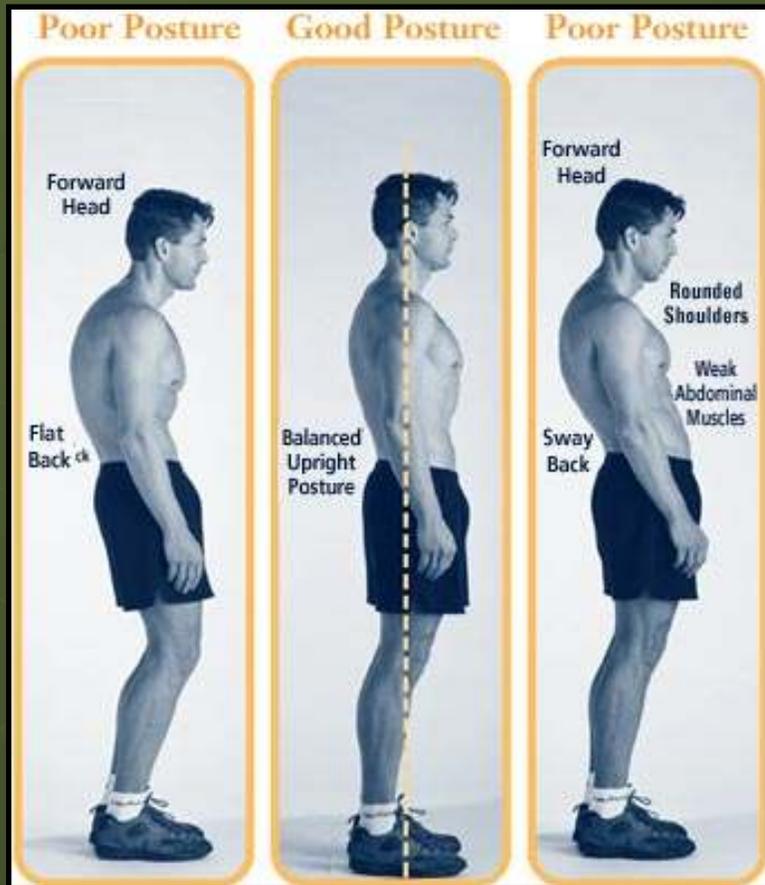


“Subluxations change the entire health of the body by causing structural dysfunction of the spine and nerve interference. The weight of a quarter on a spinal nerve will decrease nerve transmission by as much as 60%.”

-Chang Ha Suh, PhD



Posture is #1



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

American Journal of Pain Management, 1994

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

Power of Posture

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

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

Power of Posture

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

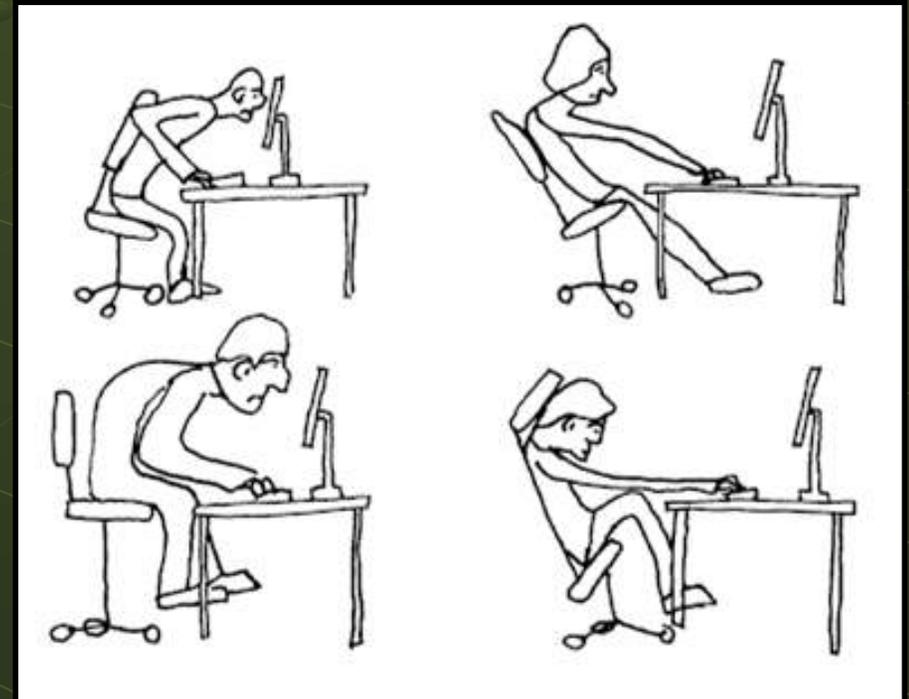
Rene Cailliet M.D., famous medical author and former director of the department of physical medicine and rehabilitation at the University of Southern California

Sit-up Straight!

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

↑↑ adhesion formation in spinal soft tissue.

Grieve, Common Vertebral Jt Problems, 1988



Patient Education 10 lb demo



Fact: the average head weighs 10-12 lbs.
For every inch of anterior translation your muscles hold an additional 10-12 lbs.

Demo: have your pt palpate your bicep as you move the weight from over your shoulder to our in front of you. The bicep will go from loose to tight. This is the same as the trapezius muscle which holds your head upright all day.₇₅

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

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



Posture & Wellness

Don't Believe Me? Take A Look

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



Wellness ~ Myth Busters

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

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

Analogies: exercise, diet,
dental care, tune-up your car.
Chiropractic isn't just about
eliminating symptoms,
it's about maintaining health.

of visits ~ how many?

What's excessive?



Chiropractic...

Choosing The Right Type Of Care For You

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

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

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

Do Nothing Right Now

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

Relief/Band-Aid Care

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

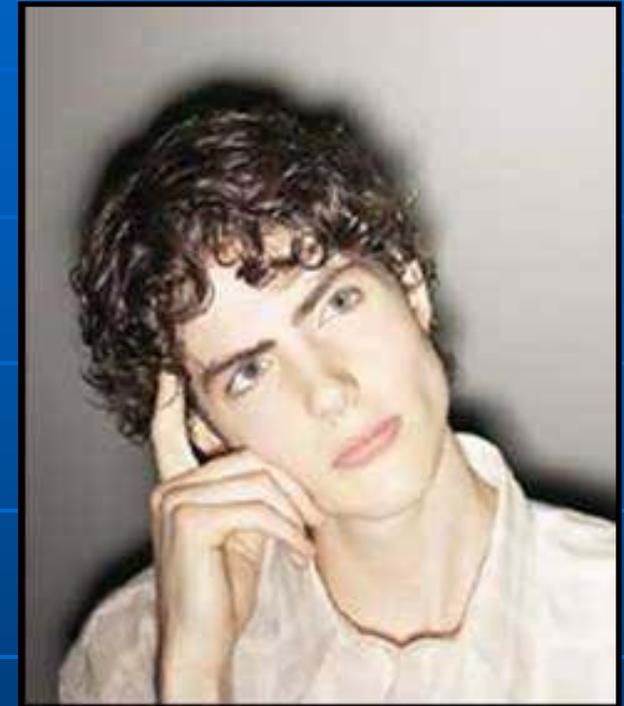
Ignoring the cause often leads to more serious problems. In the same way, pressure on the spine and the nervous system can alter physical and chemical structures, possibly leading to dysfunction and degeneration of the soft tissue, nerves, muscles, ligaments, disc and bone. The problem will most likely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

Life Enhancement/Corrective Care

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

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

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



backtochiropractic.net

Free Materials

Activity #5

When To Choose Chiropractic!

Initial Intake Form:

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



Non-pain Benefits of Chiropractic Care

Put this list on initial intake form.

Self Health Evaluation

Activities Of Daily Living

Athletic Performance

Balance

Blood Pressure

Breathing Measurements

Decreased Headaches

Decreased Pain

Decreased Stress

Fewer Colds

Increased Flexibility

Increased Range of Motion

Improved Function

Improved Digestion

Improved Posture

Improved Sleep Patterns

Increased Energy

Neurological Test Improvements

Orthopedic Test Improvements

Pulse

Respiration Rate

Strength

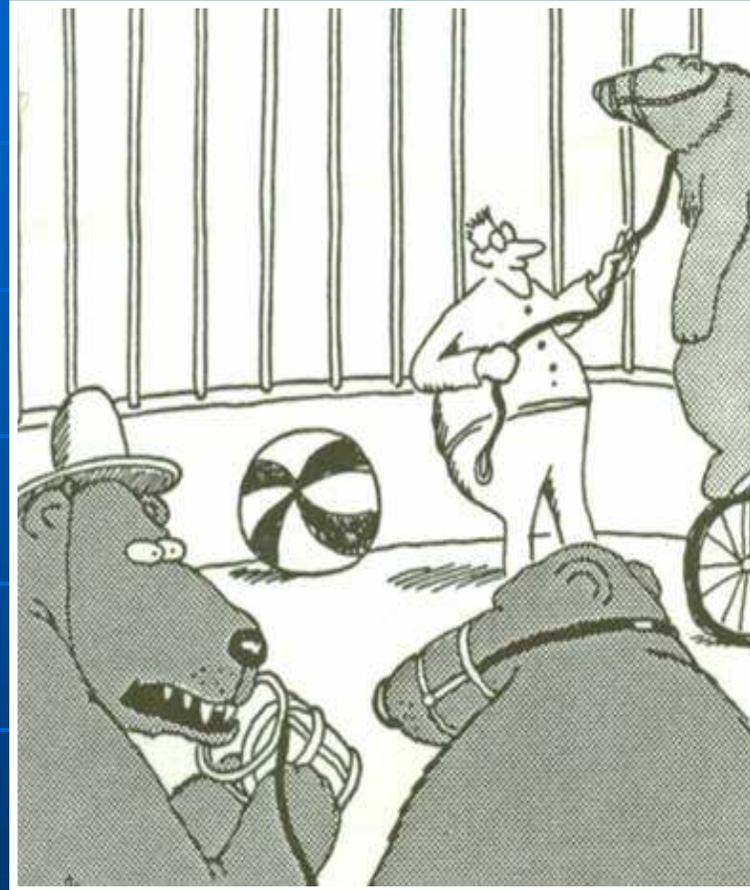
Prevention of Surgery

Weight Loss BMI

changing pts awareness of health can lead to better choices

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

RealAge.com



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



LIVE LONG & HEALTHY?

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

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

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Free Materials

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

Activity #6 Measuring The Benefits?

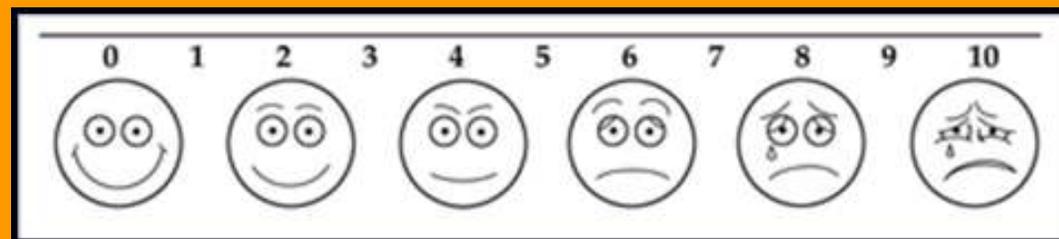
How can we measure wellness?

We need several measurable components of wellness.

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

Please list as many things as you can.

(think systems & organs)



Reason Seeking Care: Pain/Injury Related YES NO

Wellness/Health Maintenance YES NO

Have you been to a chiropractor before? YES NO

Briefly describe that experience:

Did the last chiropractor adjust your spine? YES NO

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

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

Expectations of care.

How many visits to our office do you anticipate?

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

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

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

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

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

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

Mid-back/rib cage pain: 1 2 3 4 5 6 7 8 9 10 (1 no pain at all, 10 extreme pain)
I would like help and/or info on decreasing my mid-back/rib cage pain: Yes No

Low back pain: 1 2 3 4 5 6 7 8 9 10 (1 no pain at all, 10 extreme pain)
I would like help and/or info on decreasing my low back pain: Yes No

Shoulder pain: 1 2 3 4 5 6 7 8 9 10 (1 no pain at all, 10 extreme pain)
I would like help and/or info on decreasing my shoulder pain: Yes No

Elbow pain: 1 2 3 4 5 6 7 8 9 10 (1 no pain at all, 10 extreme pain)
I would like help and/or info on decreasing my elbow pain: Yes No

Wrist/hand pain: 1 2 3 4 5 6 7 8 9 10 (1 no pain at all, 10 extreme pain)
I would like help and/or info on decreasing my wrist/hand pain: Yes No

SI joint pain: 1 2 3 4 5 6 7 8 9 10 (1 no pain at all, 10 extreme pain)
I would like help and/or info on decreasing my SI joint pain: Yes No

Hip joint pain: 1 2 3 4 5 6 7 8 9 10 (1 no pain at all, 10 extreme pain)
I would like help and/or info on decreasing my hip joint pain: Yes No

Knee pain: 1 2 3 4 5 6 7 8 9 10 (1 no pain at all, 10 extreme pain)
I would like help and/or info on decreasing my knee pain: Yes No

Ankle/foot pain: 1 2 3 4 5 6 7 8 9 10 (1 no pain at all, 10 extreme pain)
I would like help and/or info on decreasing my ankle/foot pain: Yes No

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

(ex: golf, gardening, play with kids)

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

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

1.

2.

3.

4.

5.

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

1.

2.

3.

4.

5.

VAS Math!

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

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

Additional Resources

Go to: backtochiropractic.net

Then Free Materials

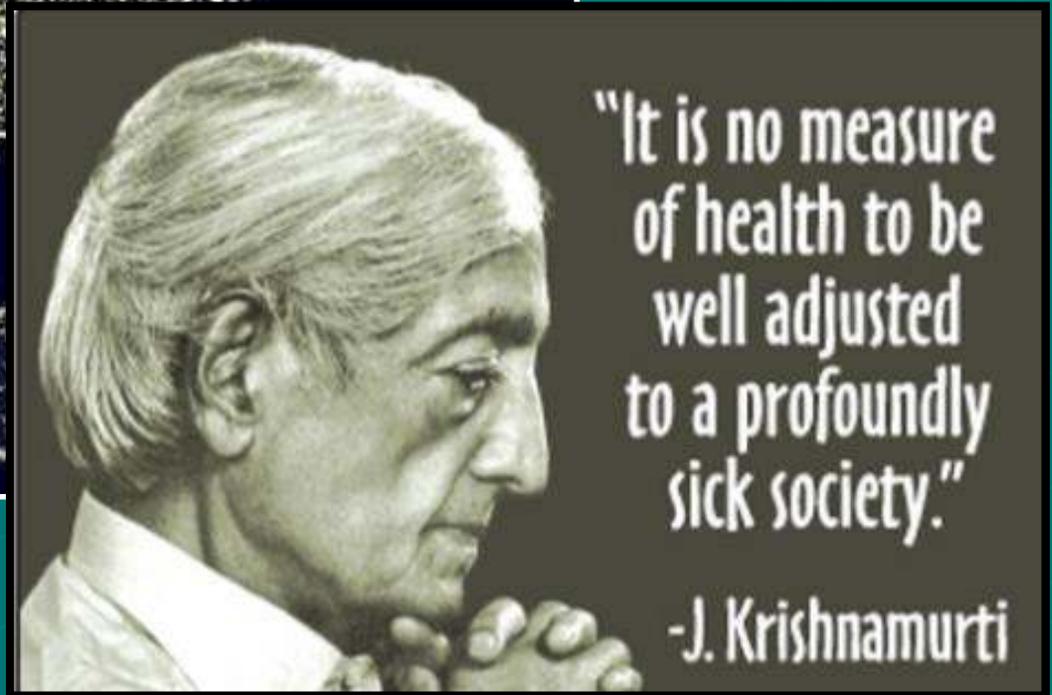
1st column

How To

101 Ways To Promote Wellness

Wellness Ideas

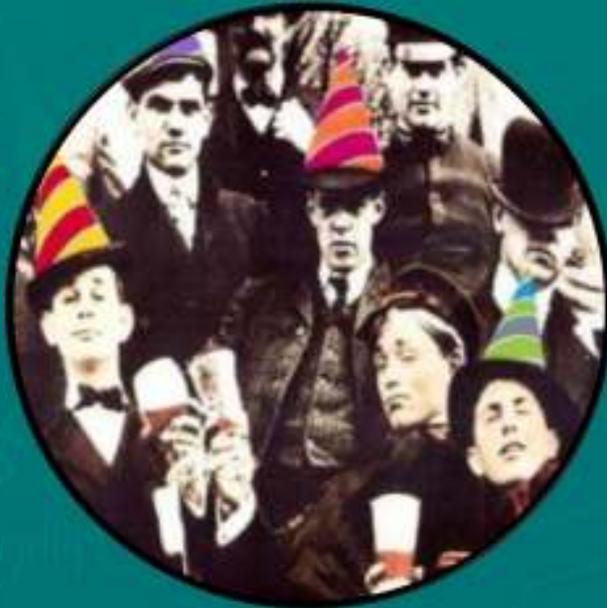
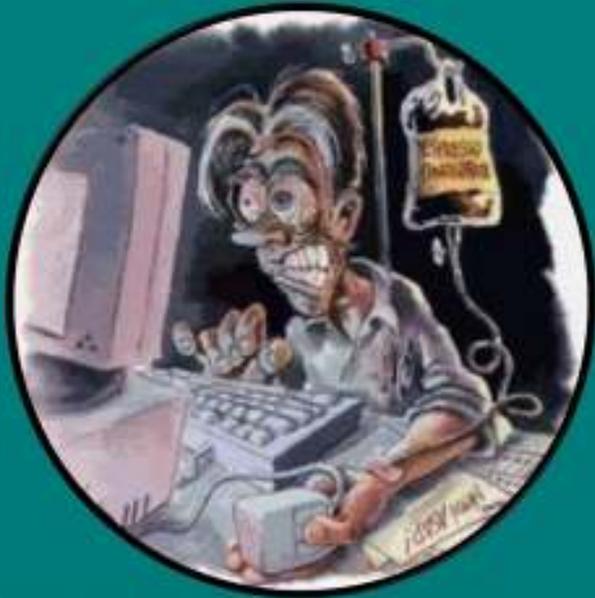
Choosing Illness: Sick Society



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

-J. Krishnamurti

Why Is The US So Unhealthy?



Am I Sick?

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

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



US World Rankings

Life Expectancy at Birth: 79.98 ~ 43rd

CIA World Factbook, 2015

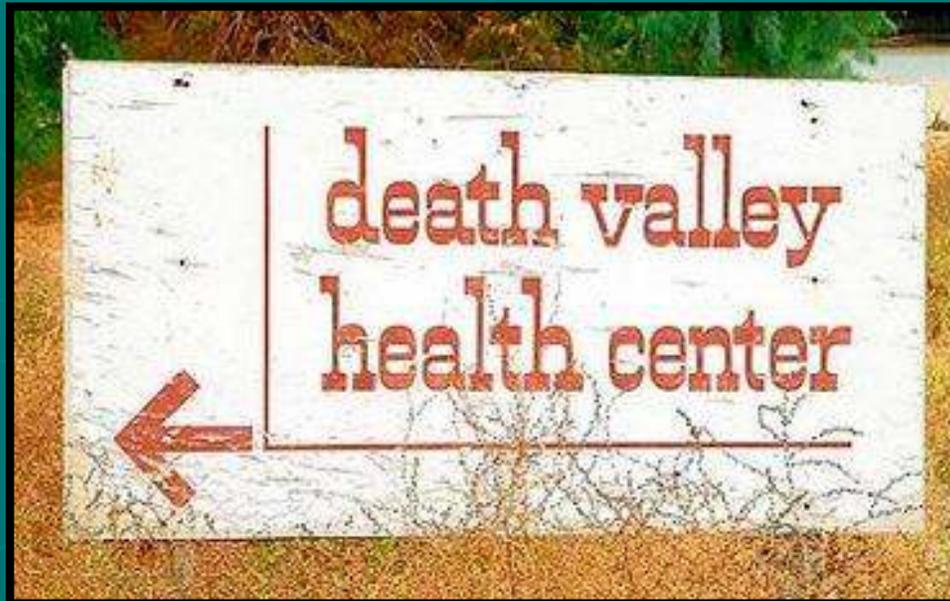
Healthy Life Expectancy: 70.0 ~ 24th

WHO, 2015

Health Care Systems: 37th

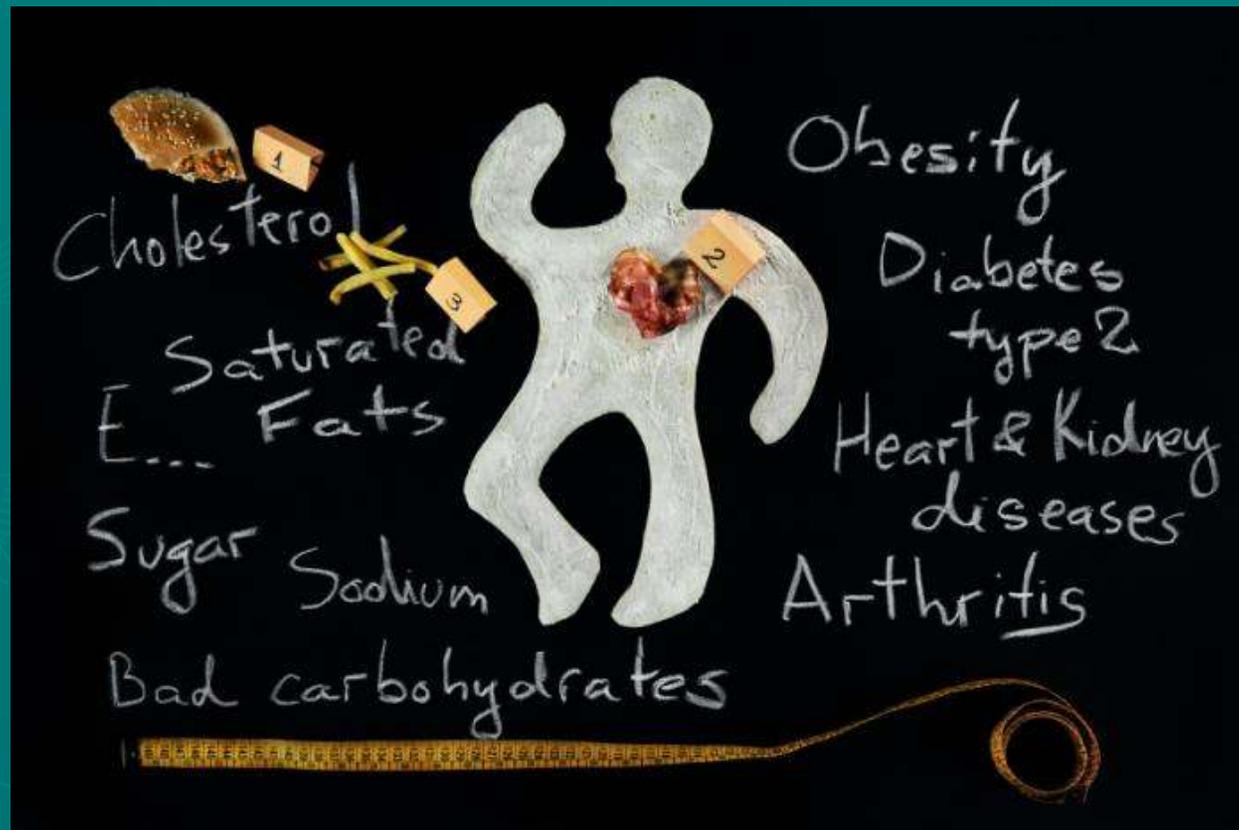
Per Capita Expenditure: 1st

WHO, 2005



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

CDC, September 2015



Top 10 Causes of Death

CDC, September 2015

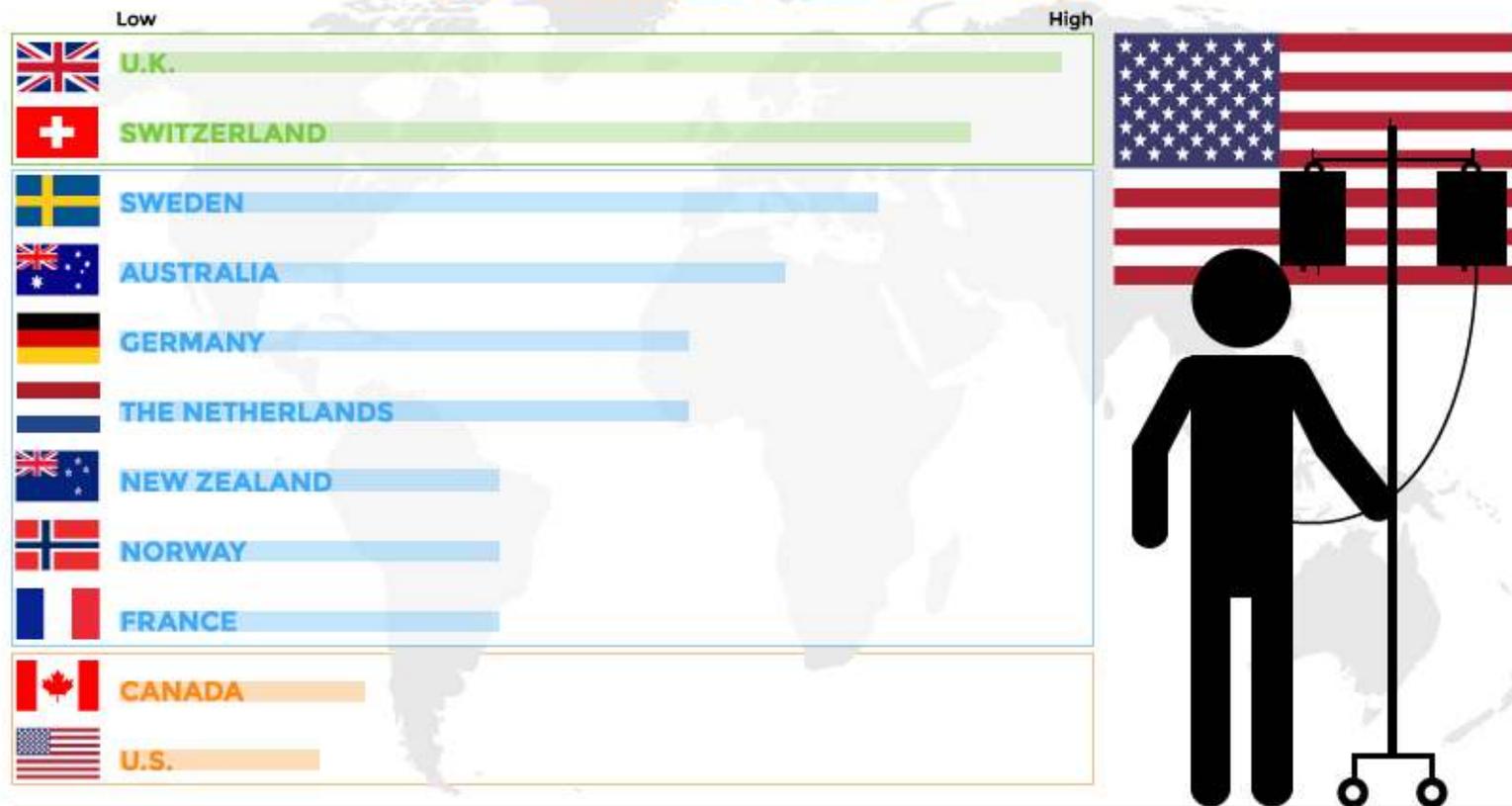
Total deaths: 2,596,993

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

U.S. HEALTH CARE RANKS LAST AMONG WEALTHY COUNTRIES

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

Overall Health Care Ranking



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

Cancer

The #2 cause of death in the US!

