

Discovering Chiropractic



What is Chiropractic?

- Chiropractic focuses on disorders of the musculoskeletal system and the nervous system, and the effects of these disorders on general health.





60% LESS

Hospital Admissions

59% LESS

Days in the Hospital

62% LESS

Outpatient Surgeries

85% LESS

Pharmaceutical Costs

More and more people are choosing

CHIROPRACTIC

A sound investment for good health.



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ChiroSocial.com

Facts About Chiropractic

- Chiropractic care is provided in such federal programs as Medicare and the Federal Employee Health Benefit Program.
- Doctors of Chiropractic provide care in hospitals and other multidisciplinary facilities.
- Chiropractic is covered benefit in many traditional insurance policies.
- According to some reports, as many as 87% of all insured Americans have coverage for Chiropractic.



More Facts About Chiropractic

- Chiropractic was established on 1895
- All 50 states, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands officially recognize chiropractic as an independent health care profession.
- Chiropractic care is available to members of the armed forces at more than 40 military bases in the U.S., and at nearly 30 veteran's administration medical faculties.



**I visited my chiropractor
on April Fools Day**

**When he cracked my neck I
pretended to pass out and let my
body go limp**

www.istockphoto.com

Doctors of Chiropractic

- Often referred to as chiropractors or chiropractic physicians
- Practice a drug-free, hands-on approach to health care
- Undergo rigorous education:
 - ✓ *At least 4 years of professional training following undergrad.*
 - ✓ *4,200 hours of classroom laboratory and clinical experience*
 - ✓ *State and national exams.*



What conditions do Doctors of Chiropractic treat?

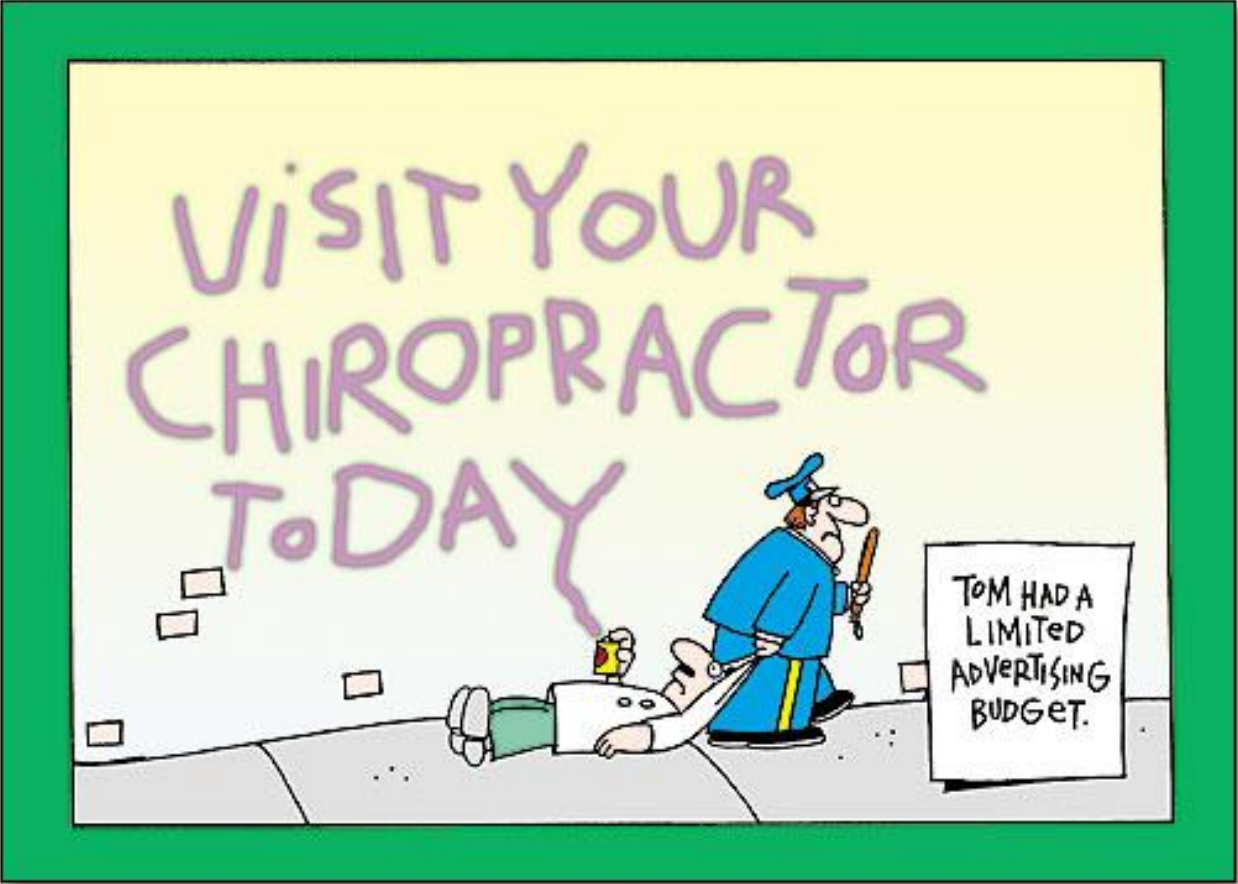
- Doctors of Chiropractic most often treat conditions such as

