

OPTIMAL HEALTH UNIVERSITY™

Presented by Marc C. Davis, DC

Chiropractic: A Unique Approach

Chiropractic is unlike any other approach to health. What makes chiropractic and the care Dr. Davis provides unique? Read on to find out!

Wellness

The term “wellness” is tossed around a lot and often misused. Many people are confused about what wellness really means — and where to find it.

Wellness means living a life of optimal health and vitality. Where can you find wellness? At the office of Dr. Davis.

Dr. Davis coaches patients toward wellness by empowering them with information.

Patients under chiropractic care are likely to experience positive changes in overall wellness, according to a report by researchers at the University of California, Irvine.

The investigators sent surveys to 2,596 patients cared for by 156 doctors of chiropractic. A total of 69 percent of the patients responded (*J of Altern Comp Med* 2004;10:357-67).

Findings revealed a positive relationship between chiropractic care and “self-reported improvements in wellness as well as self-reported changes in lifestyle practices.”

According to the study, the chiropractic patients “tend toward the practice of a positive health lifestyle, which also has a direct effect on reported improvements in wellness.” (*J of Altern Comp Med* 2004;10:357-67.)

Prevention

Many approaches to health care might

more aptly be termed “disease care,” because they focus on managing symptoms after a disease process has ensued. Chiropractic is different.

Dr. Davis teaches patients to prevent health challenges before the onset of symptoms. Patients are also encouraged to shift the way they think about health care from a disease-based “don’t fix it if it isn’t broken” model to a prevention-oriented one.

Holistic Health Care

As a “holistic” form of health care, chiropractic addresses the whole person. Unlike many other health-care approaches, chiropractic acknowledges the intimate connection between the mind, body and spirit.

Education

Doctors of chiropractic uphold that educating patients about how to achieve optimal wellness shouldn’t be something “extra.” Instead, it is an integral component of patient care. Learning about prevention is just as vital as any other aspect of chiropractic care — something that sets this revolutionary approach to wellness apart.

To provide patients with the very latest in cutting-edge wellness education, this office presents a new *Optimal Health University*® topic each week. We ensure that the information presented is based on scientific research from peer-reviewed journals and cite that research throughout the text. So, unlike mass media reports or pharma-

ceutical company publicity, you can always trust the information we provide.

Because chiropractic focuses on the whole person, education incorporates topics on the body, mind and spirit. Our aim is to empower patients to limit negative stress in all forms — physical, emotional or environmental.

The Root of the Problem

Rather than covering up symptoms with medication or short-term “fixes,” doctors of chiropractic work with patients to uncover the genuine root of any obstacles to wellness.

Spine-Centered Care

Speaking of the true root of the problem, it often involves the spine. Spot-lighting spinal health is another feature that makes chiropractic unique.

Doctors of chiropractic check patients’ spines for signs of dysfunctional areas called *vertebral subluxation*, where movement is restricted or alignment is unbalanced.



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It's easy to imagine how vertebral subluxations may provoke conditions like backache and headaches. But many people do not realize that preliminary research links vertebral subluxations with a plethora of other ailments, such as infantile colic, gastrointestinal problems, multiple sclerosis, infertility and insomnia — just to name a few.

How might vertebral subluxations trigger such a myriad of conditions? Researchers speculate that vertebral subluxations may affect the nervous system. After all, the spinal cord is housed within the spinal column. Nerves enter and exit the spinal cord between spinal bones (vertebrae). Consequently, a disruption in the balance of the spinal column may interfere with the nervous system, speculate scientists.

Enjoyable Visits

Unlike other forms of health care that are often associated with long waits, hassle, pain and discomfort, patients actually enjoy their chiropractic visits and look forward to them.

Our chiropractic office is committed to making each and every visit a positive experience — both physically and emotionally.

Satisfied Patients

Our patients report not only enjoying their visits, but also being extremely satisfied with the care provided.

And research indicates a high level of satisfaction among chiropractic patients in general. For instance, in one analysis, investigators distributed a survey to 150 chiropractic patients.

The patients' experience with chiropractic overall was rated not just "good" but "excellent" by 83.3 percent of respondents, and 95.5 percent stated they would definitely recommend their doctor to others (*J Manipulative Physiol Ther* 2001;24:552-5).

Specifically, the following percentage of survey respondents rated these aspects of care as "excellent":

- Technical skills of the chiropractor (83.3 percent)

- Personal manner of the chiropractor (92.4 percent)
- Length of time to get an appointment (84.9 percent)
- Convenience of the office (57.7 percent)
- Access to the office by telephone (77.3 percent)
- Length of wait at the office (75.7 percent)
- Time spent with the chiropractor (74.3 percent)
- Explanation of what was done during the visit (72.8 percent)

According to a survey of 2,055 individuals, chiropractic was the most commonly used holistic or "complementary" therapy for the relief of back or neck pain, with 20 percent of respondents seeking help from a doctor of chiropractic. Sixty-one percent of chiropractic patients reported that it was "very helpful," while only 27 percent of medical patients rated their care the same (*Spine* 2003;28:292-7).

Another study pooled data on 138 patients with back pain of at least six weeks duration. Of this group, 93 subjects were cared for by doctors of chiropractic, while 45 patients received treatment provided by a family medical physician.

A whopping 90 percent of chiropractic patients were content with their overall care, compared with 52 percent of medical patients (*J Manipulative Physiol Ther* 2000;23).

Another report compared patients cared for by 60 chiropractors and 111 general-practice medical physicians. All patients had chronic back pain. Researchers monitored the patients' pain and disability at six and 12 months.

Results revealed that "a greater proportion of chiropractic patients were satisfied with all aspects of their care." (*J Manipulative Physiol Ther* 2001;24:433-9.)

Self-Healing

Chiropractic is founded on the principle that the body has an innate ability to heal itself. As long as the systems

of the body are in balance, the individual will remain disease-free.

Unlike other health-care professionals, doctors of chiropractic do not claim to heal patients. Instead, they assist patients in removing obstacles on their road to wellness. Examples of these obstacles include poor nutrition, negative stress, lack of exercise, environmental pollutants, unnecessary medication, cigarette smoke, poor sleep, inadequate hydration and vertebral subluxations.

Once these obstacles are cleared away, the body is allowed to function at optimal capacity. It may be impossible to remove all the barriers to wellness; however, the more a patient can remove, the better his or her chances of living a vibrant, high-energy and happy life.

Drug-Free

Chiropractic does not involve medication — prescription or over-the-counter. Doctors of chiropractic know that many medications only cover up symptoms rather than correct the underlying cause of a problem. Medication often masks the root of the problem. In addition, medications pose a litany of hazardous side effects, further impeding wellness.

A Way to Wellness for Those You Love

Now that you know why chiropractic is different, it's time to embrace this unique approach to wellness and share it with others. Just think, how different would the lives of those you love be if they all experienced chiropractic? Start by sharing the educational component of your care with them — bring them copies of our **Optimal Health University**[®] handouts each week. Just let us know how many copies you'll need!

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