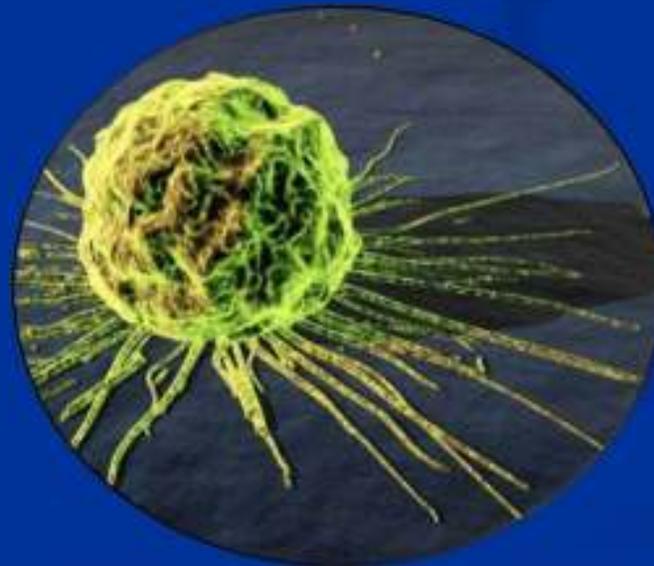
584,881 die/yr

1,602/day

CDC, September 2015

\$88.7 billion ~ direct medical costs

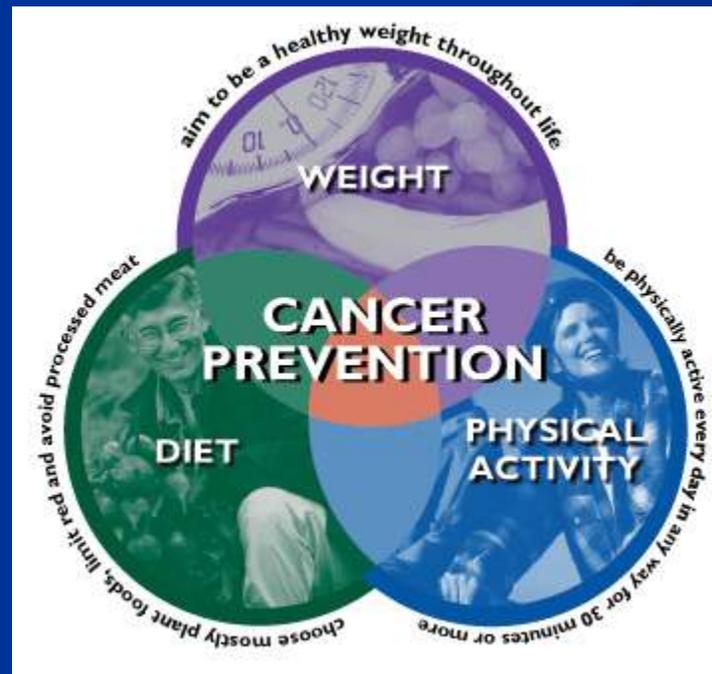
Agency for Healthcare research and Quality, Feb 2015



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

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

American Institute for Cancer Research, 2012



Cancer: Common Presentation

Complains of persistent insidious onset of pain

Unexplained weight loss

Fatigue

Pain worse at night

Pain does not change with motion

Care for 1 month with no change

Sore that does not heal

Unusual bleeding or discharge

Thickening or lump in breast or elsewhere

Indigestion or difficulty in swallowing

Obvious change in a wart or mole

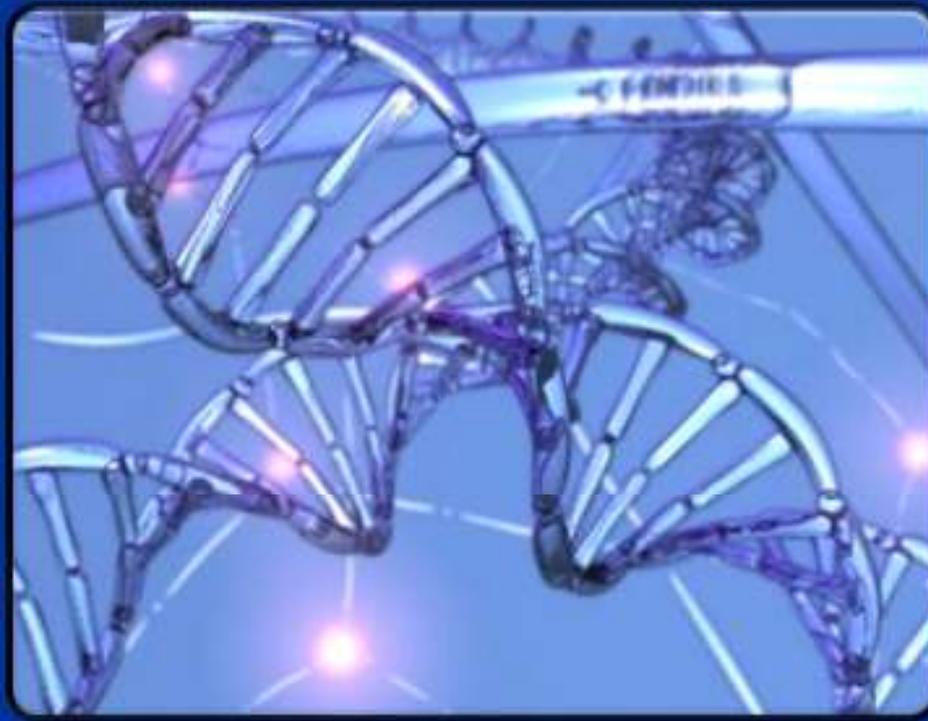
Nagging cough or hoarseness

***How Cells Work**

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

Probable Cause

DNA damage



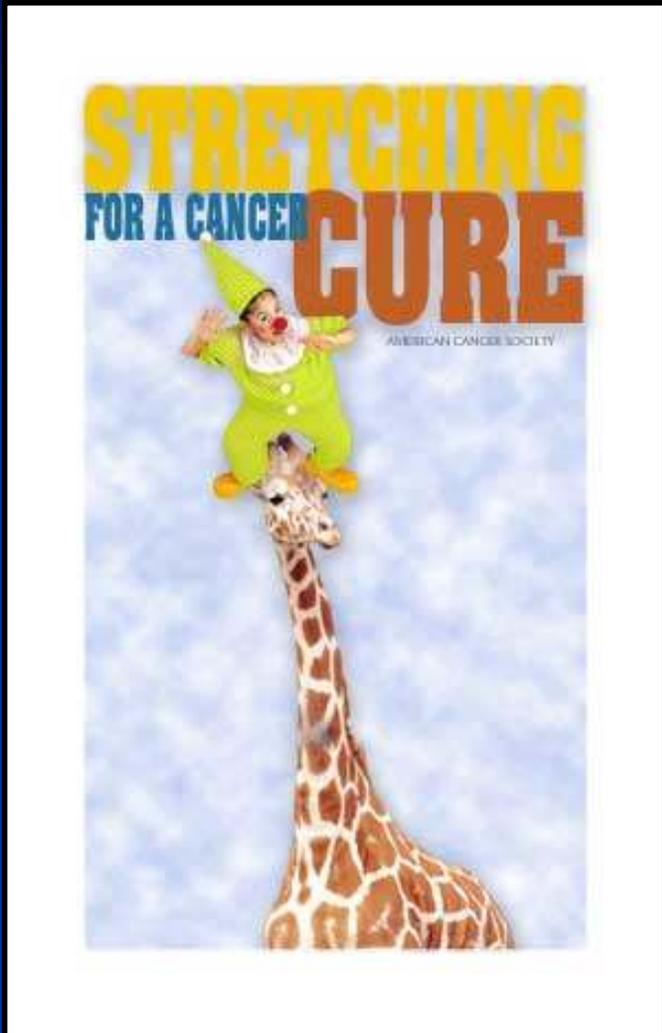
Decrease Cancer Risk (Grade America)

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

American Cancer Society

backtochiropractic.net

Free Materials



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

American Cancer Society

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

Harvard Medical School



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

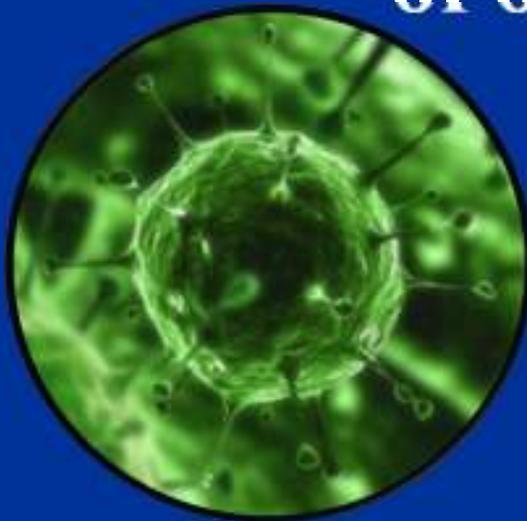
None of those hostile organisms can live in an environment with high concentrations of oxygen.



Oxygen gets rid of toxicity.



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



Dr. Alec Borsenko



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

Dr. Otto Warburg ~ 1883-1970

Winner Nobel Prize 1931

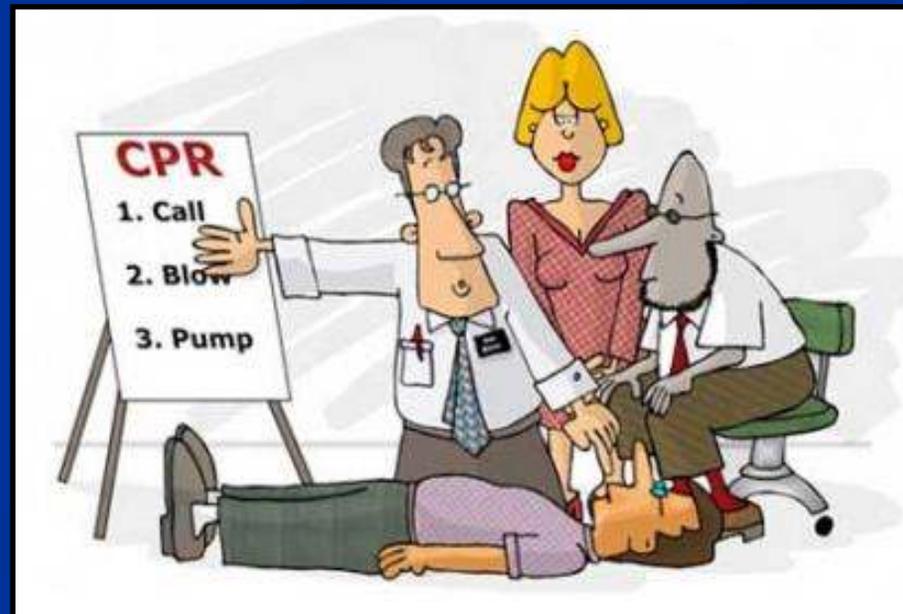


Breathing & Oxygen

5-10 **Deep**
breaths
per hour

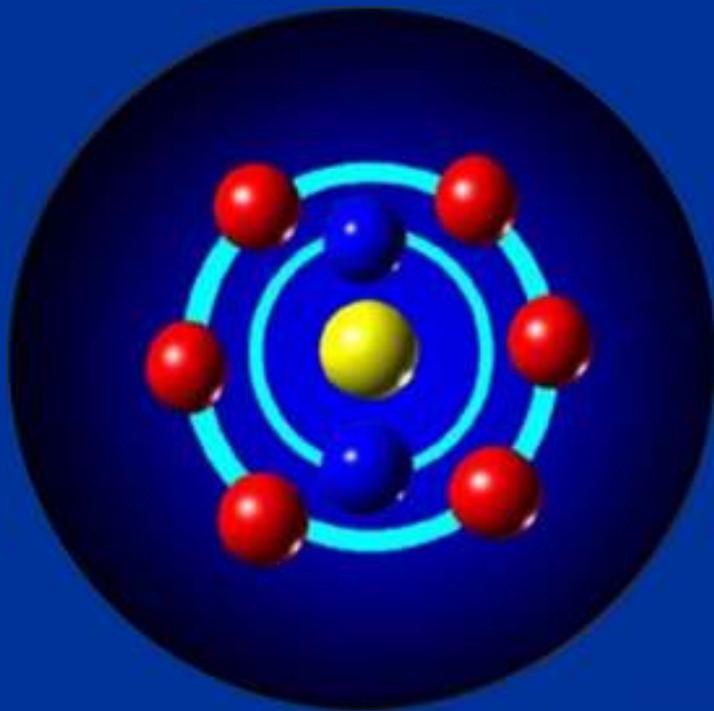


ABC's of CPR



How Long Will You Live?

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



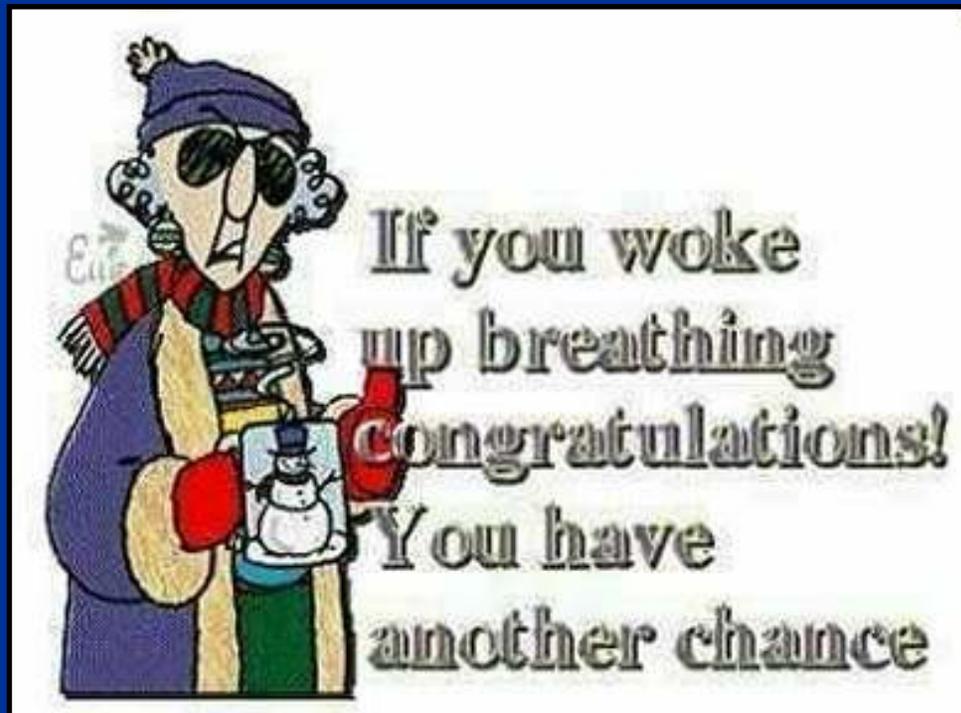
*Respiratory System

After age 20 vital capacity

↓ 5-20% per decade

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

Brian K Ross MD, University of Washington



Oxygen: (Pts will not appreciate this list)

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



Symptoms of O₂ Starvation

Circulation problems

Irrational behavior

Poor digestion

Lung problems

Acid stomach

Body weakness

Growth of pathogens

Memory loss

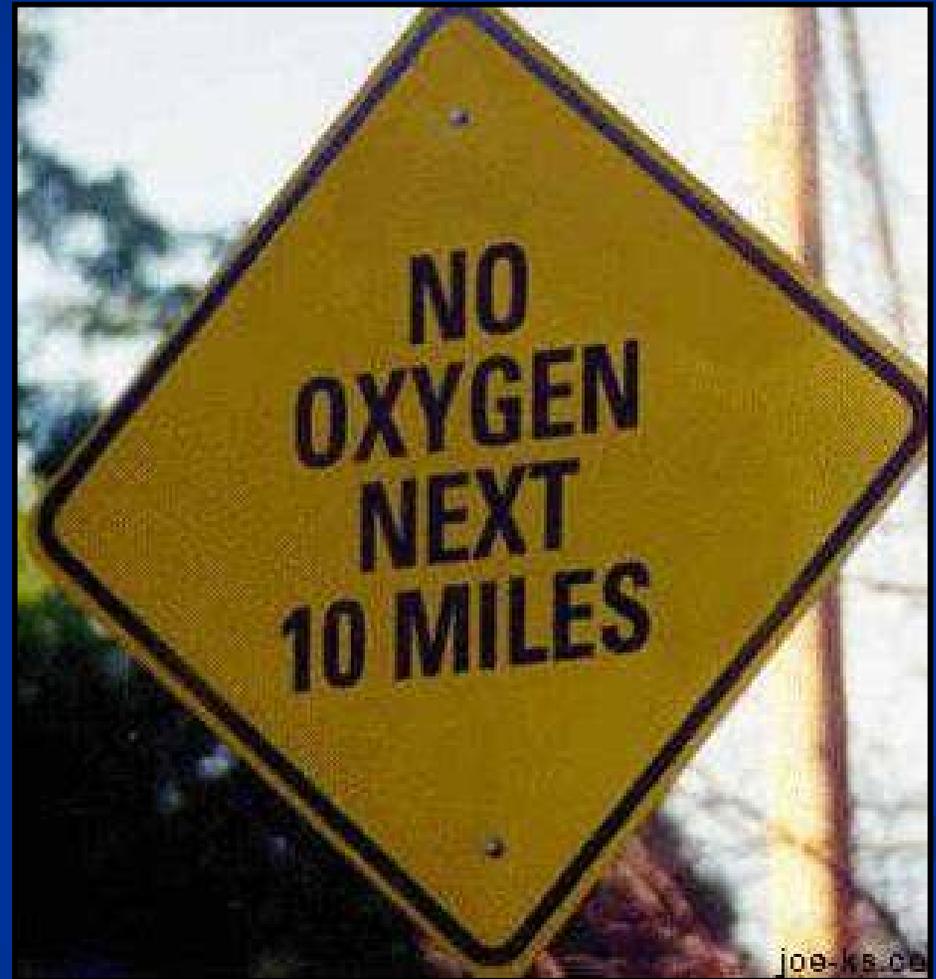
Irritability

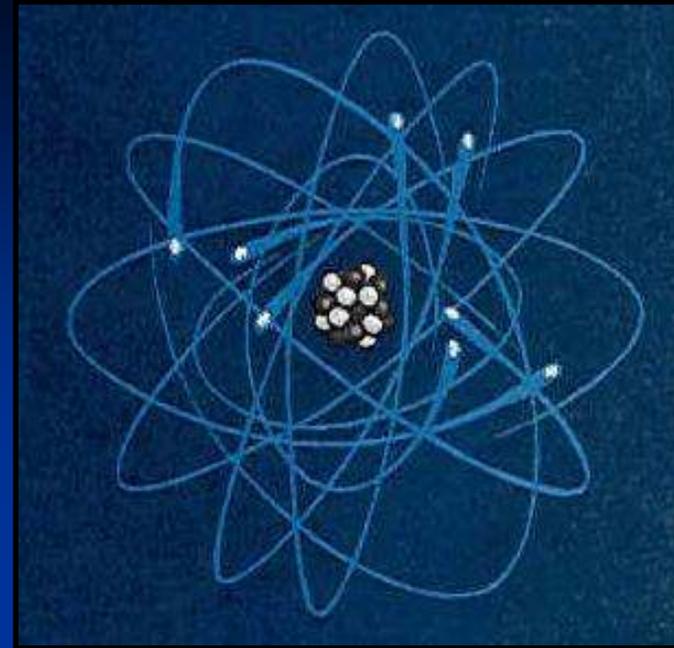
Muscle aches & pains

Dizziness

Depression

Fatigue





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

Dr. John Muntz

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

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



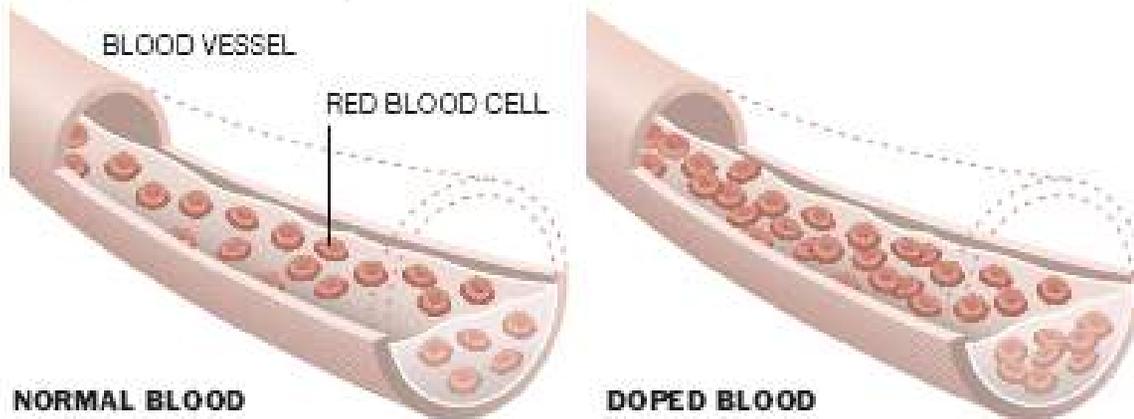
Dr. Stephen Levine

Oxygen Deficiency: A Concomitant to All Degenerative Illness

Why do cyclists “blood dope”?

How Blood Doping Works

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



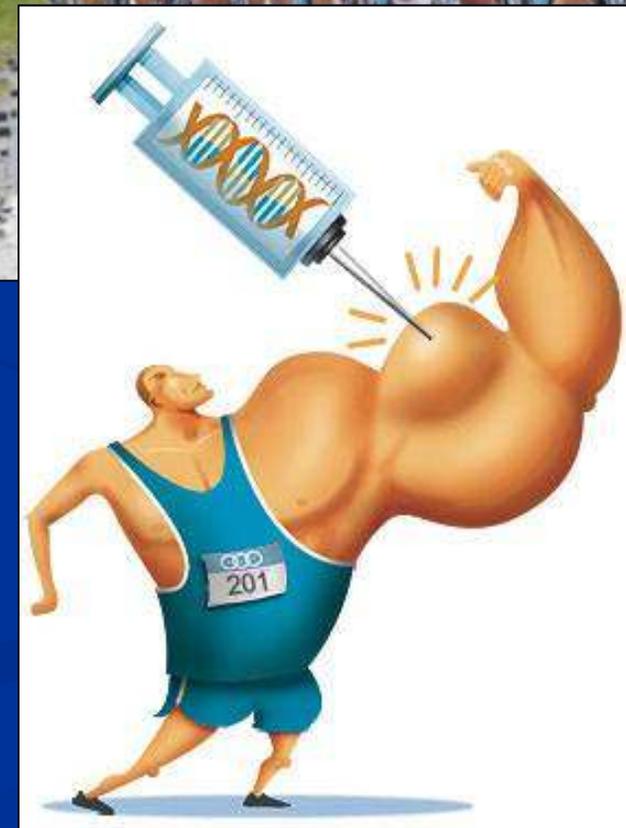
NORMAL BLOOD

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

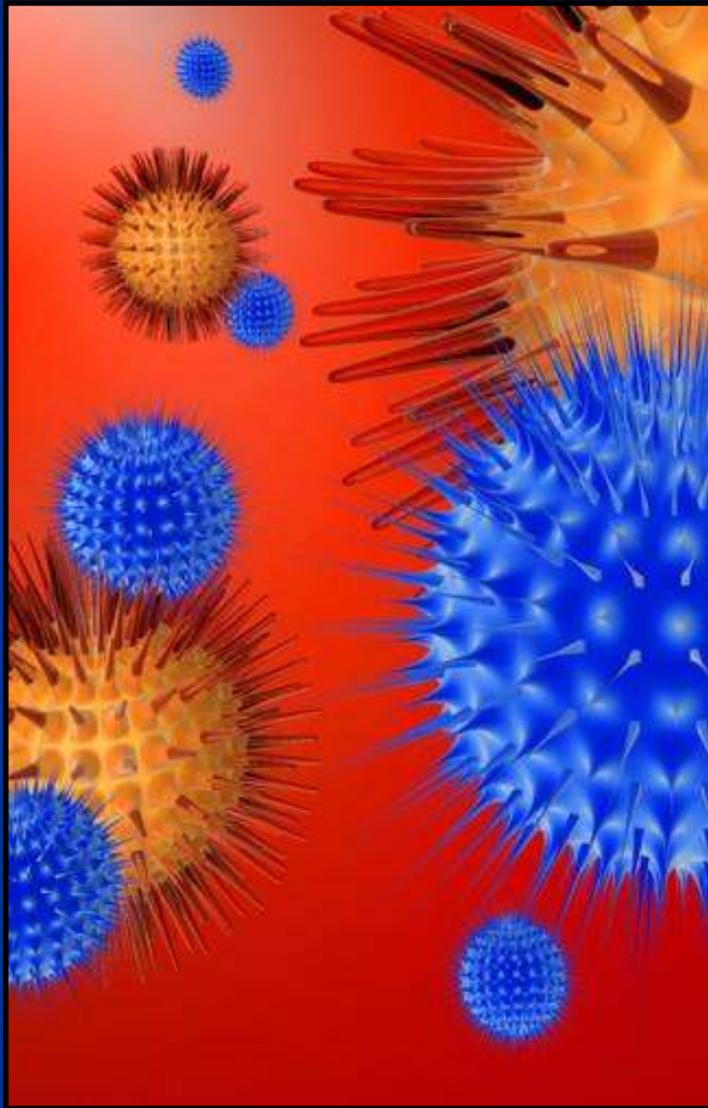
DOPED BLOOD

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

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



*Immunity With Chiropractic!