- ✓ Back Pain
- ✓ Neck Pain
- ✓ Pain in the joints of the arms or legs
- ✓ Headaches
- ✓ Whiplash
- ✓ Sports and work-related injuries

- Research also supports chiropractic as treatment method for conditions such as:

- ✓ Carpal tunnel, otitis media, colic, and asthma





Chiropractic Treatment Technique

The most common therapeutic procedure performed by doctors of chiropractic is known as “spinal manipulation,” or the “chiropractic adjustment.”



Additional treatment Techniques

In addition to spinal manipulation, other treatments include:

- ✓ Therapeutic ultrasound
- ✓ Electrical muscle stimulation
- ✓ Ice and heat
- ✓ Traction
- ✓ Soft-tissue massage
- ✓ Rehabilitative exercises





What to Expect During Your First Visit

Expect a thorough examination that typically includes:

- ✓ Patient history
- ✓ Physical examination
- ✓ Diagnostic studies
- ✓ Diagnosis
- ✓ Chiropractic treatment plan



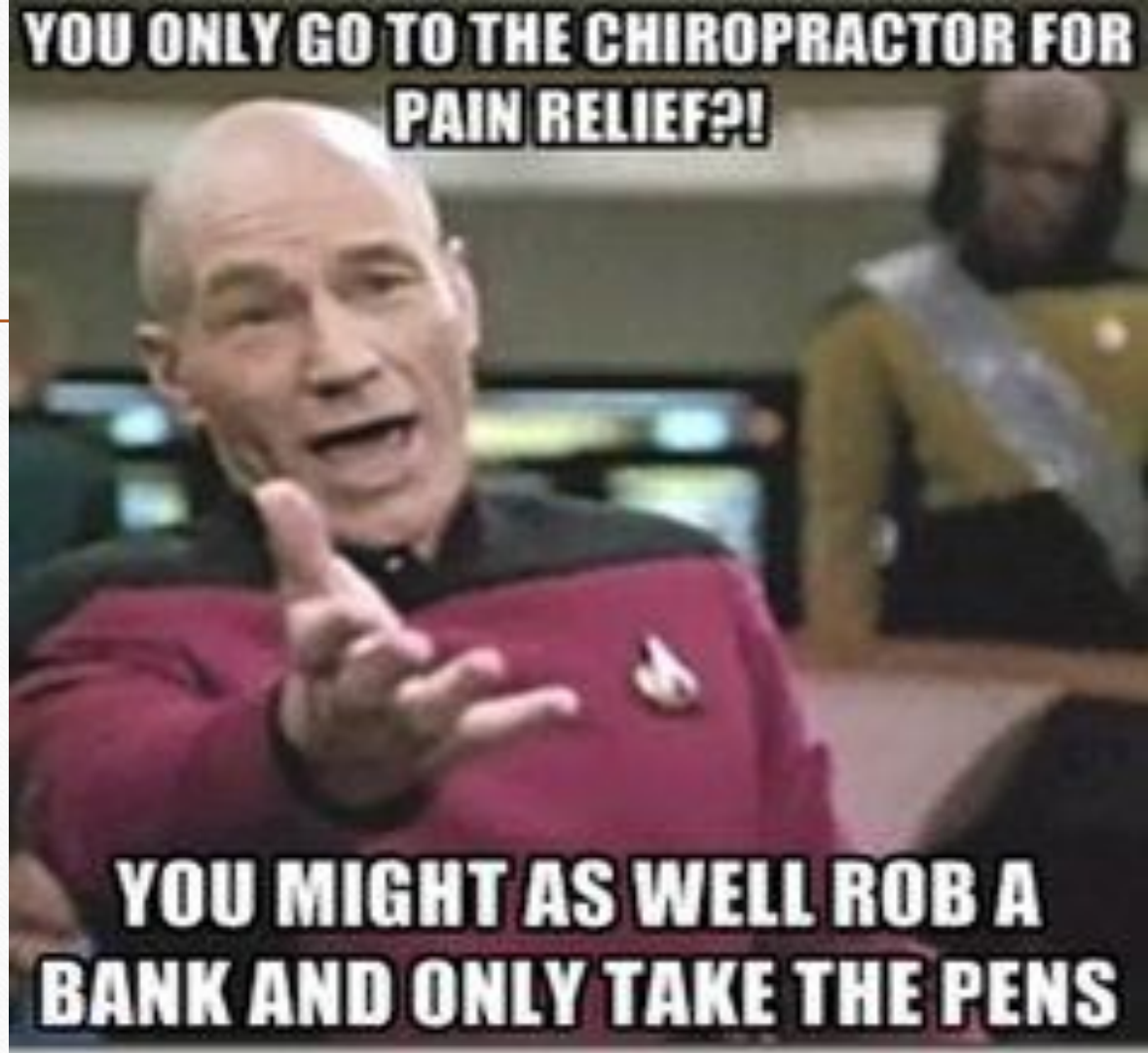
Is Chiropractic Treatment Appropriate for Children?