Do your pts know?

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

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

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

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

Initial symptoms may be:

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

At this point the immune system has already been breached.

Why Don't Doctors & Nurses Constantly Get Sick?

The average American gets
2-6 colds per year!



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

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

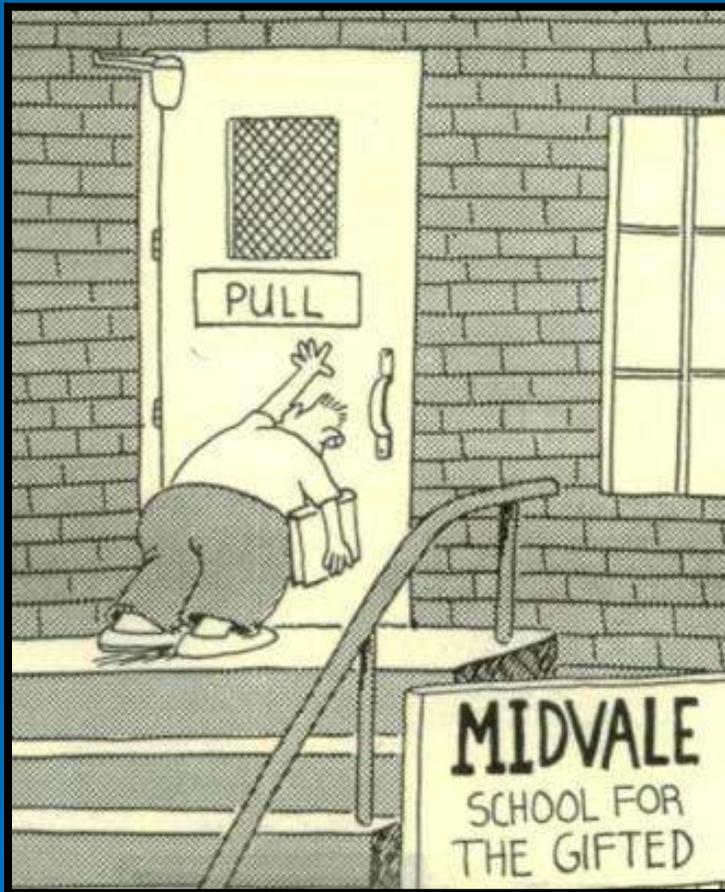
- * careful hygiene
- * avoid crowds/sneezers
- * plenty of rest
- * balanced diet
- * lots of fluids
- * stress management
- * regular exercise



Coordinating Center for Infectious Diseases

This list could be for most diseases!

Five Factors of Wellness



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

Chiropractic Lifestyle

Chiropractic - 5 Keys To Wellness

1. Healthy Nervous, Respiratory & Vascular System

Chiropractic Adjustments.

Proper Posture.

Decrease Drug Use.

2. Positive Mental Attitude

Decrease Stress.

Choose Happiness.

Take time to relax.

3. Exercise

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

Weight training: 3 times per week.

Stretching: daily.

Oxygen: 5-10 deep breaths per hour.

If dizzy or light headed, STOP.

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

4. Sleep & Injury Rest

Sleep 7-8 hours per night.

The body heals, repairs & grows with rest.

The immune system is boosted thru rest.

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

5. Nutrition

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

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

70-90% of your body is water.

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



backtochiropractic.net

Free Materials

*What To Do?

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

1st Factor of Wellness

Nutrition

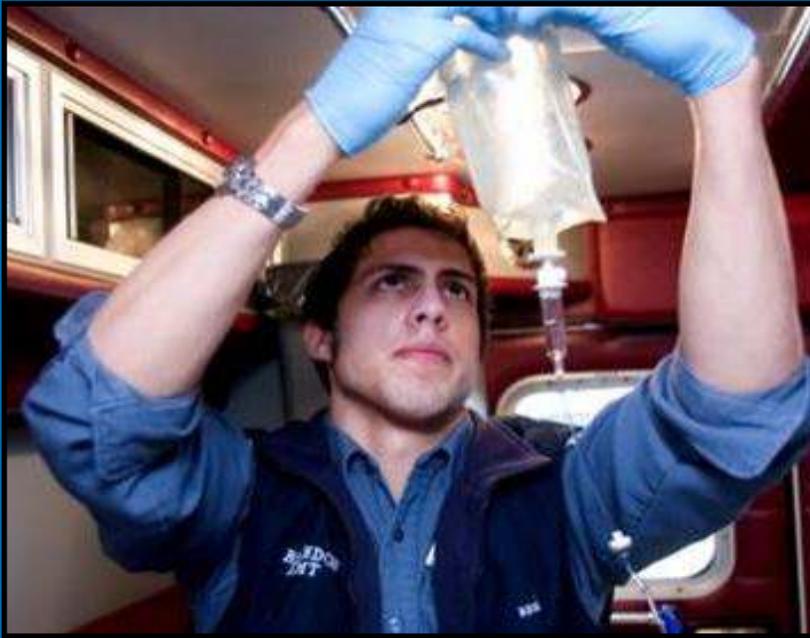


565,000 deaths related to:

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

American Cancer Society





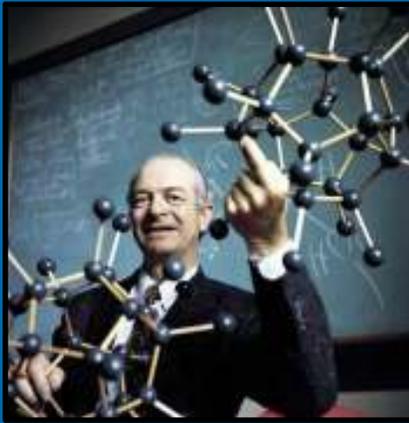
✦ During weight loss, after an injury or an adjustment we release toxins. Water helps flush these toxins.



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

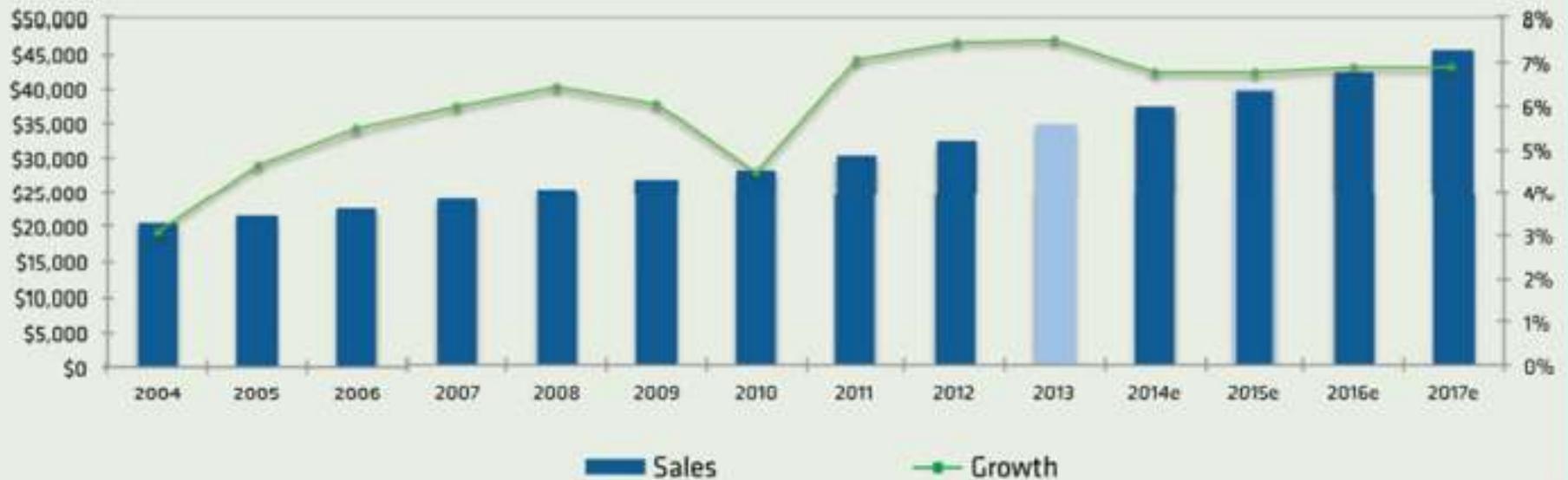
Do you tell your pts to drink water after an adjustment?

Vitamins & Supplements



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

U.S. SUPPLEMENT SALES & GROWTH, 2004-2017E



Source: Nutrition Business Journal estimates (\$mil, consumer sales)

Nutrition Business Journal, July 2014

Cholesterol

Facts

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

Common Presentation

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

Total Cholesterol

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

HDL Cholesterol

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

Nutrition:

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

Coenzyme Q10 > ↑ circulation (60mg/day)

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

Vitamin B complex

Cayenne, goldenseal, hawthorne berries & spirulina

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

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

Fresh juice: carrot, celery & beet.

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

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

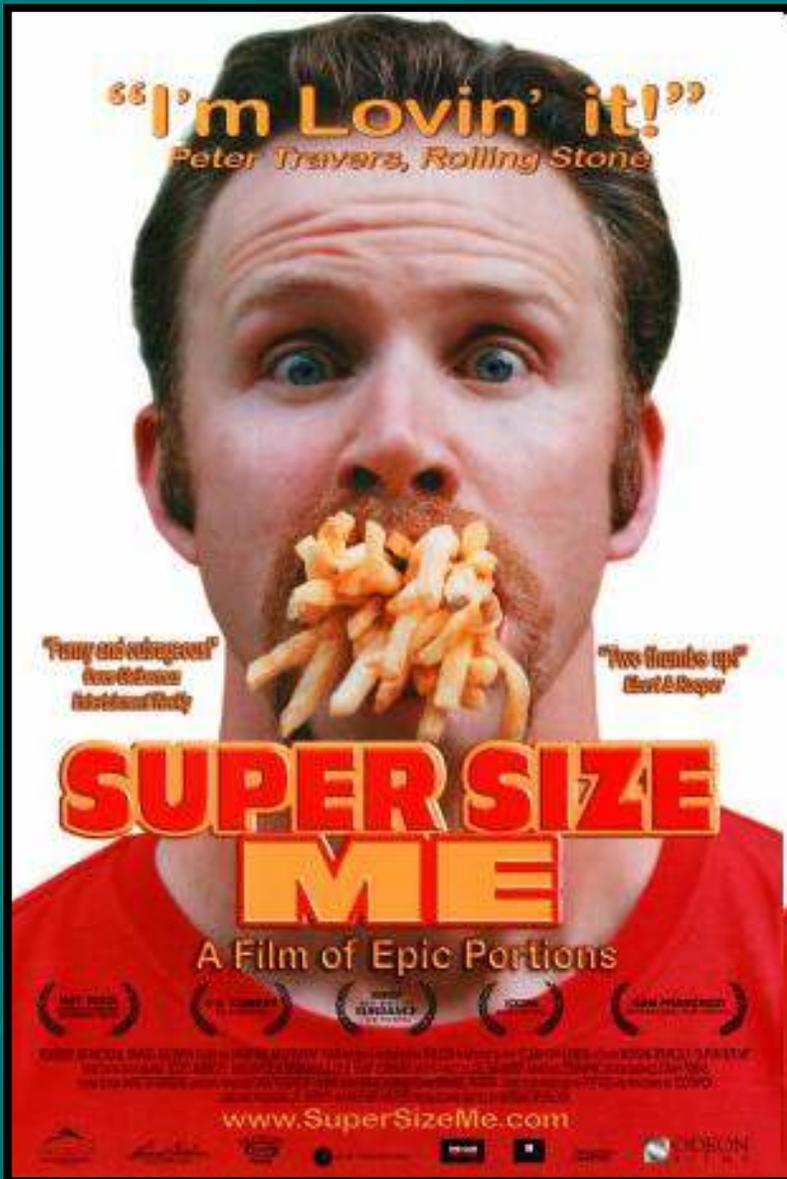
Get regular moderate exercise.

Avoid stress & tension.



McDonald's # of restaurants

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



McDonalds, 2014

Would you like an apple pie with that?

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



How does that Big Mac jingle go?

Since 1970 caloric intake has ↑ 22%

2168 calories/day 1970

2640 calories/day 2010

CDC National Center for Health Statistics, 2010



Joey Chestnut

Matt Stonie

More Than Two Thirds of Americans Are Overweight or Obese

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

JAMA Internal Medicine, Aug 2015



Restricted Calories Benefits The Heart

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

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

Journal of the American College of Cardiology, 2006



Fruit for Kids

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

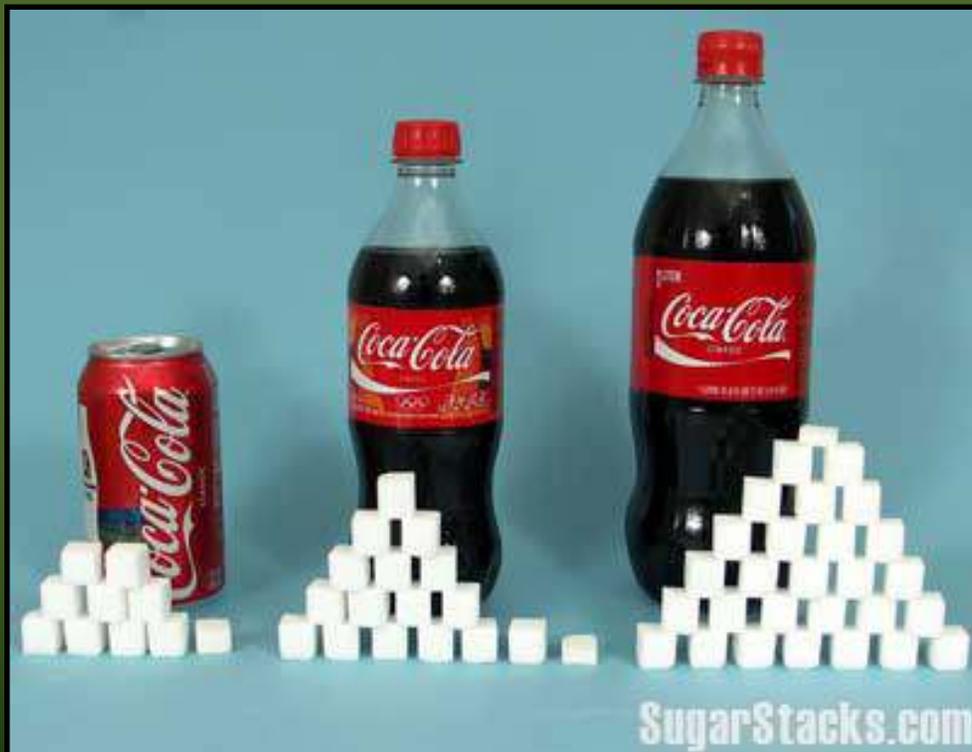
Journal of Epidemiology & Community Health, 2003



Sugar Please?

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

WHO, May 2015



US Diet!

High fructose corn syrup ↑ 10,673% since 1970

25% of calories are added sugars

90% of the food is processed

Journal of Nutrition



*Risky Soda

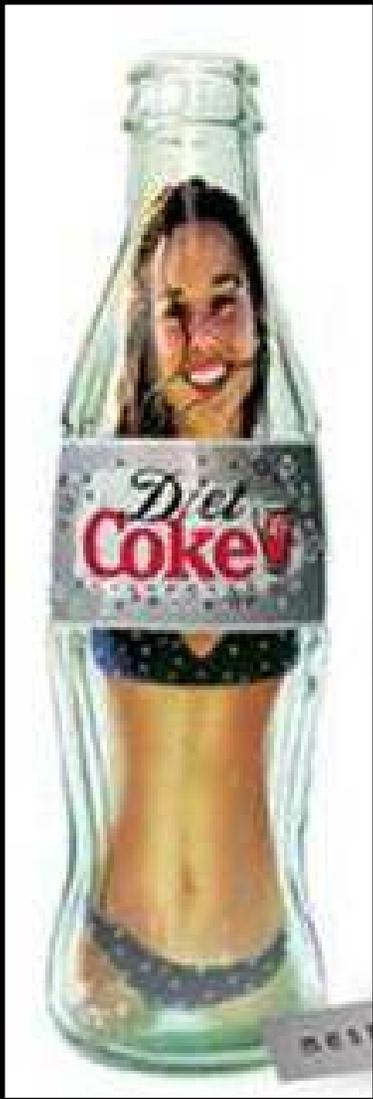
One soda per day:

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

Framingham Heart Study, 2006

40.6 gallons consumed per person,
which weighs 339lbs

Euromonitor International, June 2015



*Soda a Day?

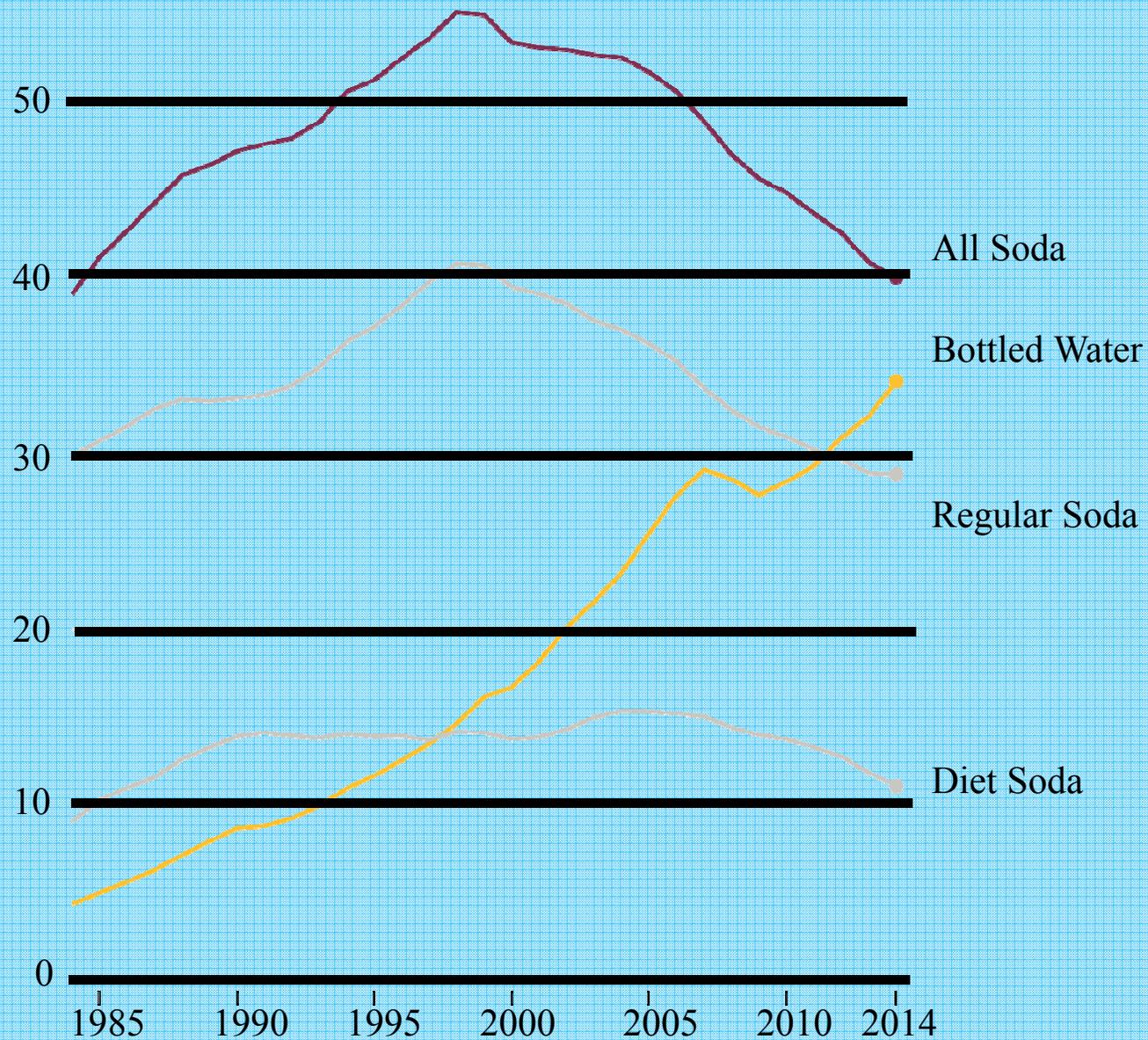


- ☹️ 85% of kids drink at least one soda
- ☹️ 20% drink 4 or more
- ☹️ One soda a day can add 15 lbs to your weight in a year

CDC, 2006

Water Is Gaining on Soda

Gallons per capita



Beverage Marketing Corporation, 2015

Bad Parenting? Child Abuse?

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

American Academy of Pediatrics



IF FOOD PRODUCTS WERE HONESTLY LABELED...

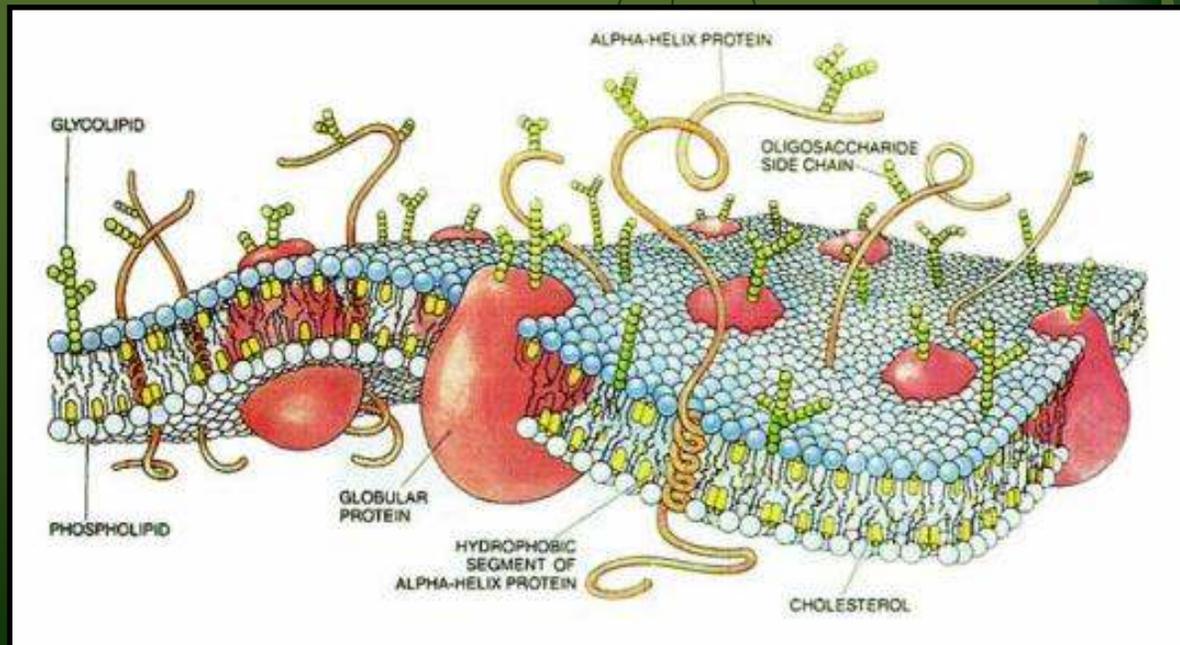


*Reducing Alzheimer's Risk

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

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

Archives of Neurology, 2003



*Fish Protects the Heart

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

1,051,200 beats less a year!

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

About 3% change.

Fish-eaters had:

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

Circulation, Aug 2003



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

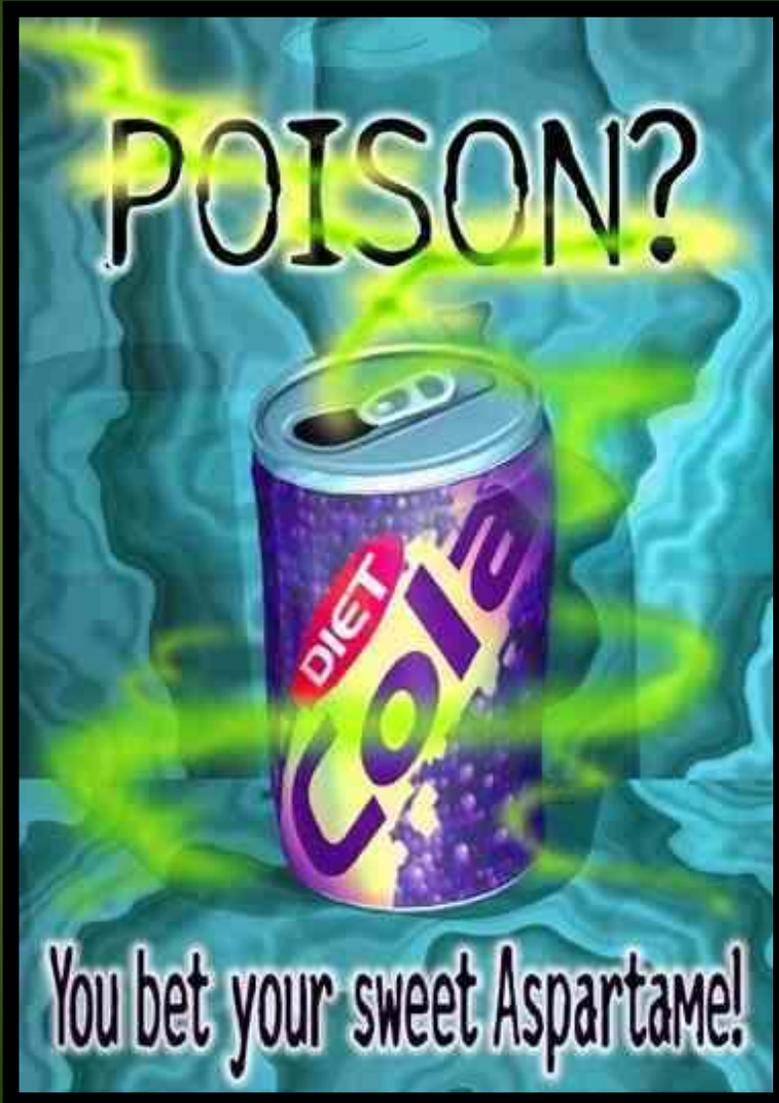
Toxic Food!

Aspartame

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

FDA

**US Dept of Health & Human
Services**



Aspartame Symptoms

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



Chronic Aspartame Illness



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

*Pesticides

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

foodnews.org

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

EPA, 2007



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

EPA, 2007



Pesticides contribute to:

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

EPA, 2007



What's Organic? **USDA**

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

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

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

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

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

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

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

Senate Document No. 264, 1936





GMO's



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

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

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

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

Whole Foods Magazine, 2008

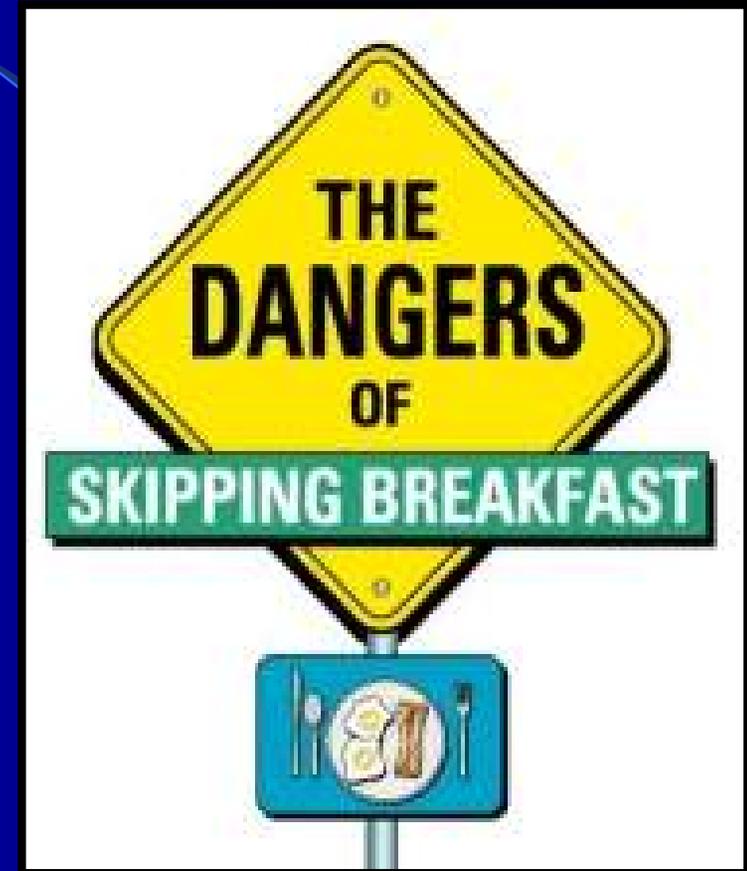
*Breakfast to Stay Slim

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

Children's Hospital in Boston, 2003

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

Medical College of Cornell University



How Many Meals?

The ideal diet is 4-6 small meals.

Not eating for long periods can lower your metabolic rate 10-20% preventing the use of 250-300 calories a day.

Dr. Sears, The Zone



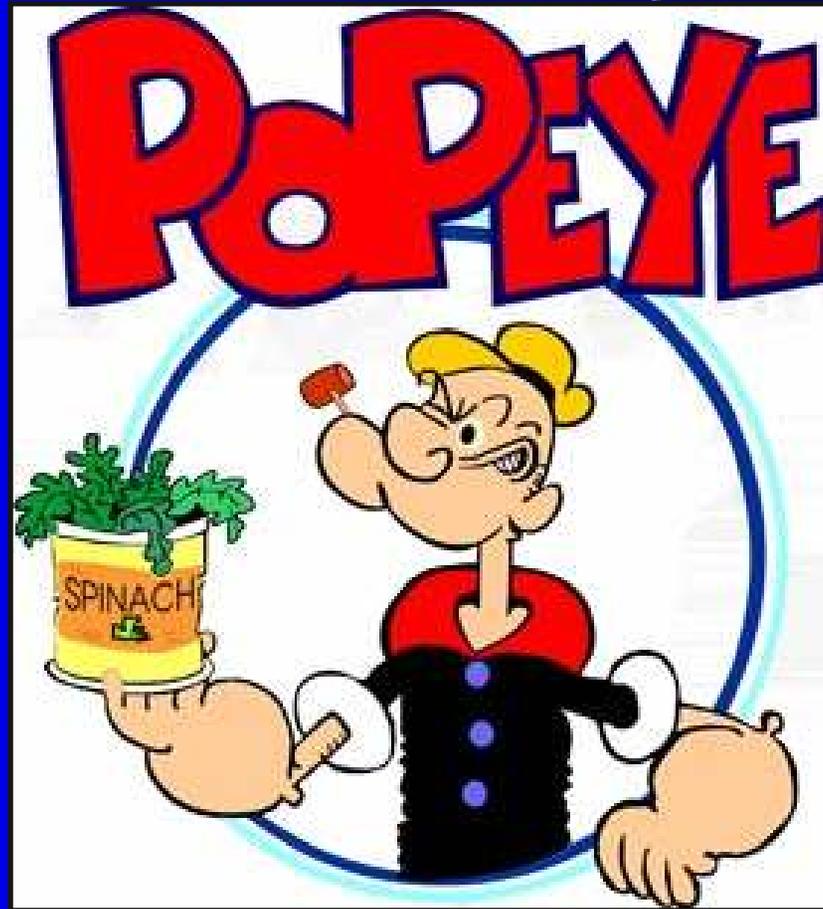
Crash Diets, Atkins, Sears, South Beach, Fit for Life, Grapefruit diets...



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

10 Reasons To Eat Veggies

10 Tips To Healthy Eating



backtochiropractic.net

Free Materials

2nd Factor of Wellness

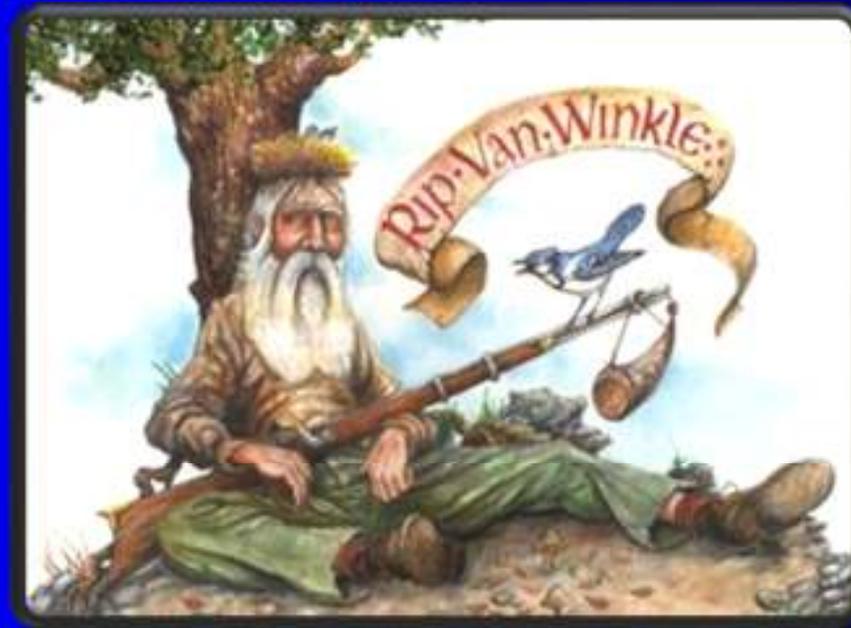
Rest



Insomnia

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

Consumer Health Sciences, 2008



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

More Sleeping Pills....

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

*** \$3.6 billion spent**

IMS Health, 2007

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

drugs.com, 2011

Children's Sleeping Problems

*** 18.6 million doctor visits**

*** 81% were given a prescription**

Sleep, 2007

Sleep Is Money

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

American Insomnia Study, 2011



Sleep or Gain Weight

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

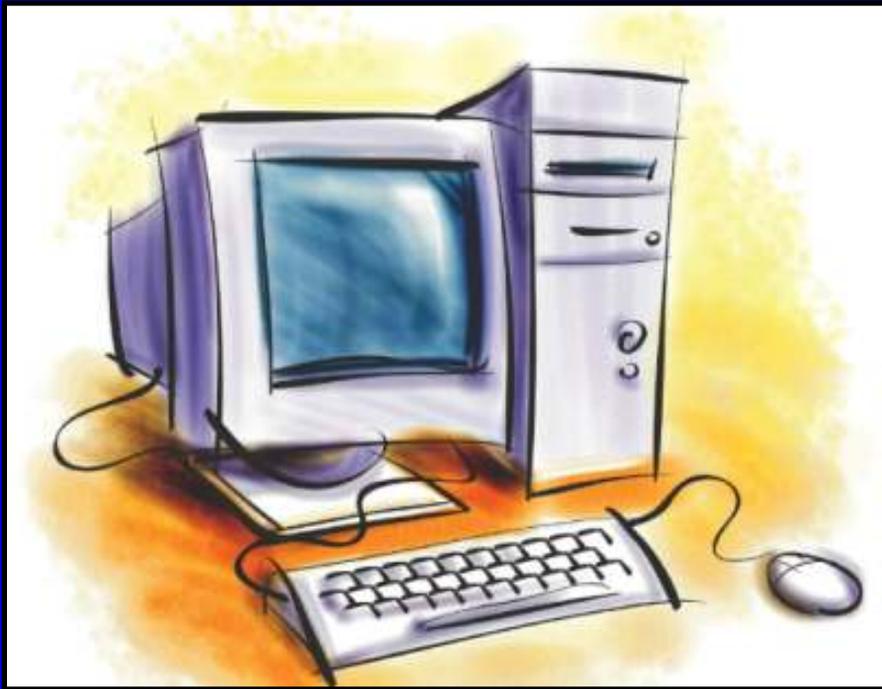
The weight gain was due to a metabolic change.

Reuters, 2006



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

American College of CHEST Physicians, 2010

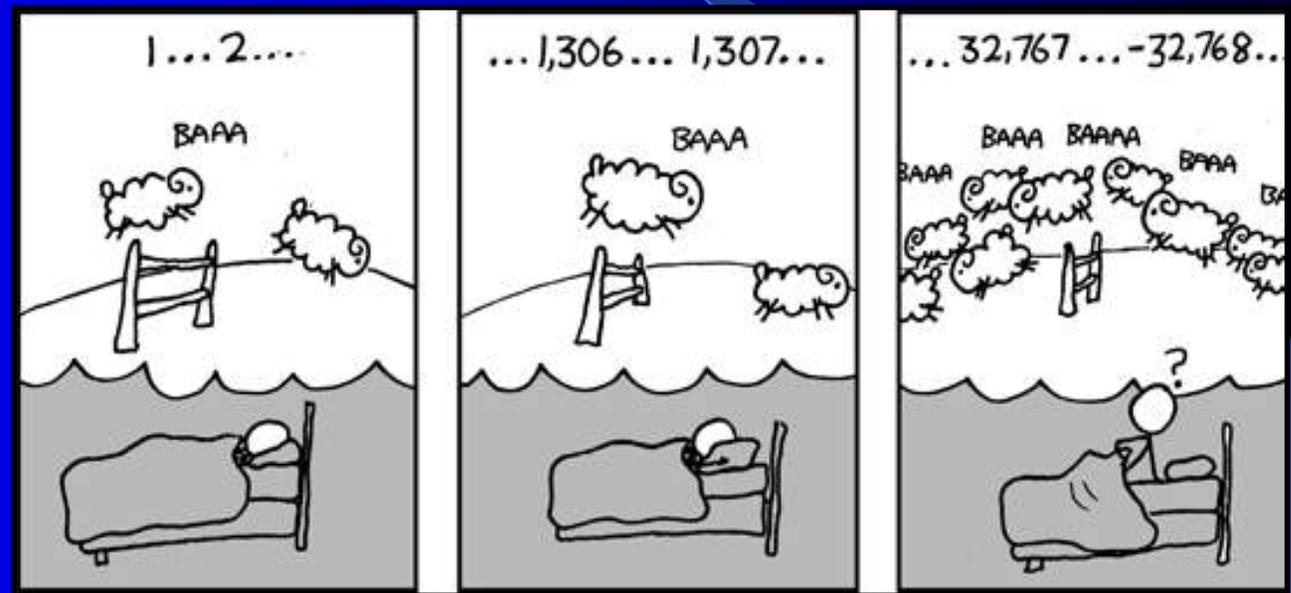


Naps for the Heart
Those who napped
30 mins, 3x/wk,
were 37% less likely
to die from a heart
problem.
Archives of Internal Medicine,
2007



Top 10 Health Benefits of a Good Night's Sleep

A Better Night's Sleep Without Pills



backtochiropractic.net

Free Materials

Activity #7 So We Are Not Perfect!

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

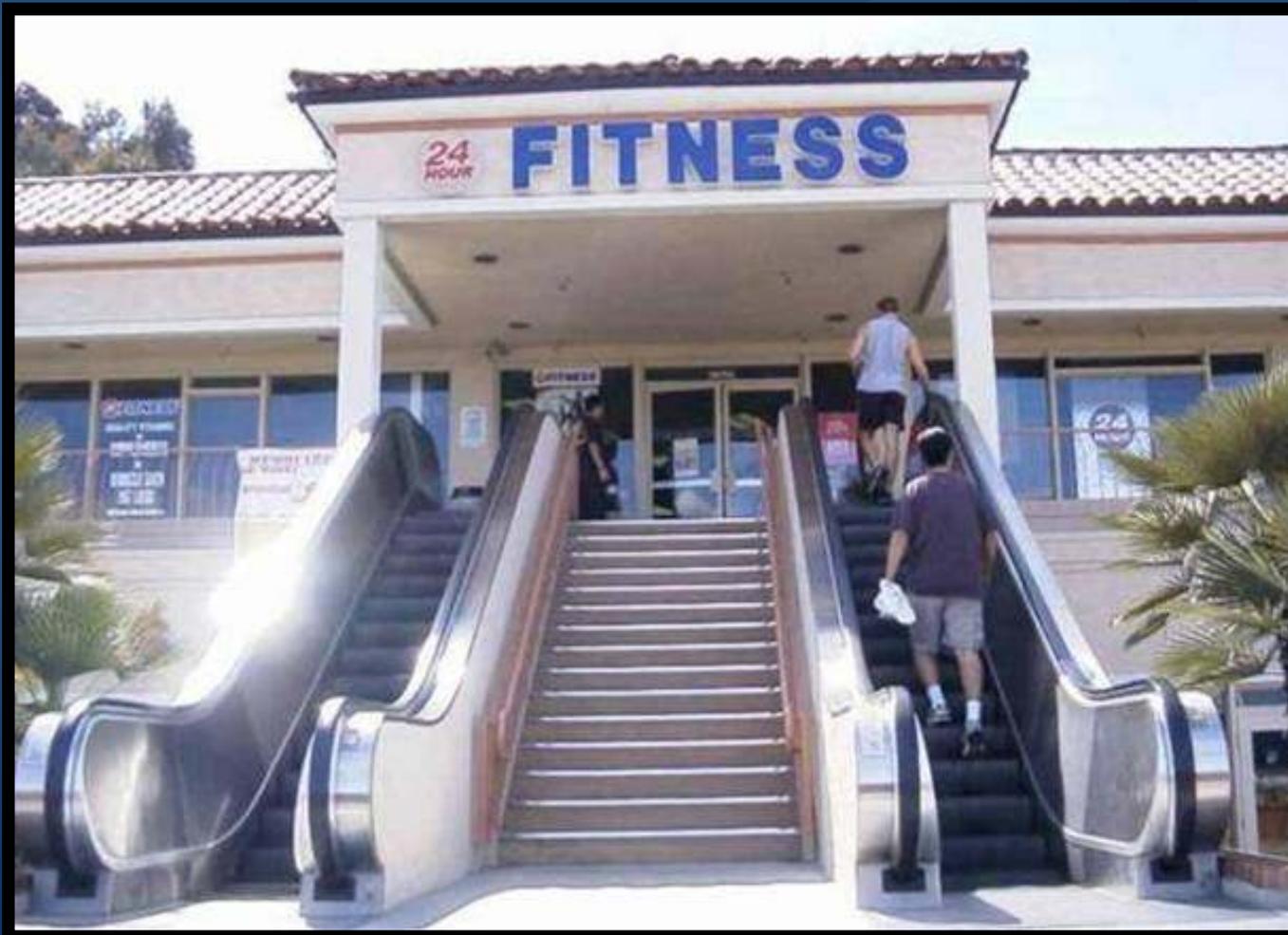
Try it. Focus on one of your flaws and try changing it over the next few weeks. Hopefully you can. Most often we struggle.

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

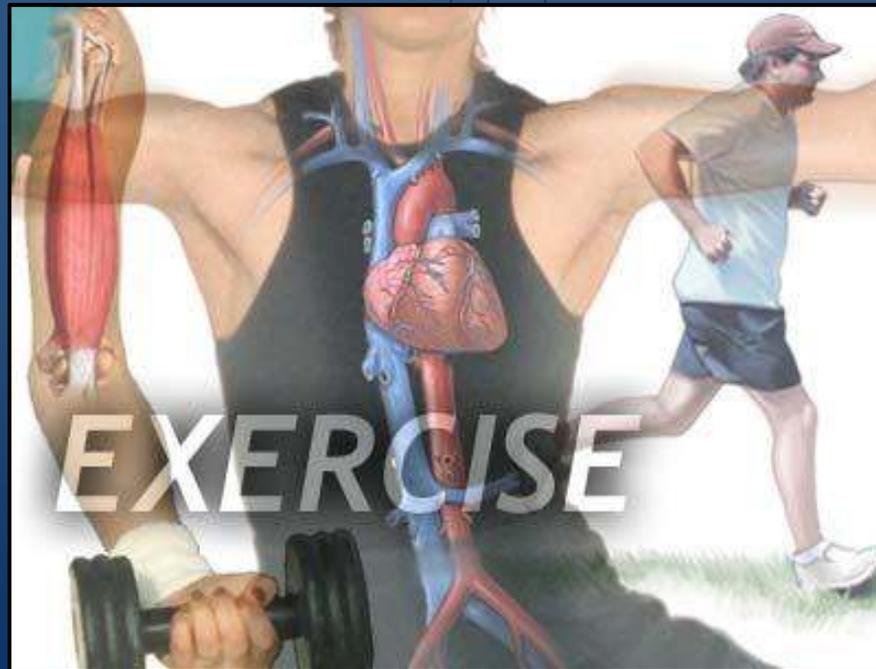


3rd Factor of Wellness

Exercise



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



No Time?

***Current recommendations:**

30 mins of exercise 5 days/wk.

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

30 mins is 2% of a day!

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



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



Cardiovascular Disease

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

American Heart Association, 2011



Blood Pressure

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

American Heart Association, 2011



*Exercise for Hypertension

Those who exercise 60-90 mins per wk:

↓ systolic pressure by 12 pts

↓ diastolic pressure by 8 pts

American Journal of Hypertension, 2003



*Adjustments ↓ BP

14.7 pts systolic

13.0 pts diastolic

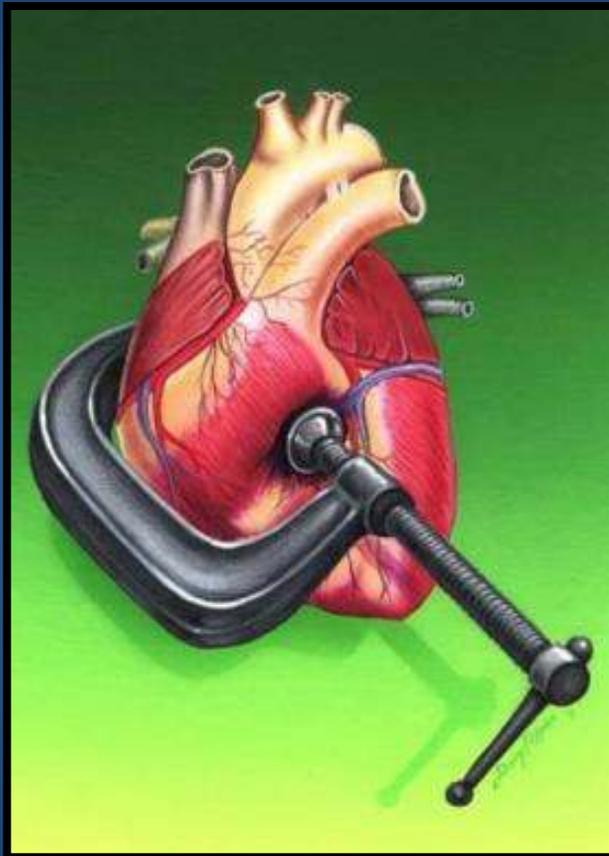
5 mins after the adjustment

JMPT, 1988



Do your pts know this?

Hypertension



High Blood Pressure - Managed Naturally

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

Nutrition:

Calcium > 1500-3000 mg/day

Magnesium > 750-1000 mg/day

Potassium > as directed on label

Selenium > 200 mcg/day

Deficiencies linked to high BP

Coenzyme Q10 > ↑ circulation (label)

Coenzyme A > works well with CoQ10 (label)

Garlic > ↓ BP (2 capsules 3x/day)

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

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

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

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

Hops & valerian root > calms nerves

Suma tea > 3 cups/day

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

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

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

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

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

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

Regular light to moderate exercise.

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



Watch Your Weight!

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

Scientific American, 2011



An Expensive Meal!

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

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

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

CDC & WHO, 2009



Surgeon General:

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

CDC, 2006



Type II Diabetes Worldwide!

366 million diabetics

4.6 million deaths a year

one person dies every 7 seconds

Health care bill: \$465 billion

Diabetes Atlas, Nov 2011



Type II Diabetes Rates

Fueled by obesity rates & sedentary lifestyles.