YES, children can benefit from chiropractic.

- Children are very physically active and experience many types of falls and injuries.
- Chiropractic manipulation is very gentle and is safe even for infants.



**YOU ONLY GO TO THE CHIROPRACTOR FOR
PAIN RELIEF?!**



**YOU MIGHT AS WELL ROB A
BANK AND ONLY TAKE THE PENS**

Senior Citizens and Chiropractic

- For older patients, many of their ailments are related to their spine and extremities
- Conditions associated with aging may benefit from corrective adjustments:
 - ✓ *Arthritis, circulatory disorders, joint stiffness and pain*



How Many Americans Seek Chiropractic Care?

- More than 22 million people visited Doctors of Chiropractic last year for a variety of conditions.
- More and more medial doctors are referring their patients to Doctors of Chiropractic

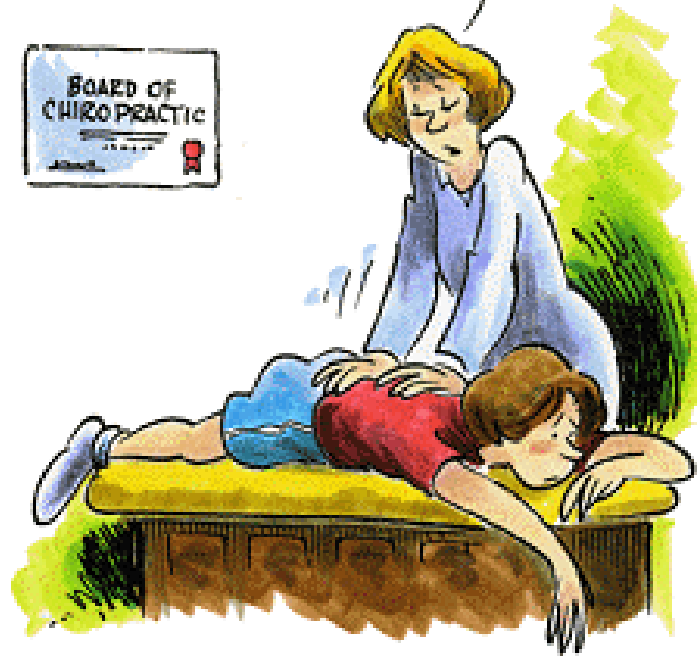


Put down that camera



and call my chiropractor !

ONCE AGAIN,
IN THE CASE OF CYCLIST
VERSUS TREE...
THE TREE ALWAYS WINS!



FINXSTROM

CHIROPRACTOR



**PARKING
← ONLY →**

**VIOLATORS WILL HAVE
THEIR FACE ADJUSTED**