9.3% or 29.1 million people in

US have type II diabetes

86 million have prediabetes

\$245 Billion in total medical costs

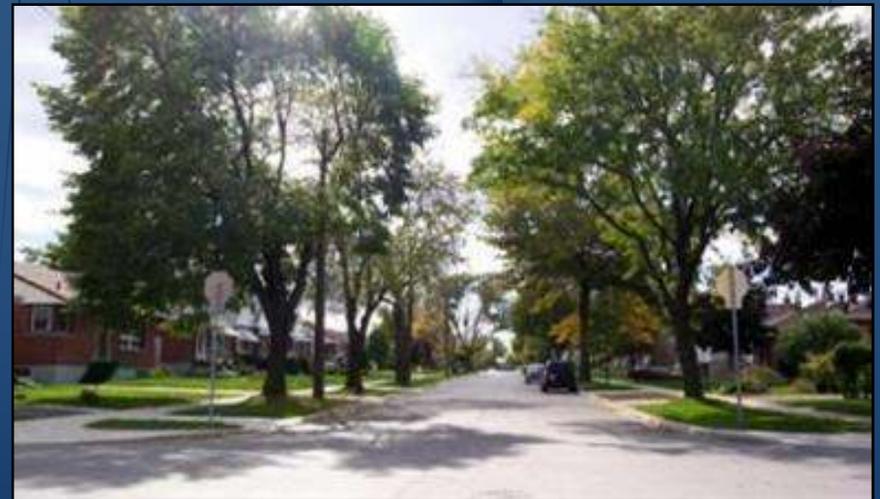
National Diabetes Statistics Report, 2014



Couch-Potato Kids

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

American Journal of Preventive Medicine, 2007



The average American watches:

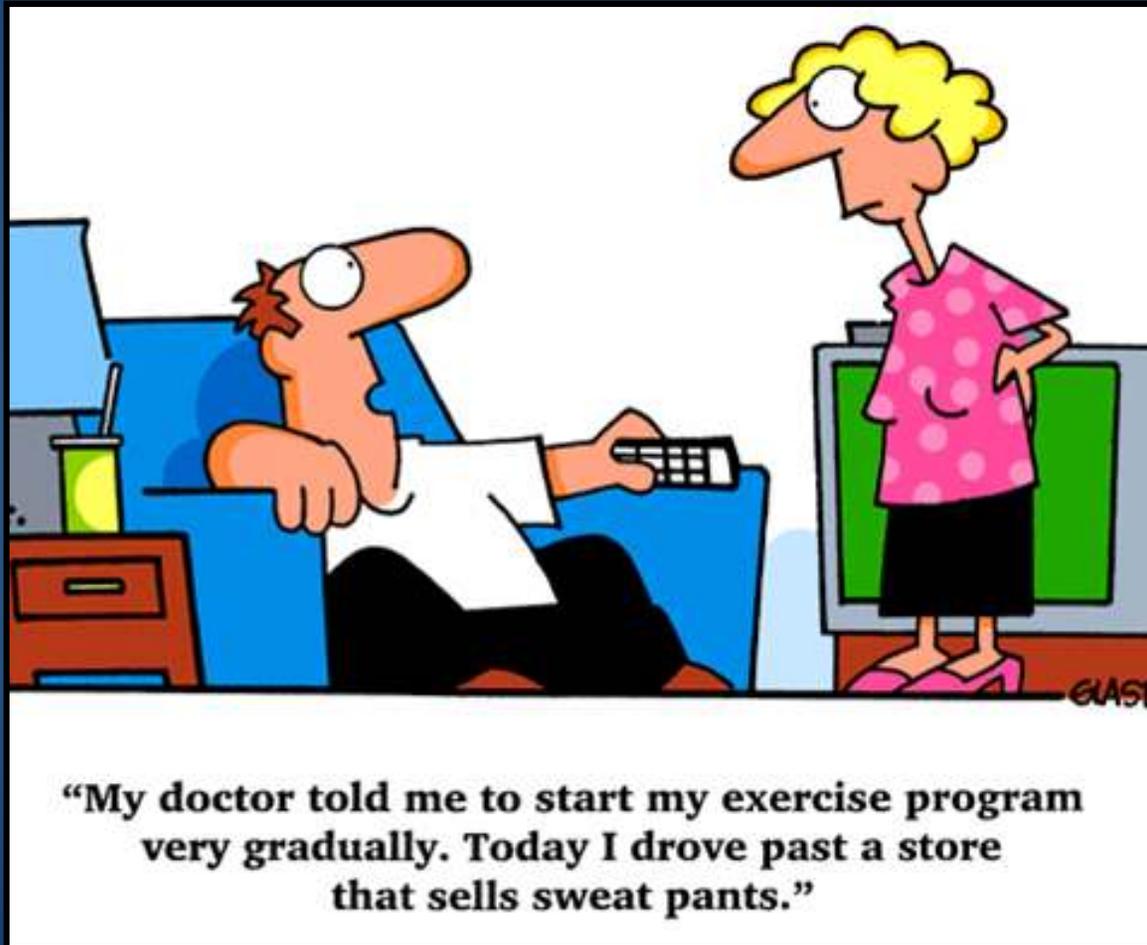
- 4 hours of TV a day
- 28 hours a week
- 1456 hours a year (almost 75% of a full-time job)
- 2 months of nonstop TV a year
- In a 65 year life, 9 years are lost watching TV

A.C. Nielsen Co, 2011



How to Motivate Patients To Exercise

Top 15 Benefits of Exercise



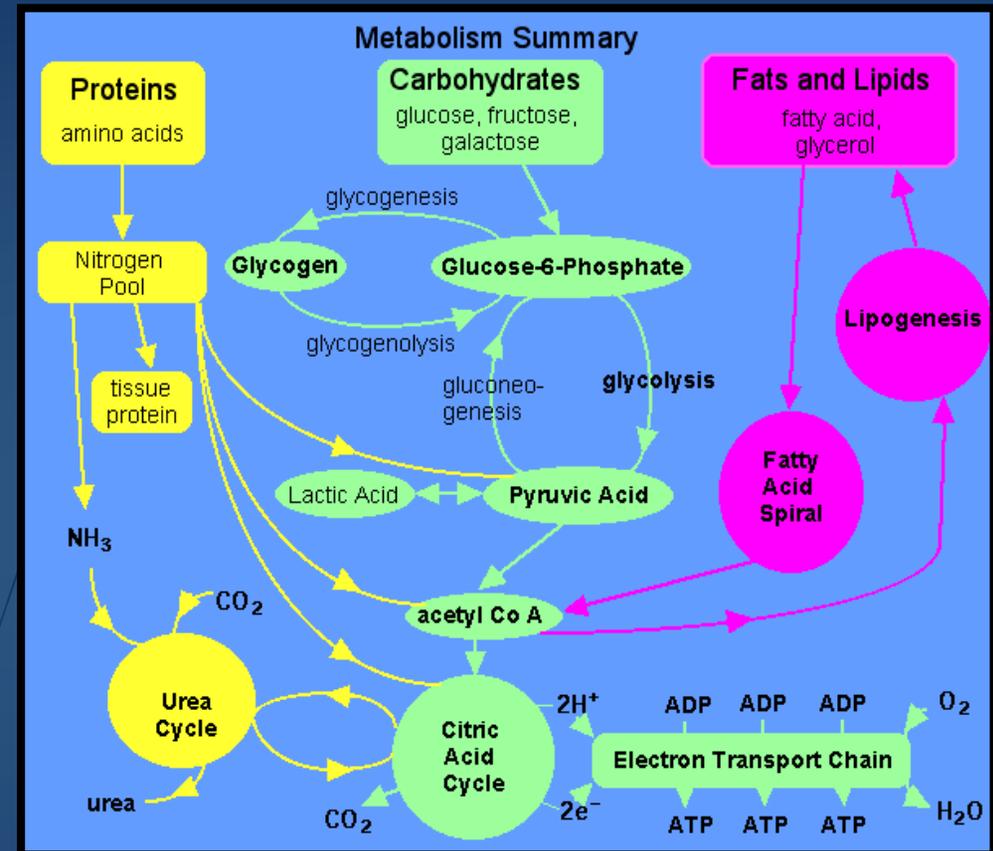
Start patient clubs weight loss, walking

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Metabolism...

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



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



Exercise for Alzheimer's

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

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

Archives of Neurology, 2011



Kozo Haraguchi

Quick Healer

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

Ohio State University, Jan 2006

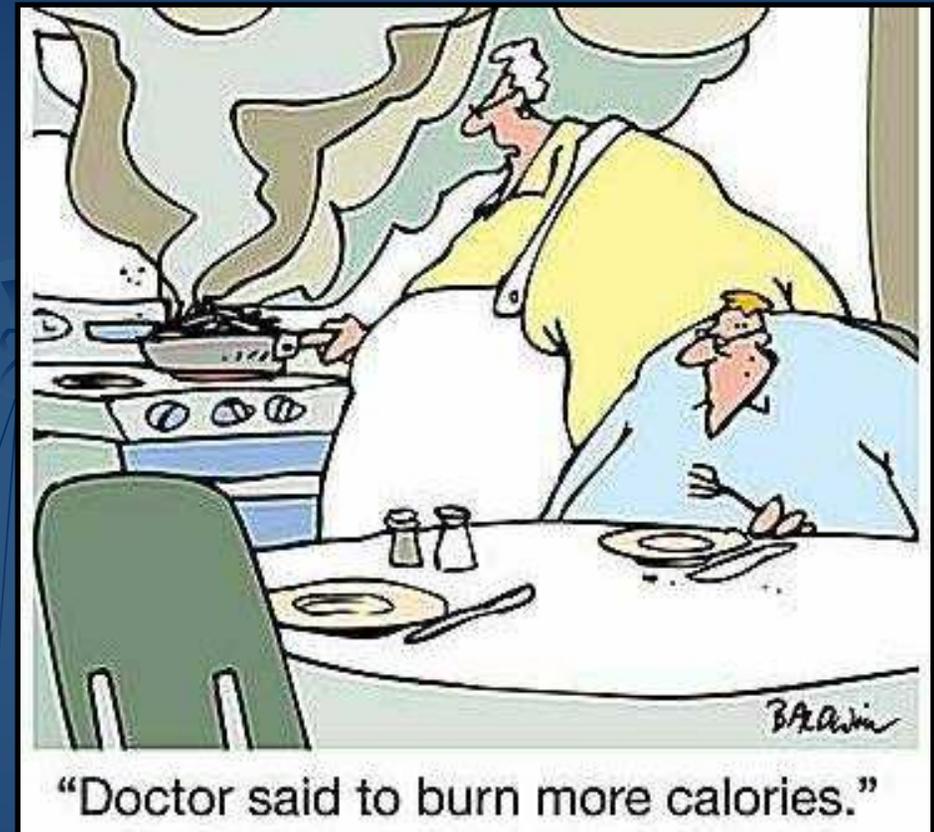


Burn Calories Live Longer

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

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

**National Institute on Aging,
Oct 2006**



***Never Too Late!**

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

University of Heidelberg, 2006



Just Good For You!

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

Framington Heart Study



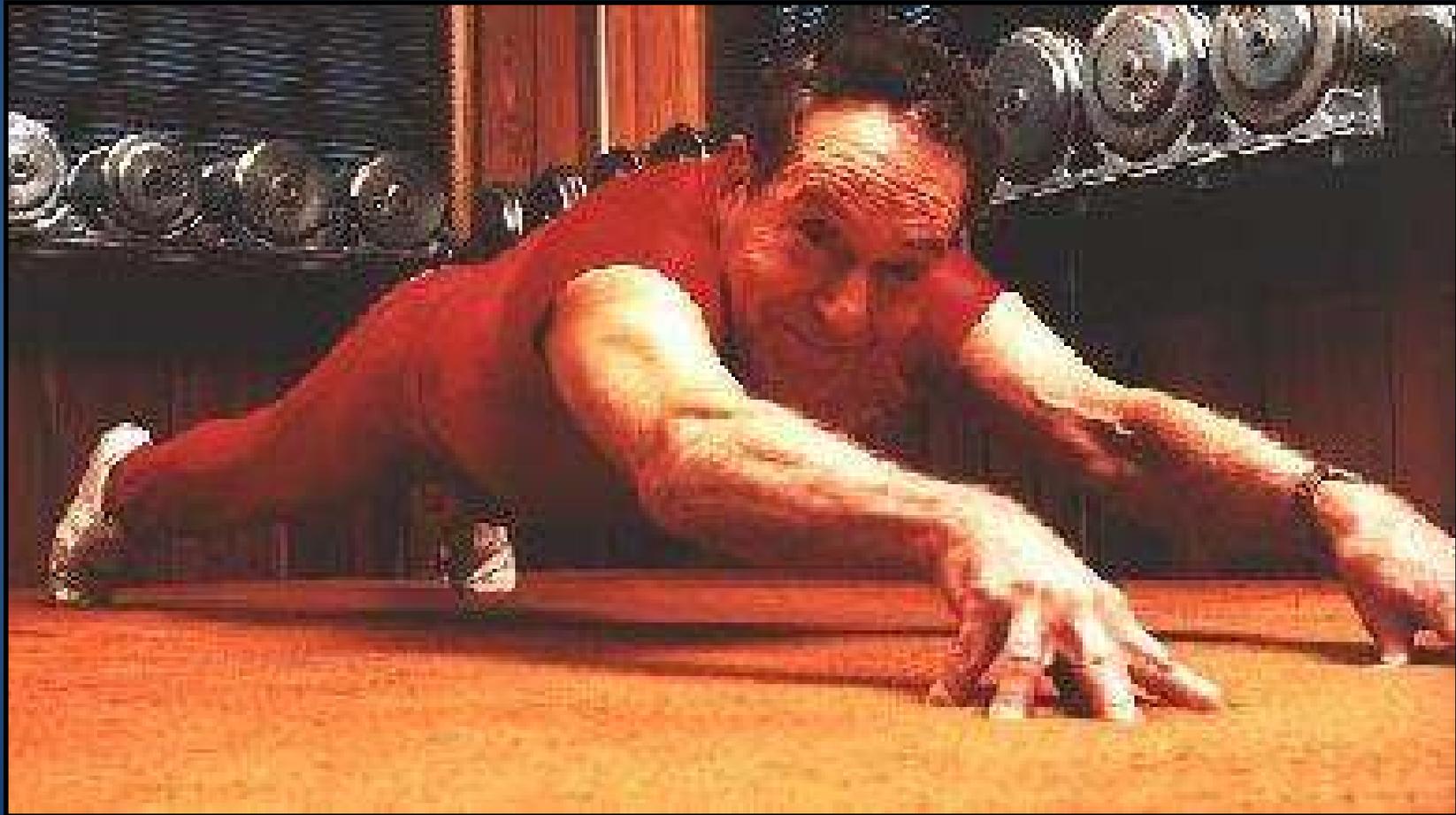
“Failure to exercise a minimum of 3 times per week for at least 30 minutes in duration each time is the equivalent of smoking one pack of cigarettes each day.

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

Surgeon General, July 11, 1996.



Top 10 Reasons To Strengthen Muscles



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4th Factor of Wellness

Mental Attitude



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



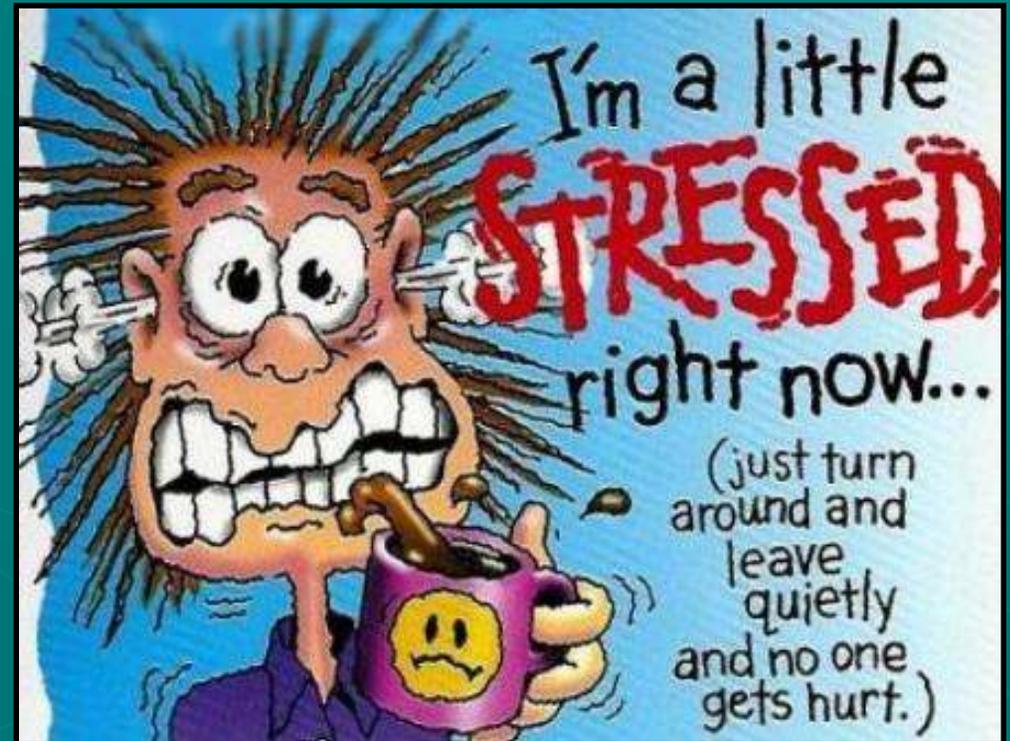
Stressed Americans!

US Ranked:

5th highest for stress

33rd in smiling

Time, 2010



The Important Things In Life

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

A professor stood before his philosophy class and had some items in front of him. When the class began he picked up an empty mayonnaise jar and proceeded to fill it with golf balls. He then asked the students if the jar was full. They agreed that it was.

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

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



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

Please recognize that this jar represents your life.

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



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

Play with your children. Take time to get medical checkups. Take your partner out to dinner. There will always be time to clean the house, and fix the disposal. Take care of the golf balls first, the things that really matter. Set your priorities. The rest is just sand.



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



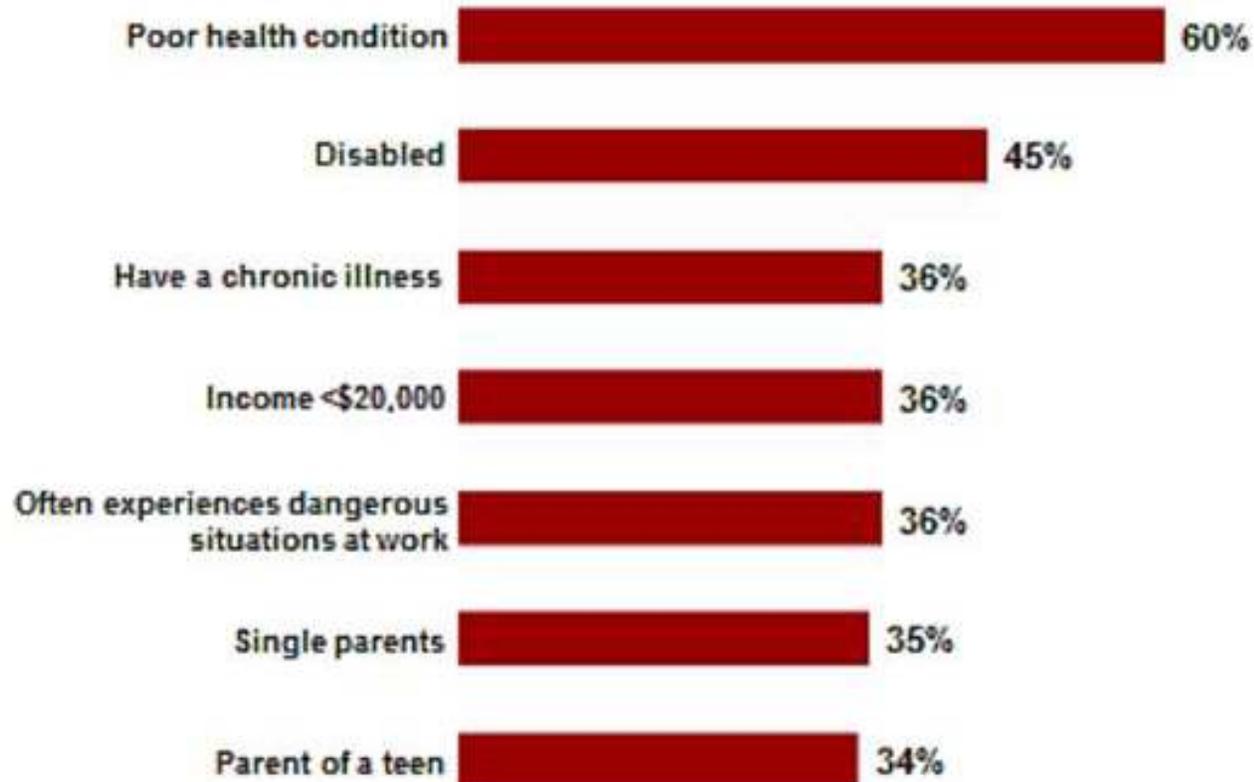
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Groups Experiencing High Stress Levels in the Past Month

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



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

NPR/ Robert Wood Johnson Foundation/ Harvard School of Public Health: The Burden of Stress in America, March 5- April 8, 2014

Harvard School of Public Health, April 2014

Stressed Out!

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

90% of all disease is stress related

American Institute of Stress, 2011



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

National Institute for Occupational Safety and Health, 2011

Stress is responsible for:

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

American Institute of Stress, 2006



Work stress increases:

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

Luminari Landmark Study, 2004



Stress Is A Killer!

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

CDC, 2011



Stress Stats

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

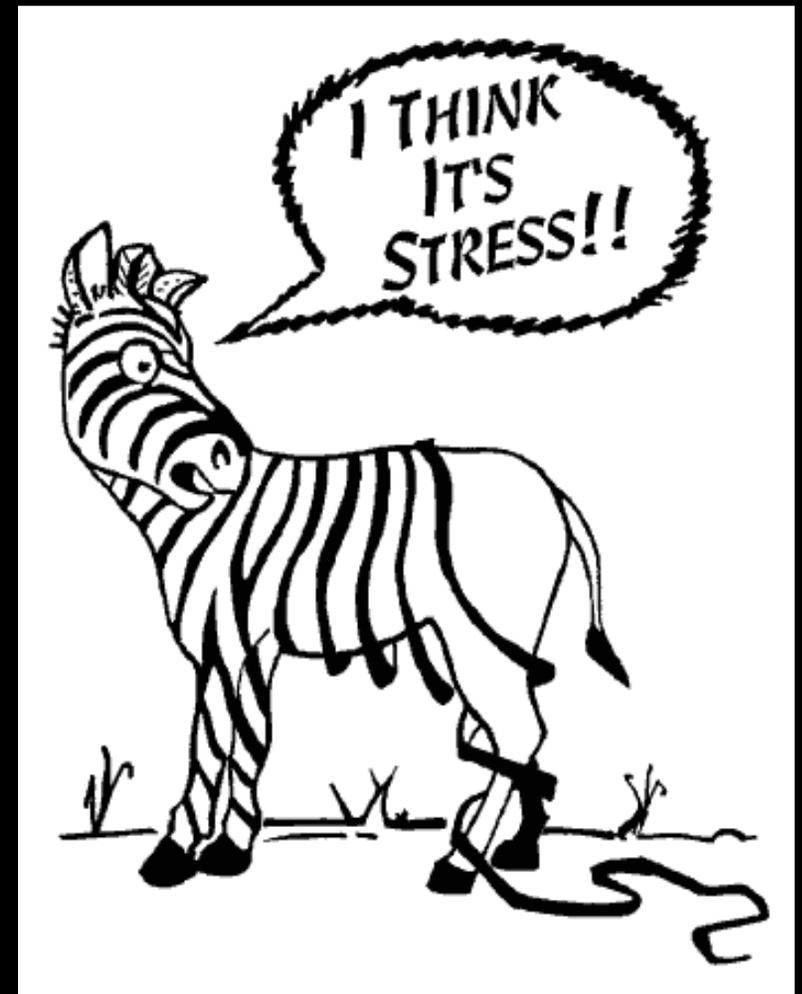
- **77% experience physical symptoms**
- **73% experience psychological symptoms**
- **33% feel they are living with extreme stress**
- **48% feel their stress has ↑ in the past 5 years**



Stress Stats

Physical symptoms of stress:

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



Stress Stats

Psychological effects of stress:

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

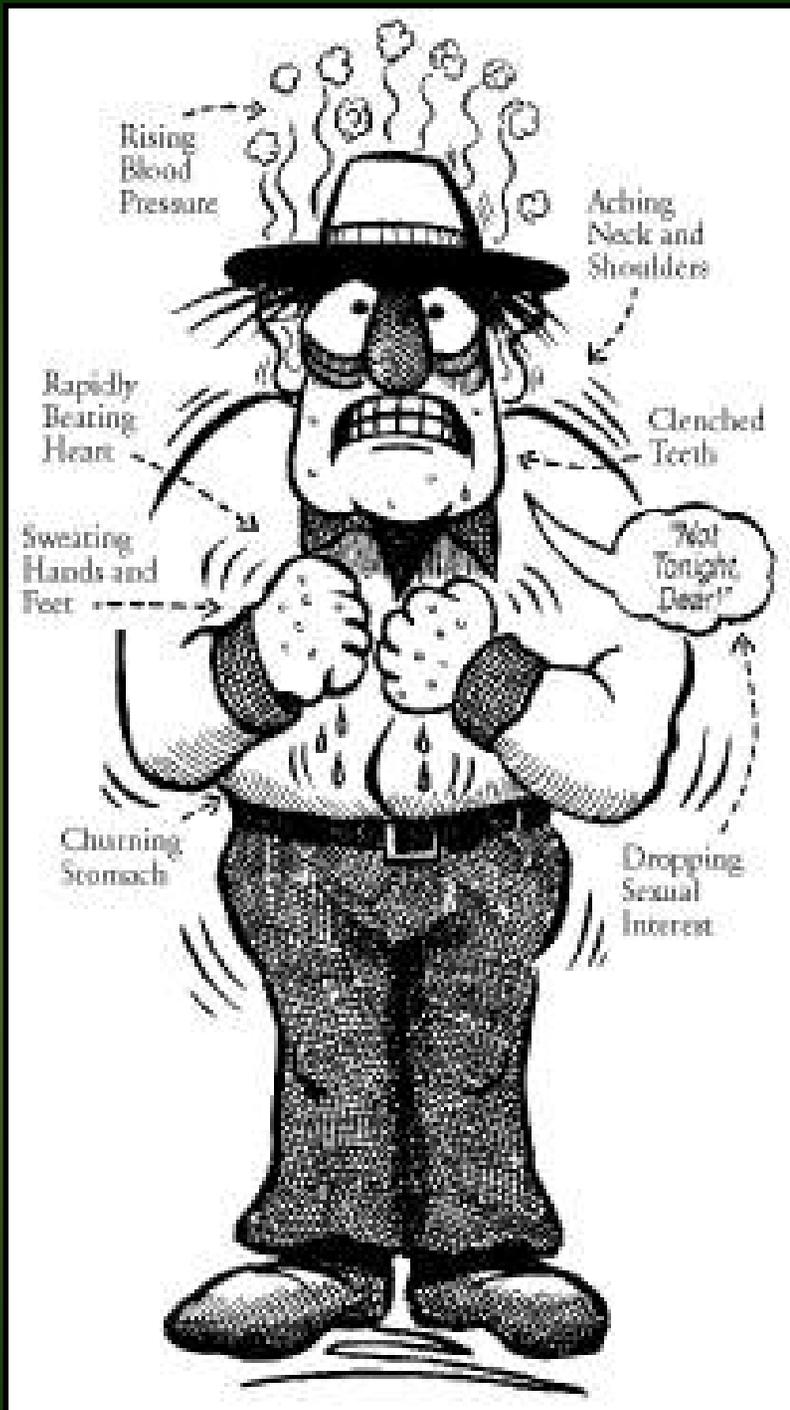


Stress impacts lives in a dramatic way:

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

American Psychological Association, 2007



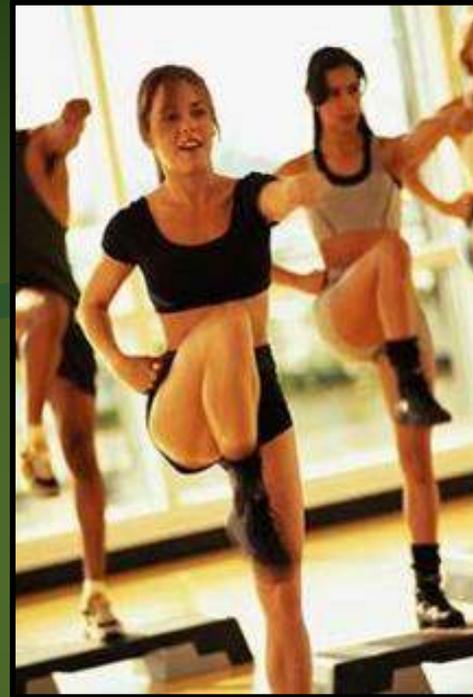


Stress symptoms:
tight shoulders,
digestive upset,
recurring headaches,
↑ **tendency to lose**
temper or become upset.
Stretching, breathing,
relaxation & meditation
are effective in
managing stress.

*Exercise Instead of Medication

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

Psychosomatic Medicine, Sept 2007

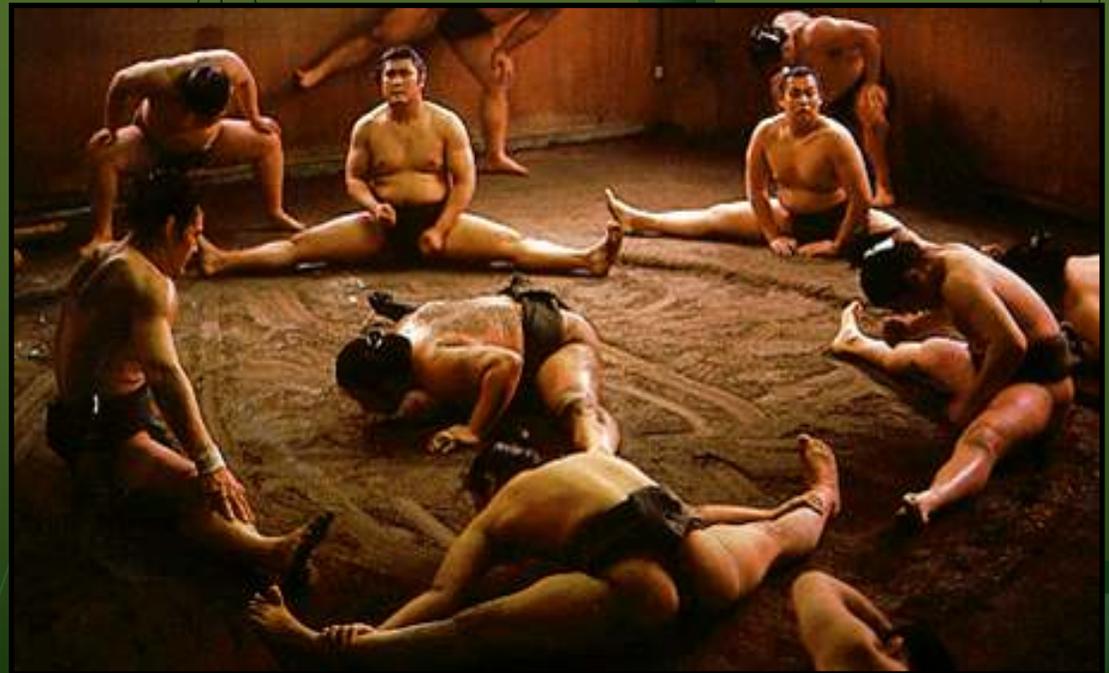


***Calm Down With Stretching**

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

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

Hutchinson Cancer Research Center, 2006



Simple Ways to Decrease Stress

Relax Your Body

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

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

Refresh Your Mind

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

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

Rejuvenate Your Spirit

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

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

Stress-Free Activities

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

Stress Reduction Kit



Directions:

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

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More Ways To Decrease Stress!

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

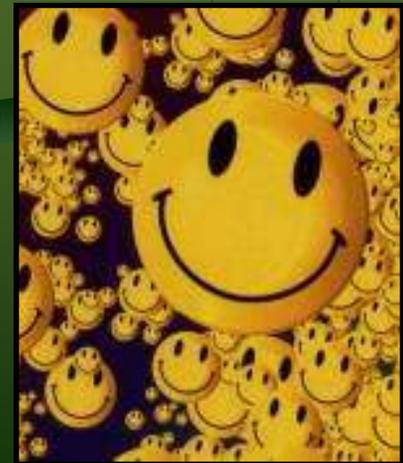
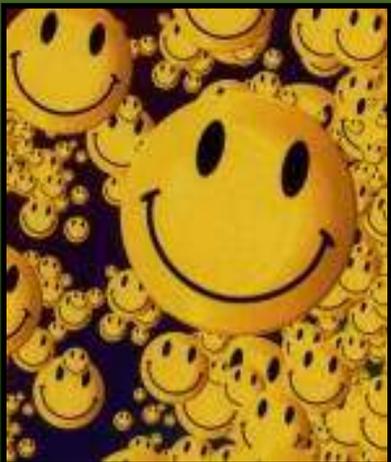


I'll be happy when...

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

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



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



So stop waiting

Until your car or home is paid off.

Until you get a new car or home.

Until your kids leave the house.

Until you go back to school.

Until you finish school.

Until you lose or gain 10 lbs.

Until you get married or divorced.

Until you have kids.

Until you retire.

Until summer, spring, winter or fall.

Until you die.

Until this seminar ends.



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

I just did!



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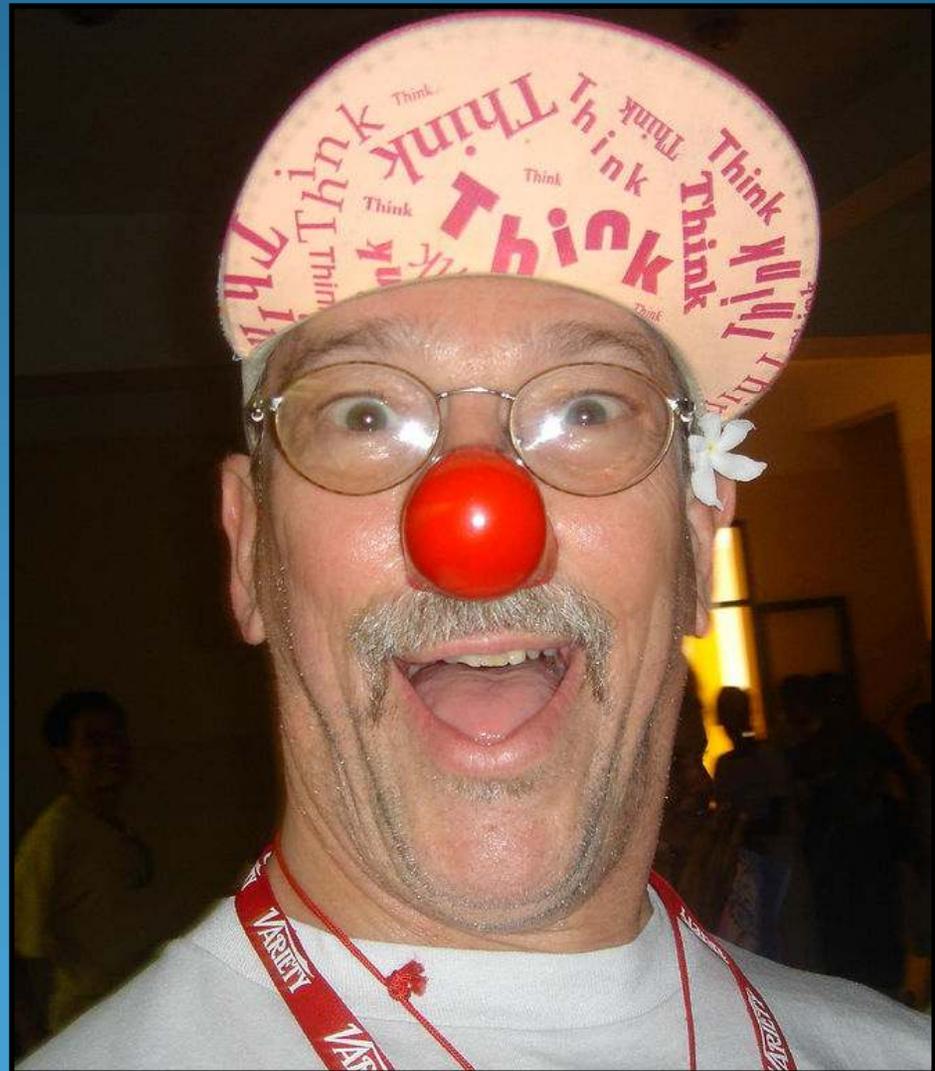
Choose to Be Happy!

Patch Adams

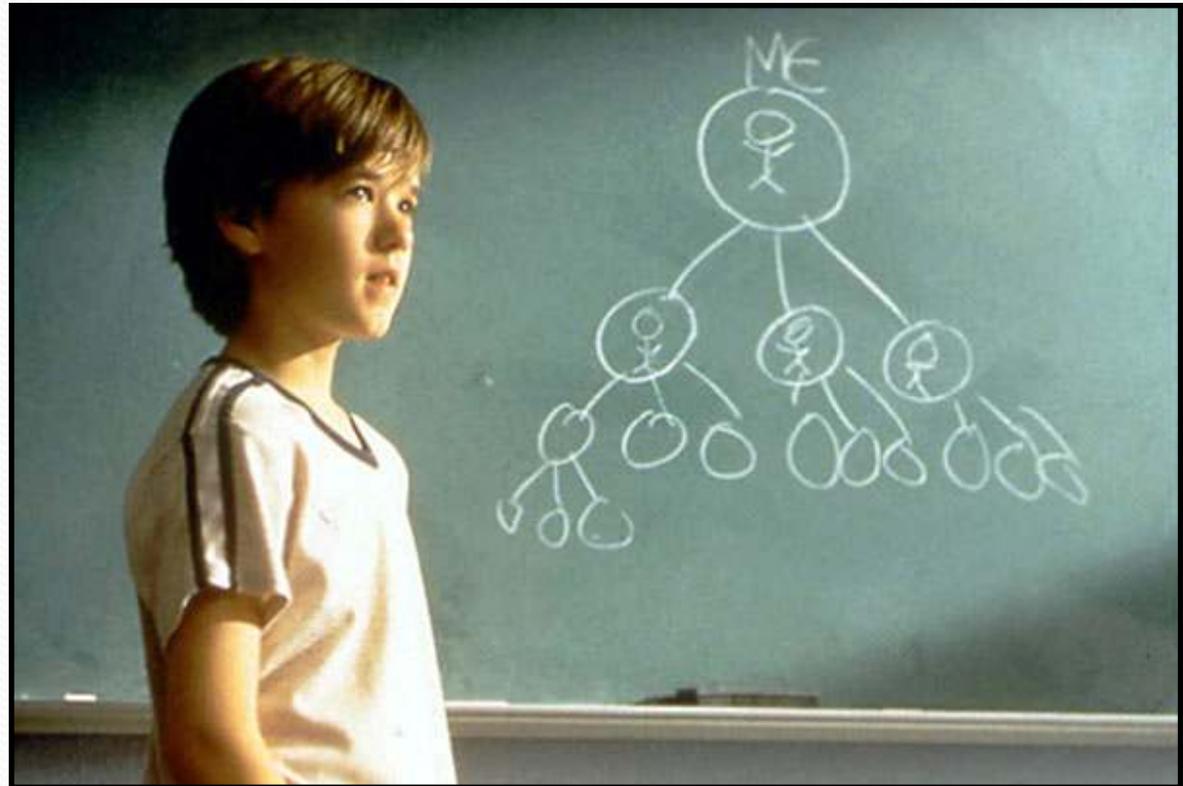
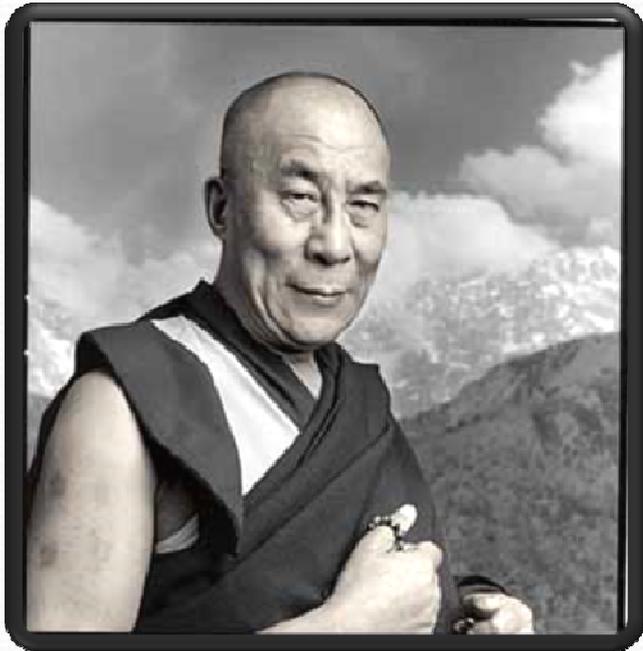


“Laughter ↑ secretion of catecholamines & endorphins, which ↑ oxygenation of the blood, relaxes arteries, ↑ heart rate, ↓ BP, which has a positive effect on all cardiovascular & respiratory ailments, as well as ↑ immune system response.”

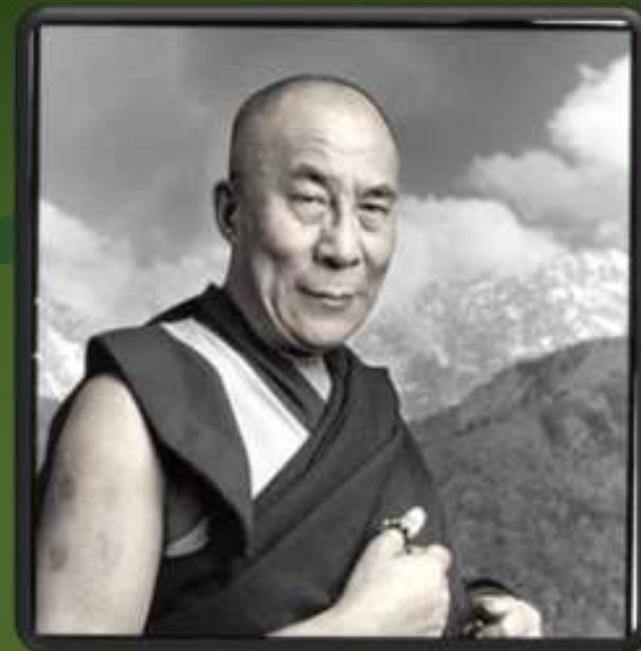
From the movie *Patch Adams*



Pay It Forward ~ Good Deeds



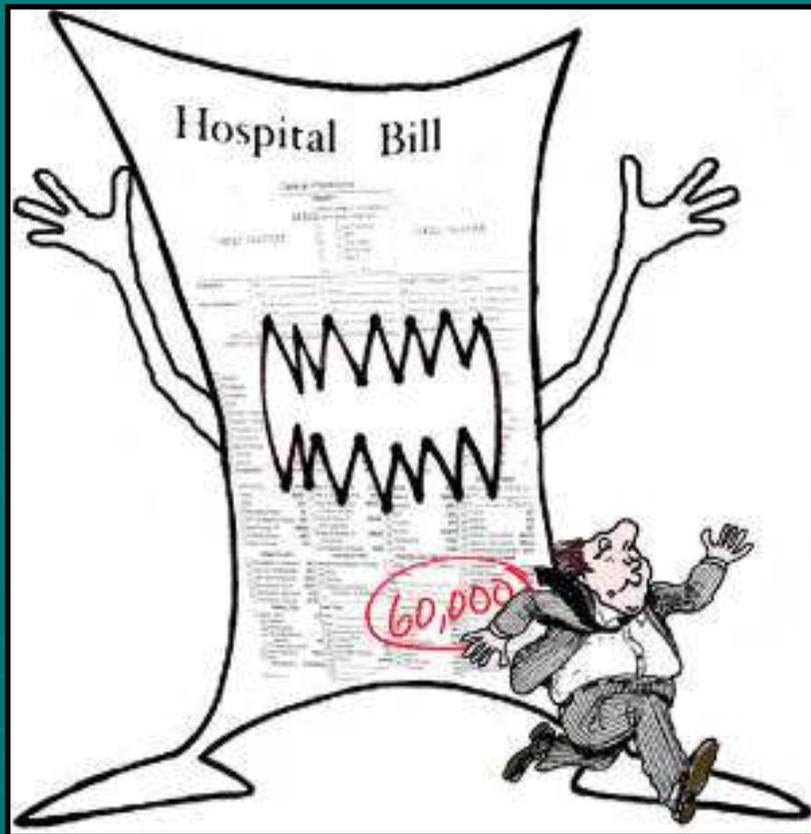
**“If you have fear of some
pain or suffering,
you should examine
whether there is anything
you can do about it.
If you can, there is no need
to worry about it;
if you cannot do anything,
then there is also no need to
worry.”**



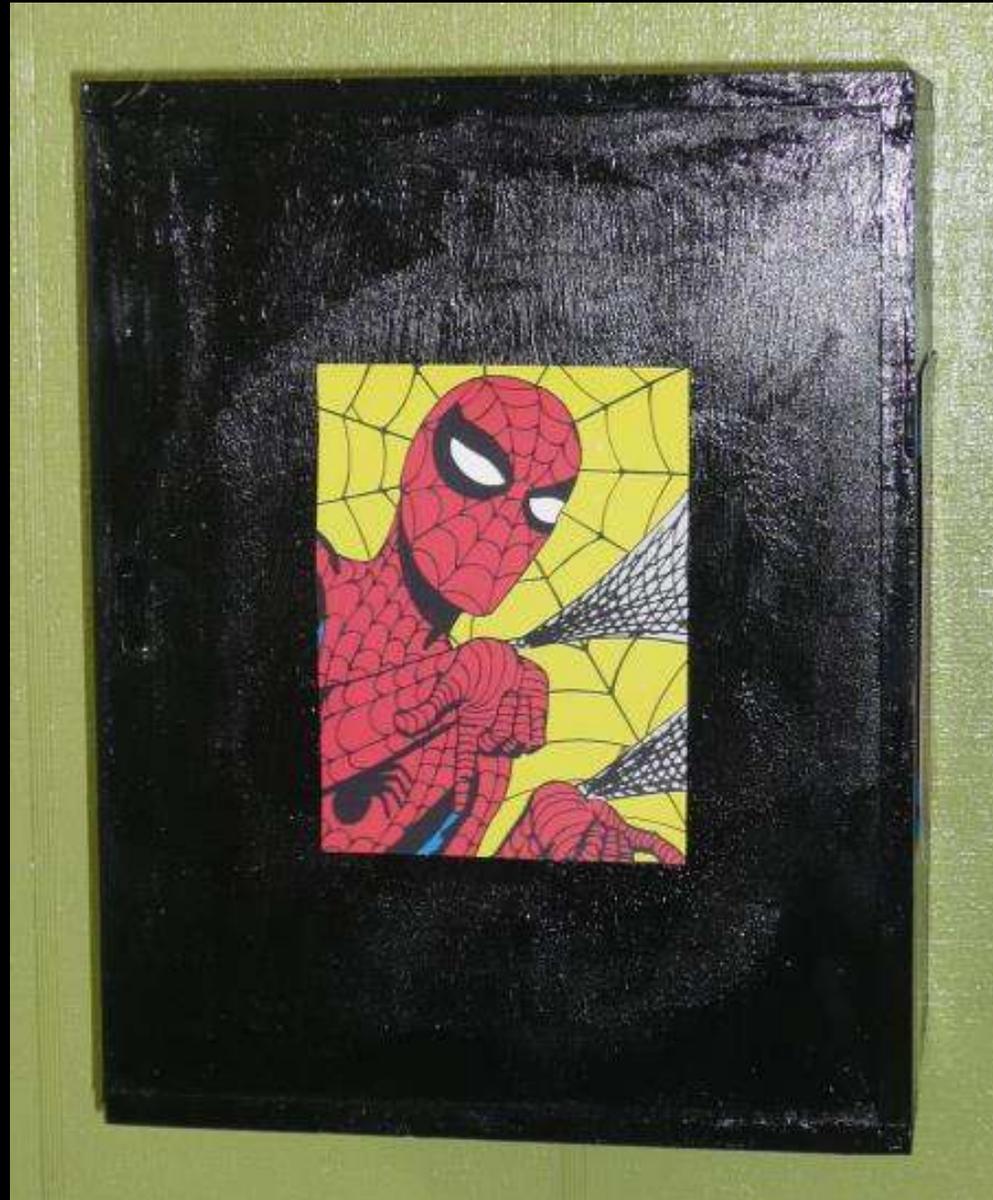
Dalai Lama



Healthy Insurance?



Pricing?



US Income Breakdown

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

US Health Care Expenditures

\$2.5 trillion 2009

\$714 billion 1990

\$253 billion 1980

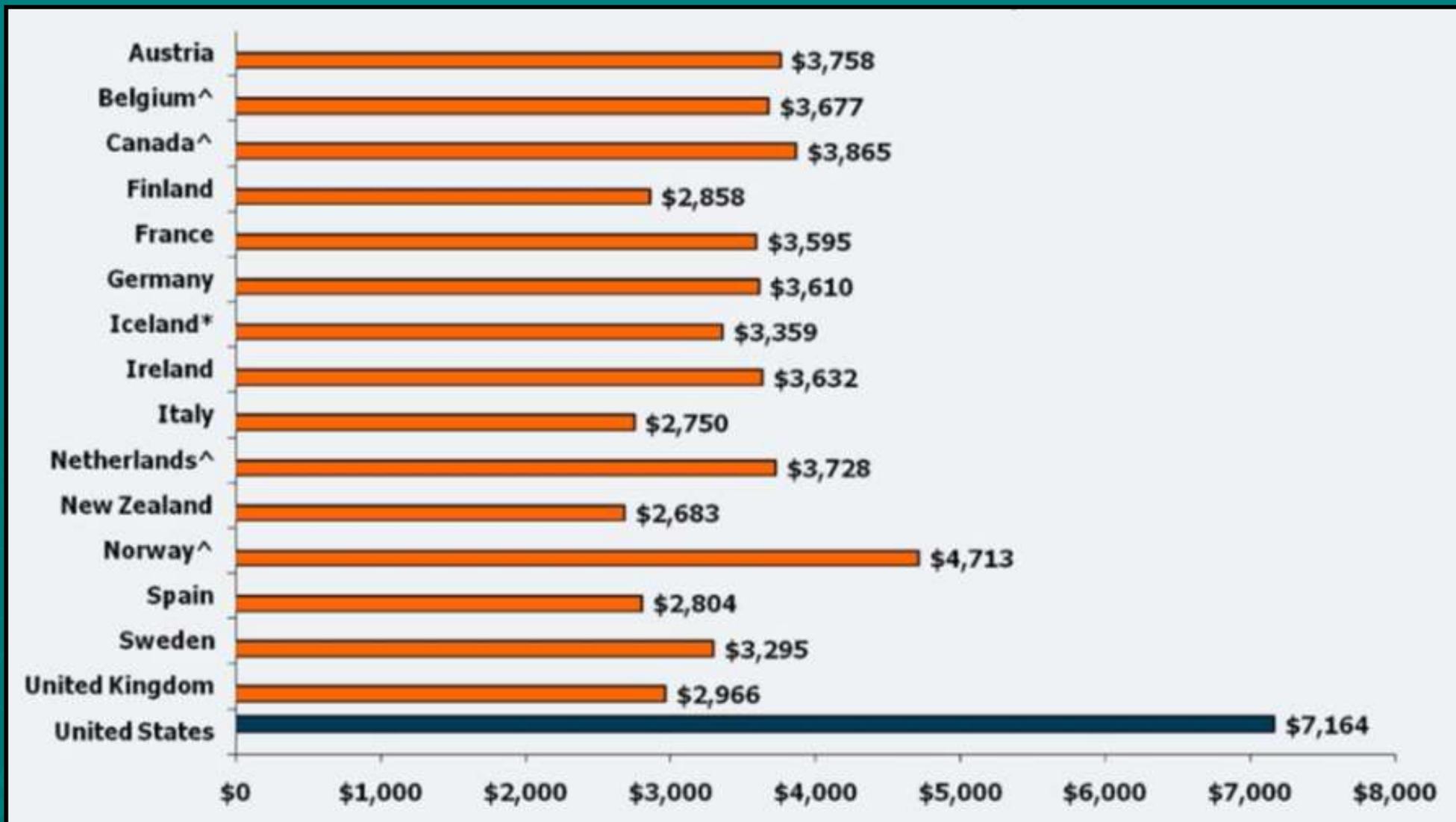
Spending on health care
was **\$8086 per person &
17.6% of the GDP,**
the highest of all industrialized
nations!



Centers For Medicare & Medicaid Services, 2011

Per Capita Total Current Health Care Expenditures

OECD Health Data, 2010



The Uninsured



**How much do
you pay?**

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

51 million uninsured

US Census Bureau, 2009

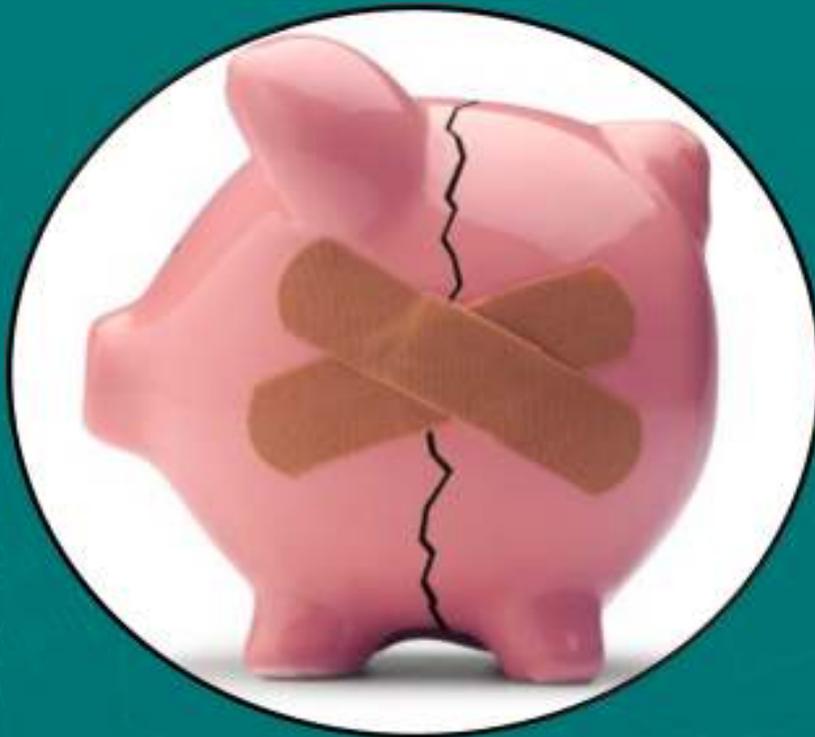
**Americans spent \$138.5
billion in out-of-pocket
health care expenses.**

US Bureau of Labor Statistics, 2010

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

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

American Journal of Medicine, 2011



Out Of Here?

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

Medical Tourism

Tom Hiland 800.466.9502



Public Surveys On Health Care...

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



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



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

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



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

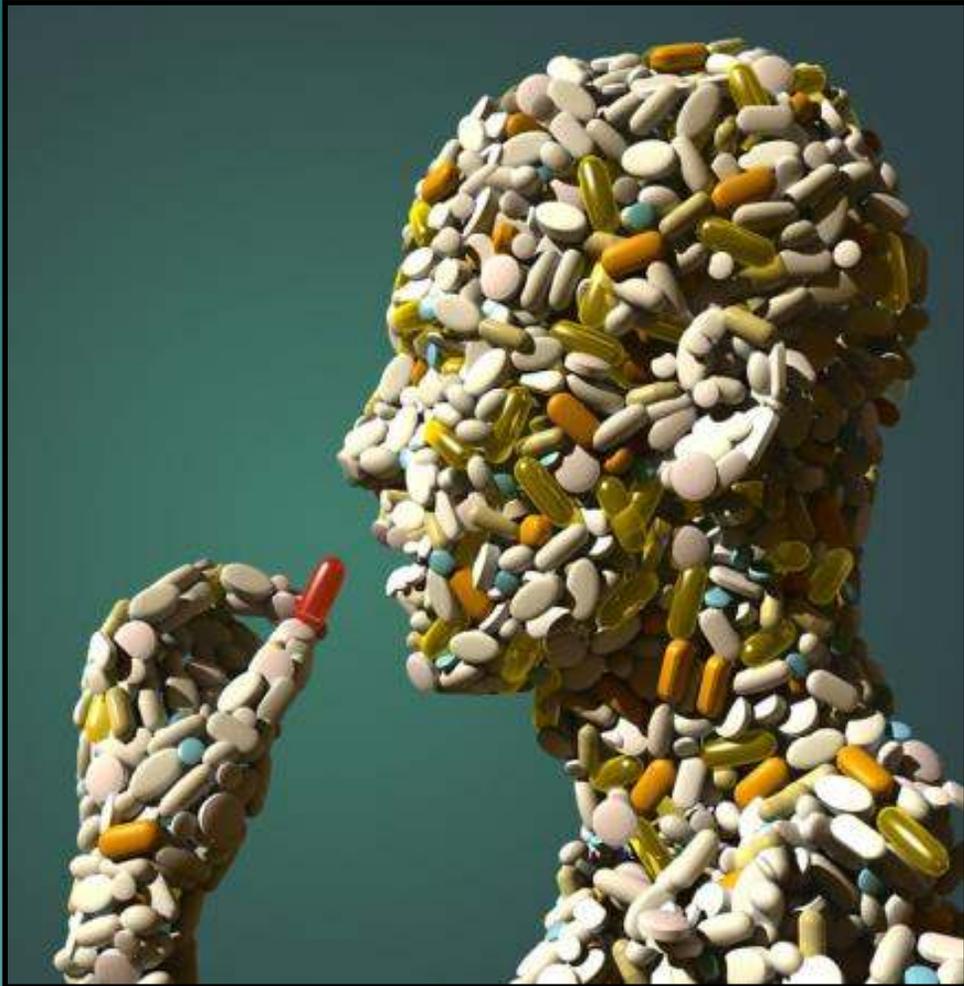
1,920 ads per year

Drug Ads & FDA Guidelines

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

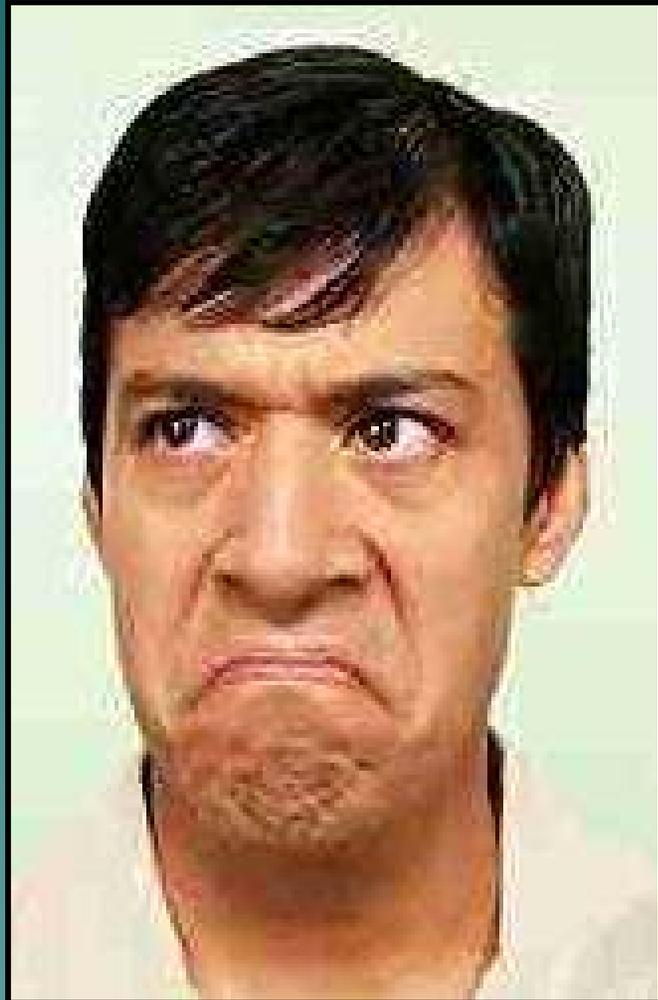
Public Library of Science, 2011





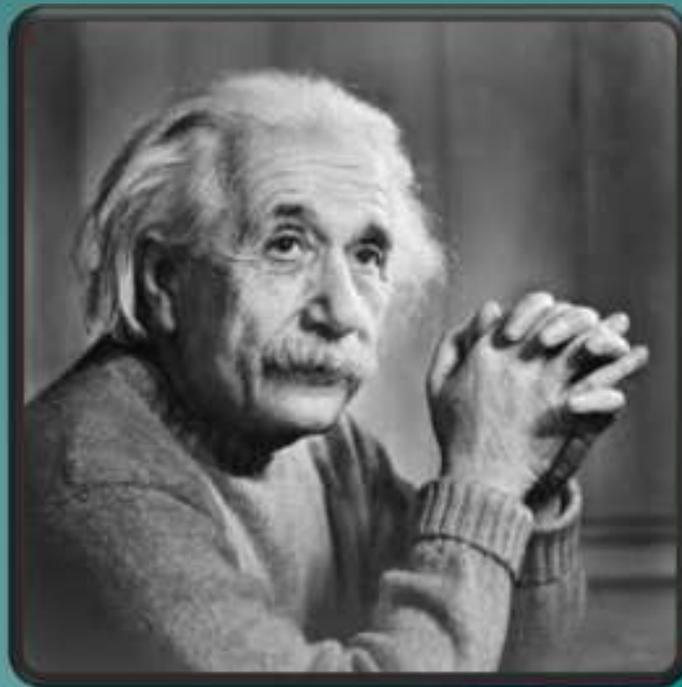
43% believe
only drugs that are
"**completely safe**"
can be advertised!

**American Association of
Retired Persons**



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

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



US Consumed By Drugs

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

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

IMS Health, 2011

Drug Expenditure Per Capita

1. US \$956

2. Canada \$744

OECD Health Data, Nov 2011



Now That's Excessive!

The New England Journal of Medicine defines excessive medication as more than 1,000 pills in a lifetime or more than 365 in a year!



Takin' Drugs?

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

11% took 5 or more

CDC, 2010

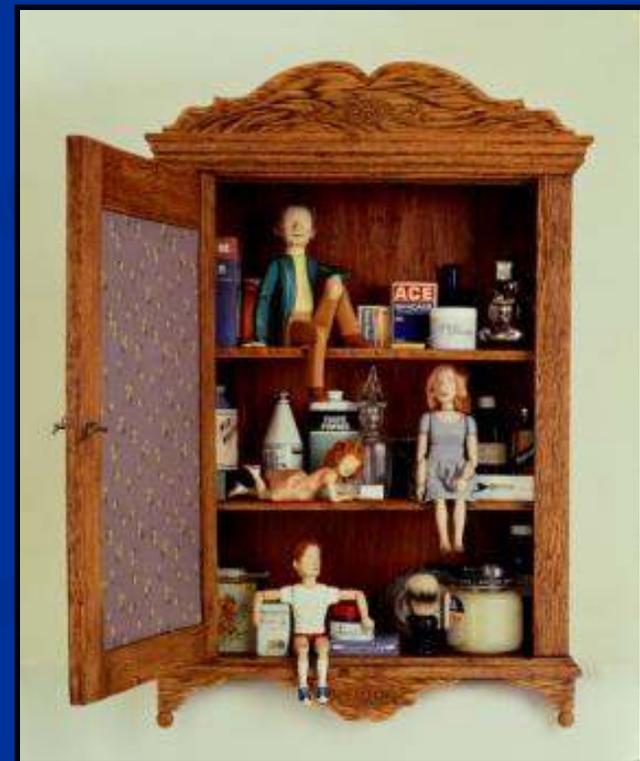
25% of US children are taking a prescription drug for a chronic condition!



Retail Prescriptions

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

IMS Health, 2011



Spending...

Drug companies spent

\$57.5 billion

on marketing,

dwarfing the

\$31.5 billion

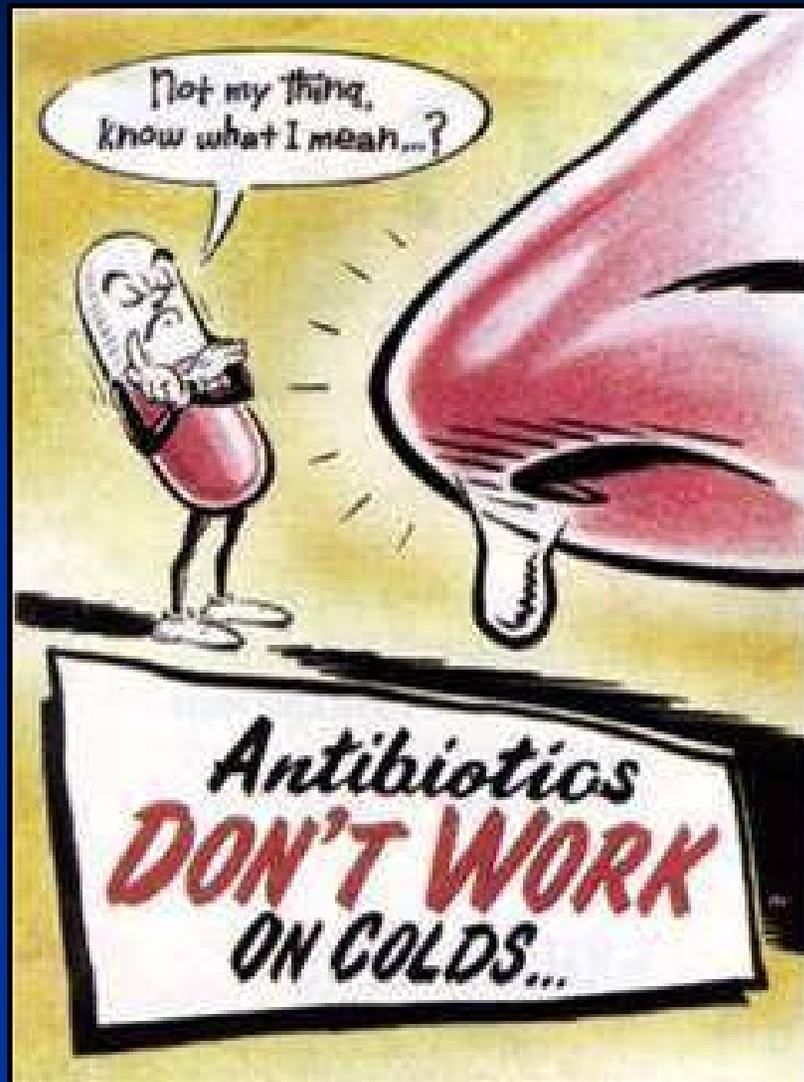
devoted to research!

The Cost of Pushing Pills, 2008

Big Pharma CEO's

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

Fiercepharma, 2011



Spending on
antibiotics among
kids ↑ 42%

CDC

MDs are supposed
to be discouraging
antibiotics?

Antibiotics Prescriptions!

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

Antibiotics Prescriptions!

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

JAMA, October 2013.



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

Are we addicted?



Why do chiropractic patients need to keep coming back?

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

Neurology





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

There are no side effects of pharmaceutical drugs, only unwanted direct effects.

Daily Aspirin Therapy

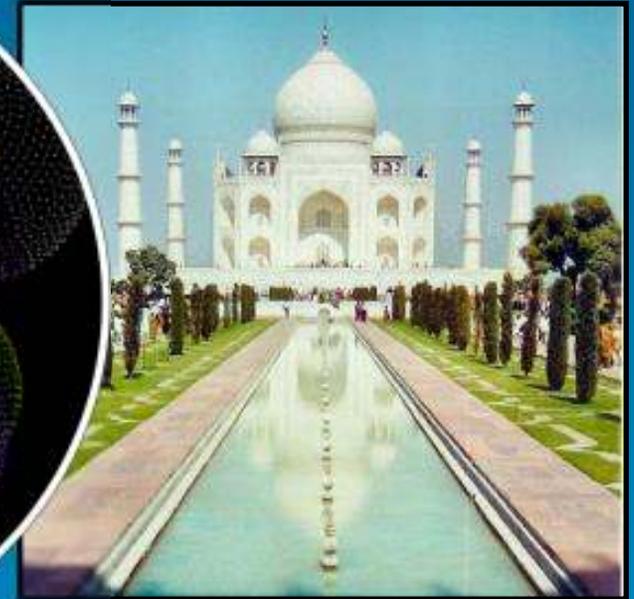
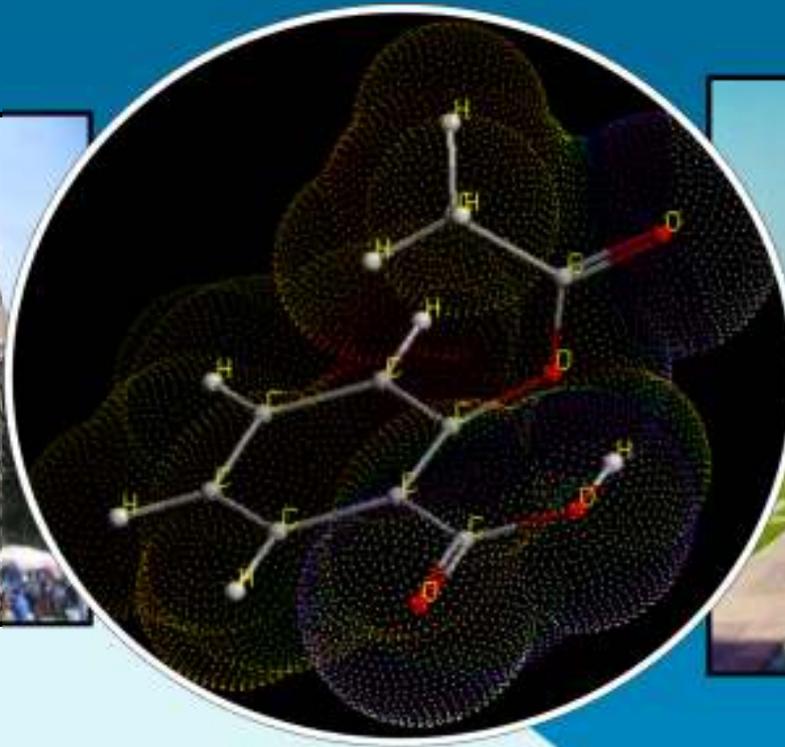


**Americans
consume more
than 80 million
aspirin tablets
per day!**
**16,000 tons of
aspirin tablets a
year!**

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



Aspirin: The 8th Wonder of The World?



Roman Coliseum, Taj Mahal & aspirin?

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

PR Newswire, August 2007

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

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

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

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

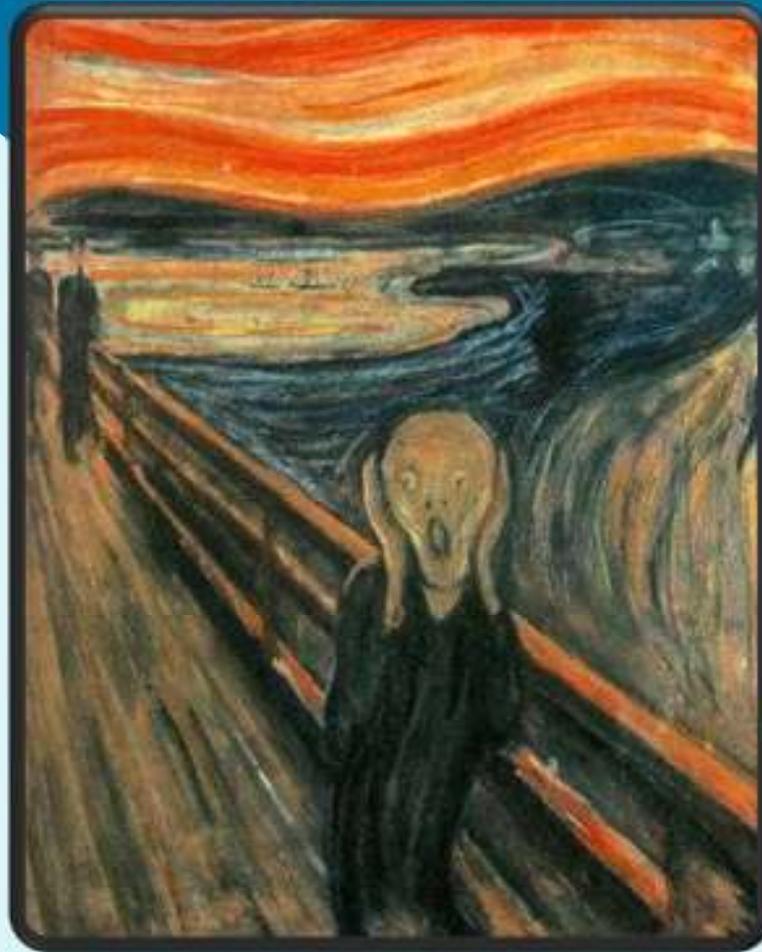
Doctors still believe it & continue to prescribe aspirin to prevent heart attacks.

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

JAMA, 2010



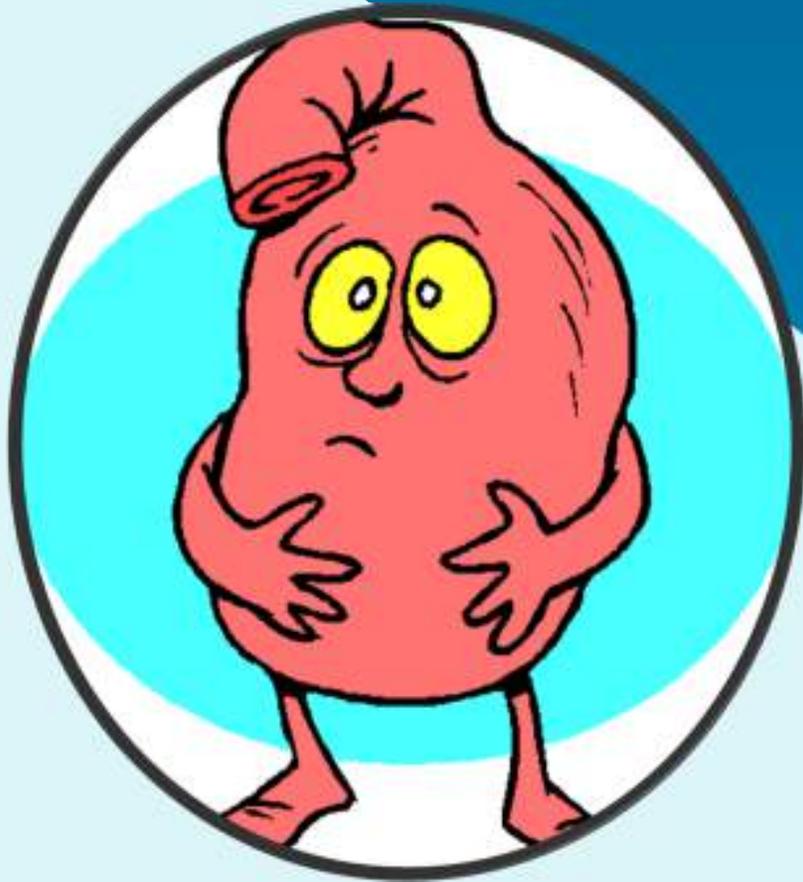
Please find dosage & side effects of: aspirin,
acetaminophen, naproxen & ibuprofen



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Ulcers



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

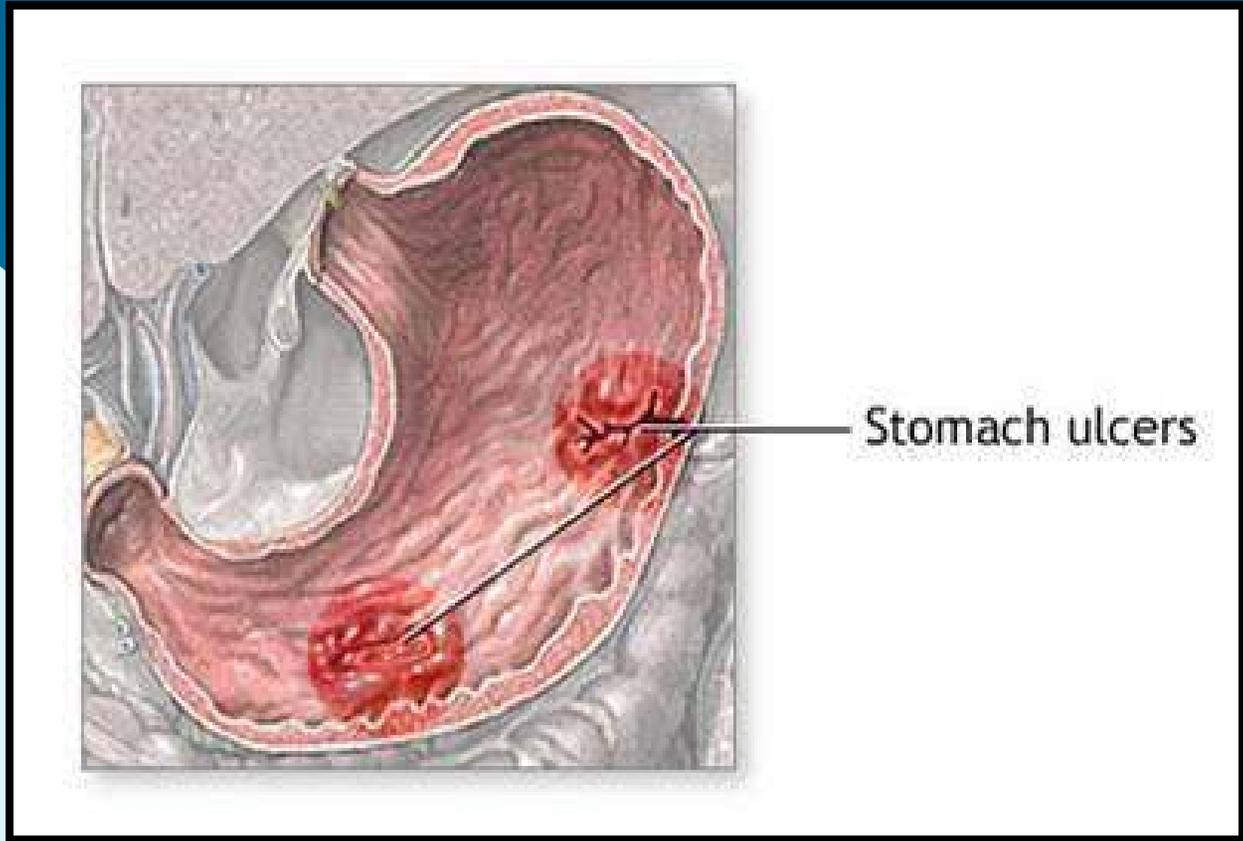
CDC, 2005

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

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

**Journal Watch Gastroenterology
Nov 2011**



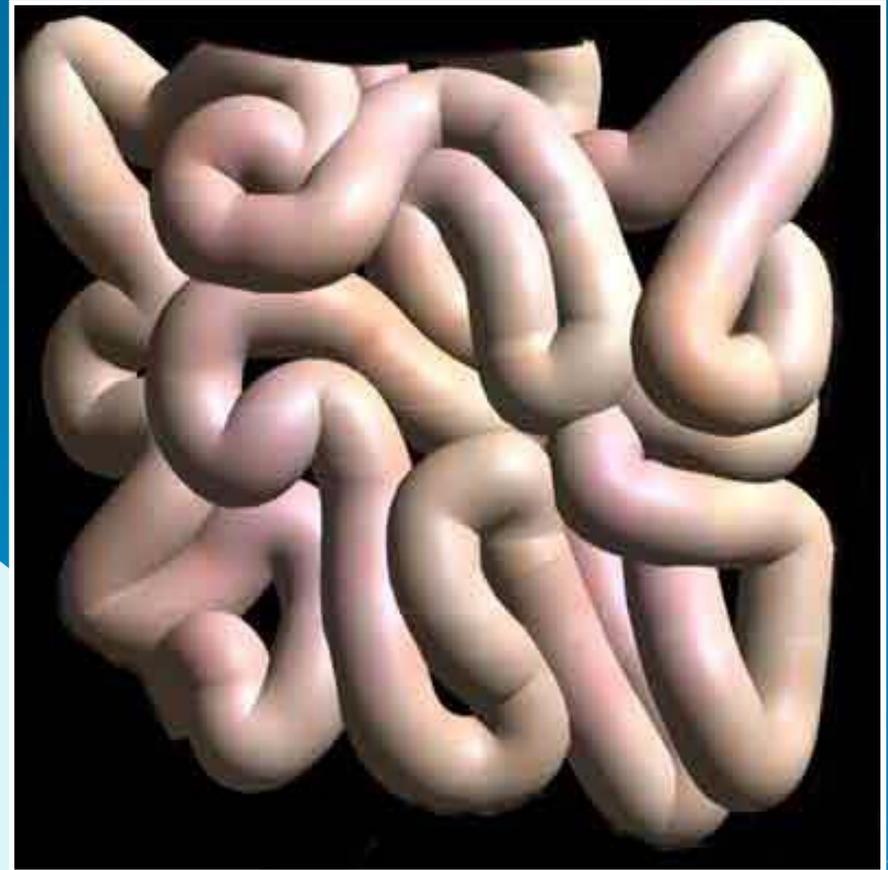


**35% of NSAID & aspirin users
will get GI ulcers!**

Journal of Clinical Gastroenterology,
May 2002

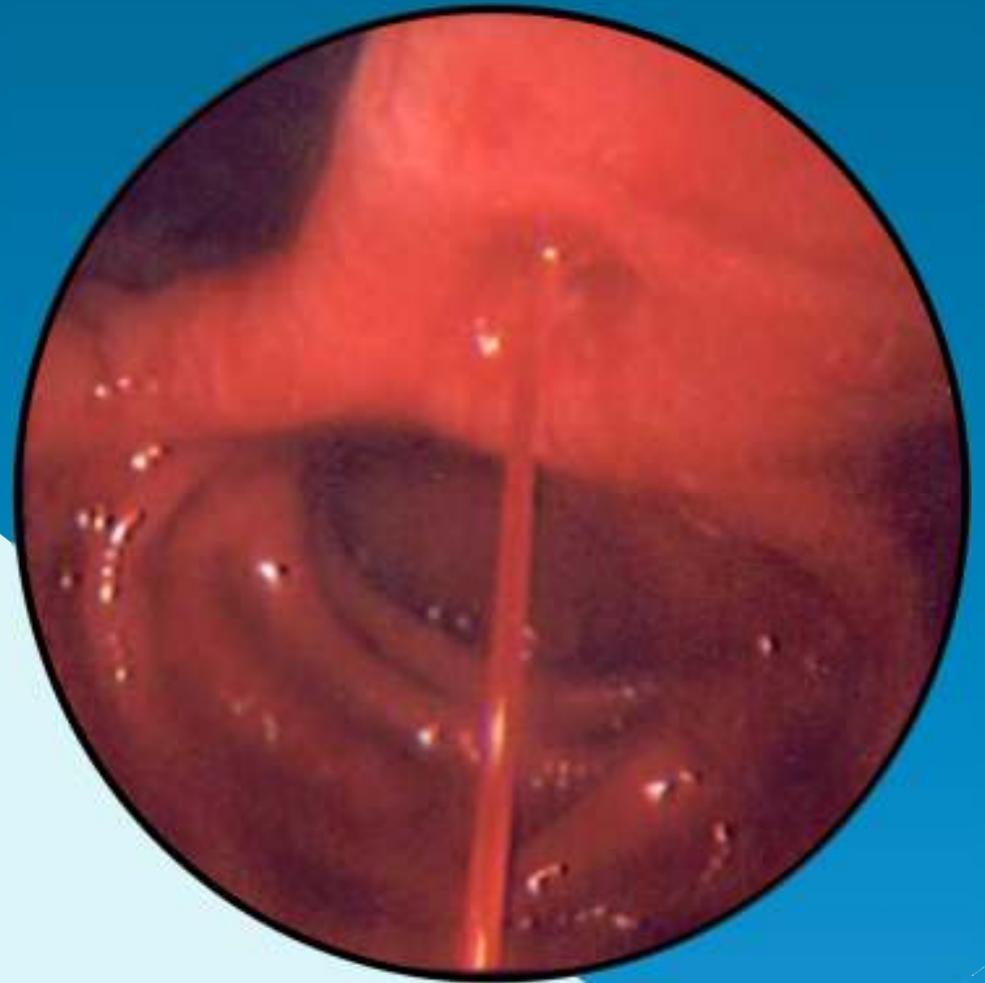
**50% of pts taking
NSAIDs have
sustained damage
to their small
intestine.**

**Journal of Gastroenterology,
2009**



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

World Journal of Surgery,
May 2002

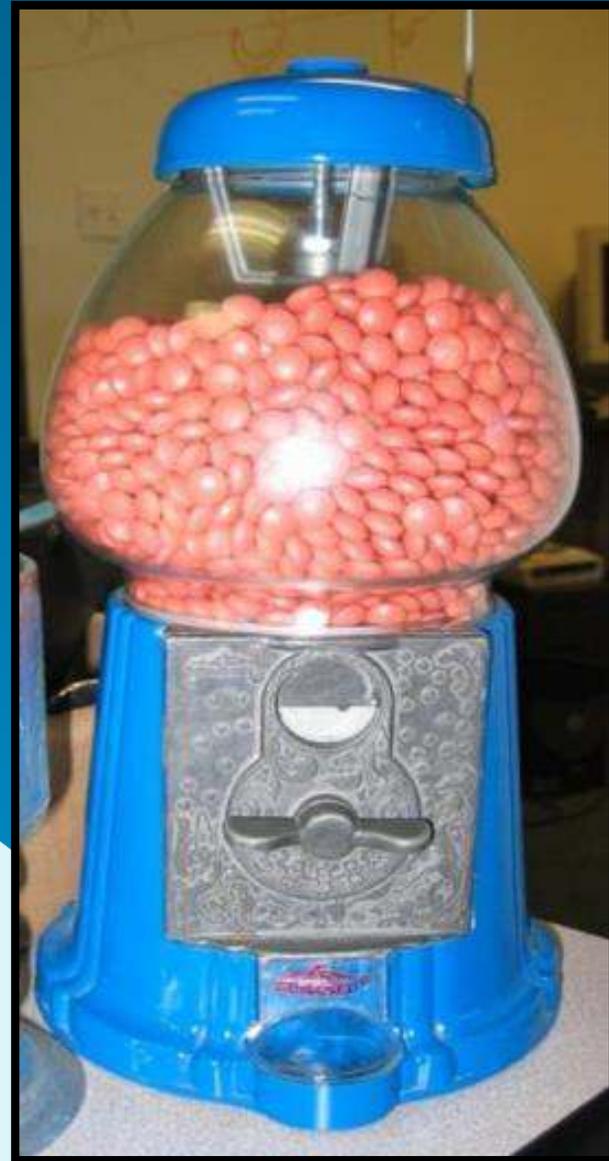


Ibuprofen

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

Journal of the National
Cancer Institute, 2005

The 1st 3 Days!



Ibuprofen anyone?

NSAIDS & GI Tract?



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

**Therapeutics & Clinical Risk
Management, 2009**

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

Archives Internal Medicine, 2009

Ulcers

Nutrition:

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

Pectin > create soothing protective coat in intestines

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

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

Herbs:

Alfalfa > Vitamin K source

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

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

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

Garlic > antimicrobial

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

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

Foods:

Drink large glass of water for immediate relief

Dark green leafy vegetables > Vitamin K

No coffee, alcohol or carbonated drinks

Drink cabbage juice

With severe symptoms eat soft foods

Barley, wheat & alfalfa juice > potent anti-ulcer

Avoid cow's milk, fried foods, animal fats

Avoid salt & sugar

Allow hot drinks to cool

General advice:

Chew food thoroughly

No smoking

Avoid NSAID's, aspirin & ibuprofen

Avoid stress

Colon cleanse



backtochiropractic.net

Free Materials

Using Guidelines to Push More Drugs?

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

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



Public Trials?

Drug Trials may exclude:

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

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



Off-label Prescribing...

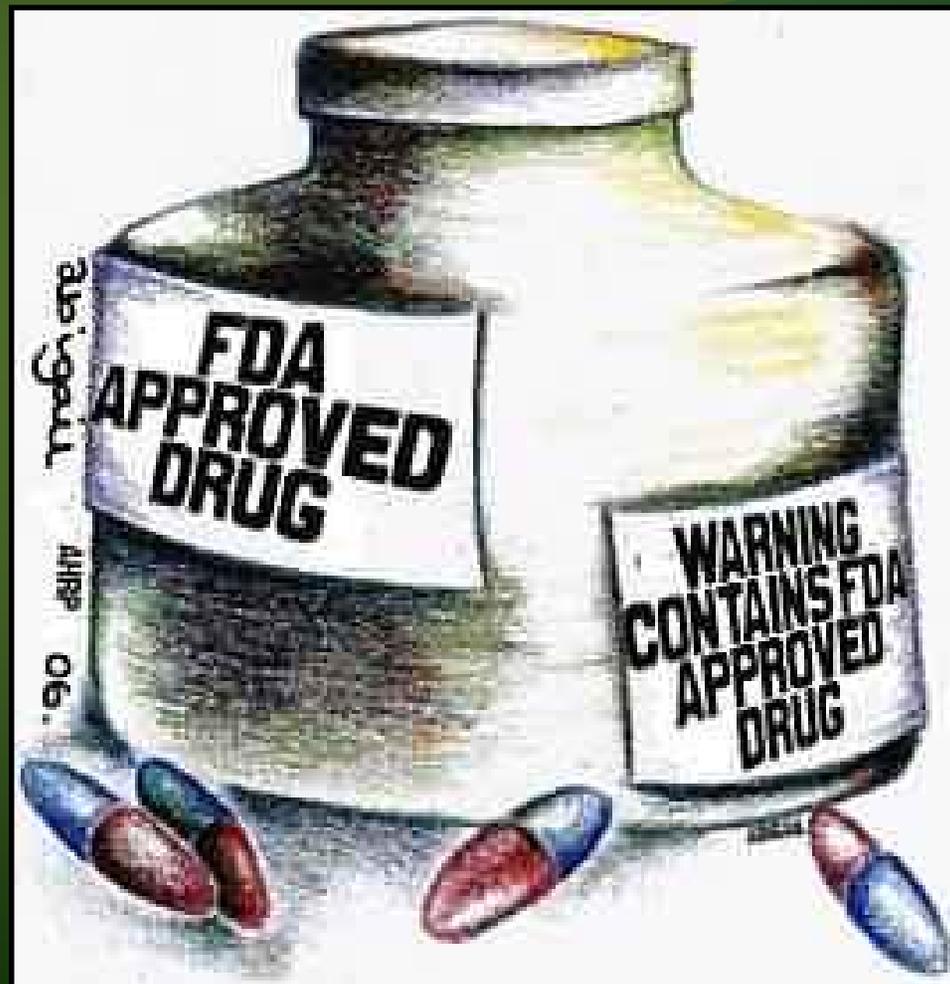
when doctors write prescriptions for uses other than those approved by the FDA

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

Archives of Internal Medicine, May 2006



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



Prescription Drug User Fee Act 1992

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

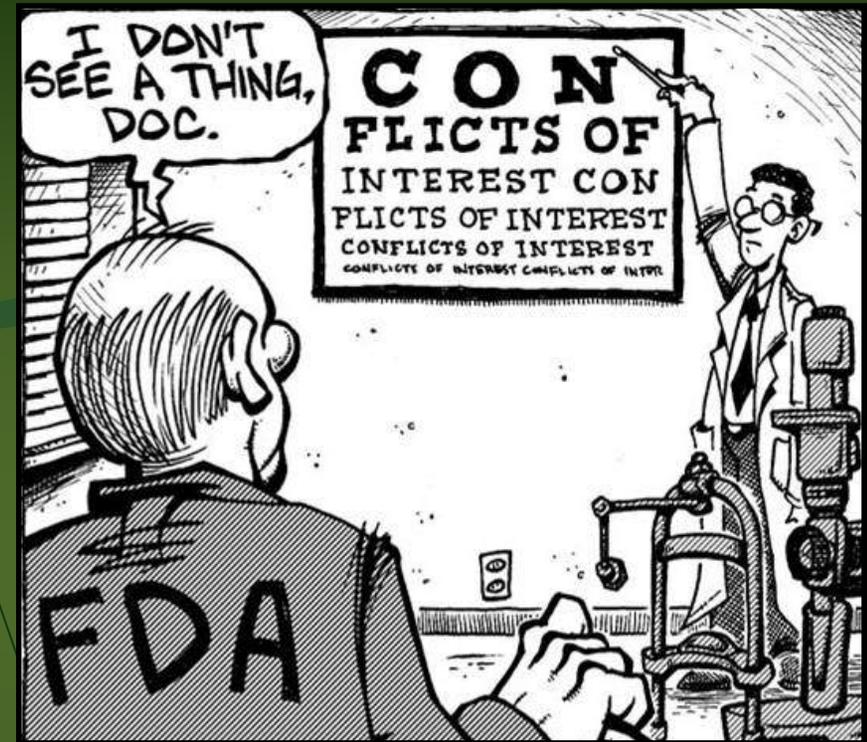
The FDA is mandated to ignore costs & the Centers for Medicare & Medicaid are mandated to pay for drugs & forbidden to negotiate cost.

Journal of the National Cancer Institute, 2009



FDA Scientists?

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



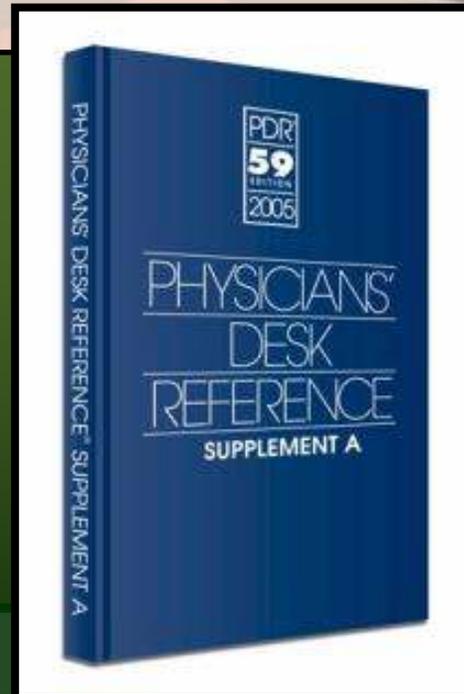
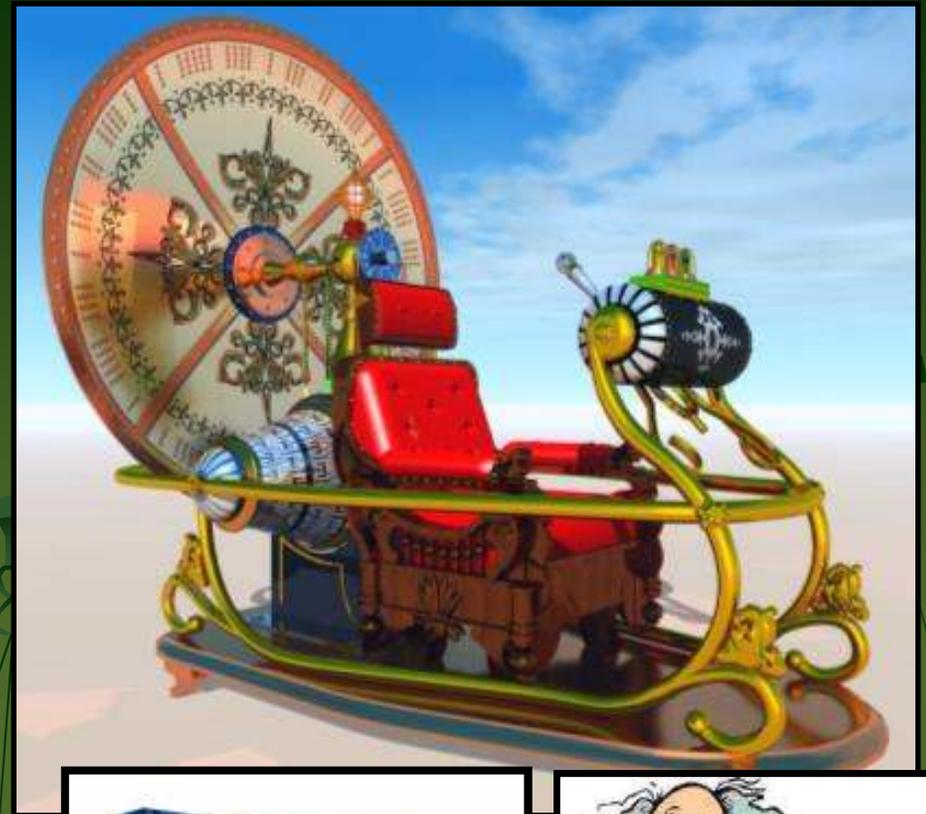
Doctors responses to side effects:

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



Drug Safety, August 2007

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



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

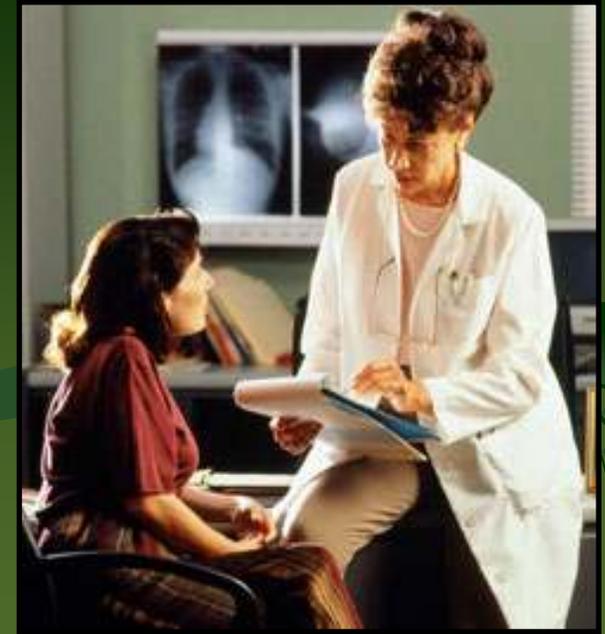
**“Black box warnings”
or withdrawal from the
market over the 25 yrs
was 20%.**

JAMA, May 2002



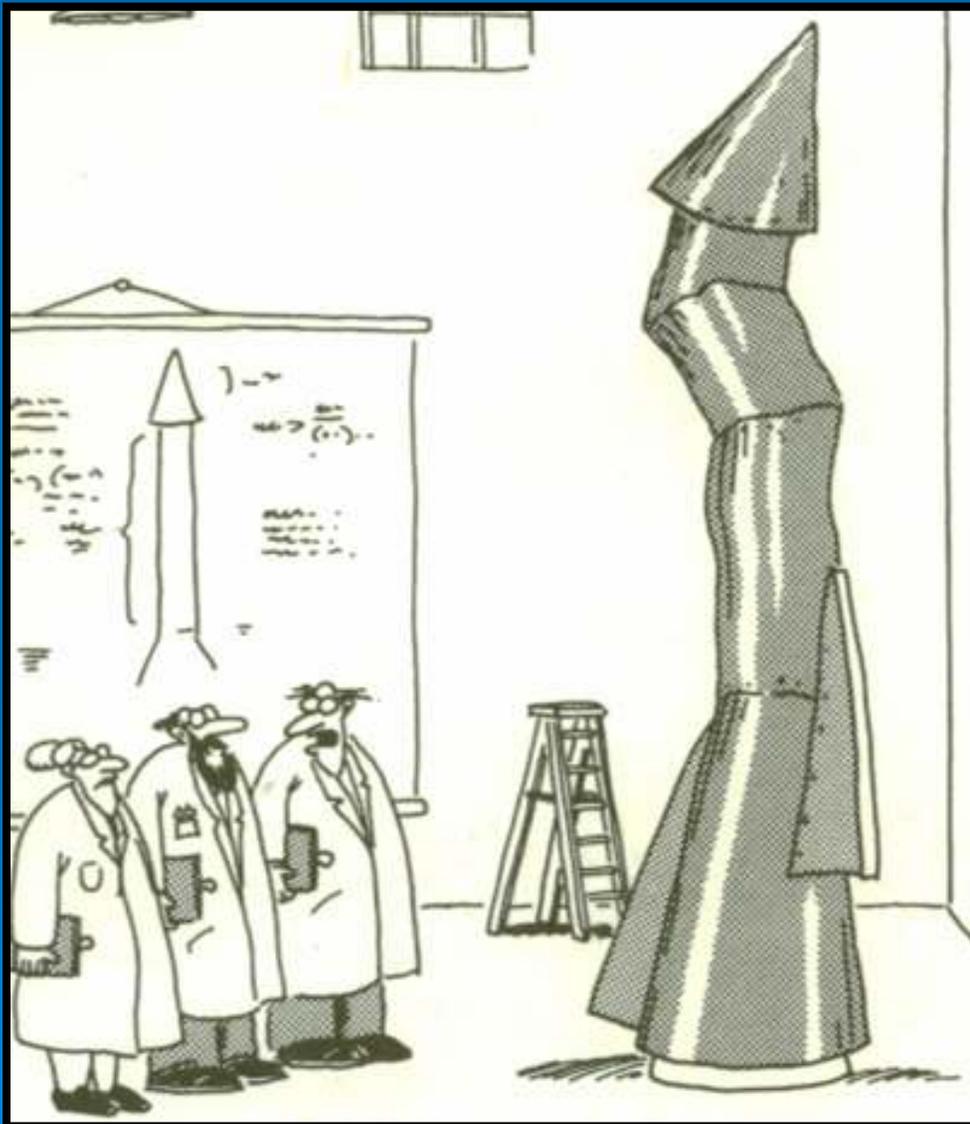
Things to Tell Patients

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



WebMD.com

Medical Errors: The Untold Numbers



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



Children On Meds?

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

National Center for Health Statistics, 2007



Medical Errors: Children

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

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

586,000 visits per year for ADEs!

American Academy of Pediatrics, 2007



Medical Errors: Children

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

Feinberg School of Medicine Chicago, 2005



Drugging Kids
219 medicines
are in
development for
children!

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



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

American Medical News, 2011



***Medical Errors!**

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

783,936 per year

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

Death by Medicine, Dr Gary Null



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

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

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



Alarming!

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

Death by Medicine, Dr Gary Null



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

JAMA, 1998

Sleep-Impaired Docs?

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



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

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

NEJM



**Unnecessary hospitalization:
8.9 million/yr**

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

Death by Medicine, 2004

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

**American Journal of Medical Quality,
2006**

Annual Mortality & Economic Cost of Medical Intervention

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

Death by Medicine

* American Medical System: #1 cause of death?

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



War

Deaths

Cost

Revolutionary

4,435

\$101,100,000

Civil War

558,052

\$5,183,000,000

World War I

116,708

\$18,676,000,000

World War II

407,316

\$262,259,000,000

Korean

33,651

\$67,386,000,000

Vietnam

58,168

\$150,000,000,000

Medicine*

999,936

\$468,000,000,000

***Per Year**



Doctors

Gun Owners

Number

700,000

80,000,000

Acc Death Caused

120,000

1,500

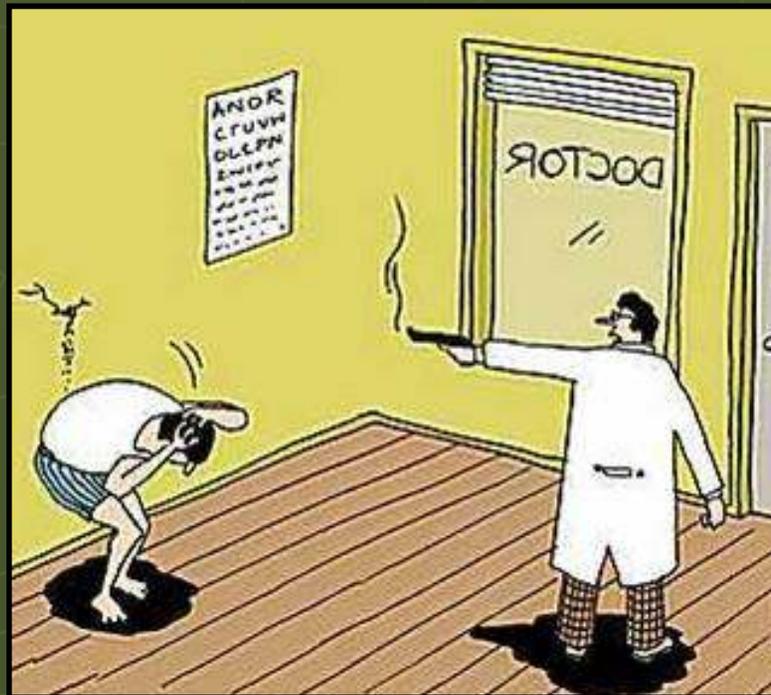
Acc Death per

17.1%

.00188%

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

US Dept of Health & Human Services



**Your reflexes
are fine!**

Hospital Scam:

Millions in unnecessary health services

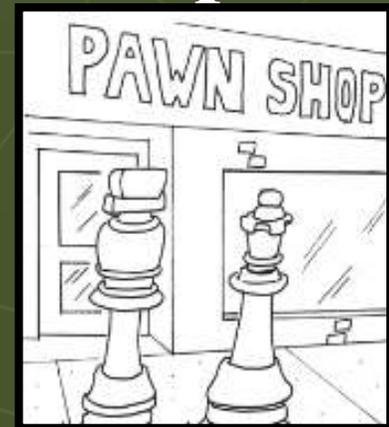
Homeless people posed as pts & received a clean bed & cash. Hospitals got a full pt-load & a government paycheck.

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

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



USA Today, Aug 2008



What's Up Doc?

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

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

Archives of Internal Medicine



**Despite
everything
life is good!**

**Anne Frank
1929-1945**



Please Find 508 Fun Facts & Quotes

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Free Materials

Thanks So Much For Being Here Today!



Hope To See You Soon
Back To Chiropractic CE Seminars!
backtochiropractic.net

Back To Chiropractic CE Seminars ~ Wellness



Wellness

8:00 ⇒ 9:40

9:50 ⇒ 11:30

11:40 ⇒ 1:20

Lunch

Technique

2:20 ⇒ 4:00

4:10 ⇒ 5:50

6:00 ⇒ 7:40