Your patients are ready. Are you?

Many parts of your patients’ lives have been put on hold during the COVID-19 pandemic. Pain isn’t one of them.

Prepare your practice for the upcoming demand from patients in pain who have had to postpone surgery or continue without physical therapy.

See reverse for details.
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Add laser therapy to your practice while remaining compliant with new standards of healthcare delivery and avoiding additional labor expenses.

- **Minimize unnecessary labor costs**
  - by eliminating the need for a dedicated technician.

- **Treat wider areas evenly**
  - with automatic multi-target scanning.

- **Comply with social distancing**
  - with unattended application of laser therapy.

The robotic M6 MLS® Therapy Laser’s unique non-contact emission system delivers two synchronized wavelengths to alleviate pain and inflammation with optimal clinical effectiveness and minimized contamination concerns.

Read more about Robotic MLS Laser Therapy on pages 4 and 5.

“...I have, over the years, purchased multiple therapy lasers from several companies, including the Cutting Edge MLS Therapy Laser. After a review of my patients’ results, I concluded that the MLS Therapy Laser was simply the best laser for my patients and my practice. I traded in all of my other lasers for 8 robotic M6 MLS Therapy Lasers.

Not only are my patients receiving the best laser therapy treatments available, these treatments are unattended. That is not possible with any other laser, especially when you factor in the risk of thermal damage.”

Dr. M. Scott White, DC
Laser Spine Associates, Woodbridge, VA

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www.celasers.com
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• With prebiotic 2'-FL: studies show that 2'-FL helps support the growth of beneficial bacteria*^  
• May help support the immune system
• Contains Collinsonia Root, which has been historically used to support normal elimination and digestive health*  

Don’t Let Your Gut Hold You Back
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We focus on achieving holistic health through nutrition. From our organic, regenerative farming practices to our Nutrition Innovation Center, we are committed to clinical science that advances health and changes lives.

*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.

^To date, shown in multiple animal studies, infants, and one adult human study.

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Digestive health issues affect daily life for millions of Americans. Fortunately, GI Stability delivers targeted prebiotic action to support the GI tract — the body’s largest immune organ.

- Designed for everyday and acute gastrointestinal (GI) needs*
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RAISING THE BAR FOR LASER THERAPY, the FDA-cleared Multiwave Locked System® (MLS) technology was developed in an effort to surpass the limitations of traditional Class IIIB low-level laser therapy while avoiding the concerns associated with many higher-power Class IV lasers. By precisely synchronizing simultaneous dual wavelengths, the MLS emission results in optimal clinical effectiveness while remaining below the threshold for thermal tissue damage.

The Science Behind MLS
Traditional low-level therapy lasers are typically categorized within Class IIIB. While considered hazardous for naked eye exposure, these lasers are not considered a burn hazard as they do not exceed 0.5 watts (continuous) or 125 mJ in less than 0.25 seconds (pulsed), according to the Lawrence Berkeley National Laboratory.

However, with relatively limited power, Class IIIB therapy lasers lead to limited biostimulatory results and require patients to endure long treatment times over the span of many sessions. In an attempt to increase efficiency, higher power Class IV therapy lasers were developed.

Class IV is the highest, potentially hazardous laser classification. Many Class IV therapy lasers cannot be operated at their maximum power without exceeding the threshold for risk of thermal collateral tissue damage. In addition to this concern, it should be noted that higher power is not directly associated with better clinical results if the ideal wavelength is not being used. Each unique wavelength has its own unique properties, penetration abilities, and biological effects.

The MLS Laser Therapy emission system utilizes two wavelengths that were chosen based on more than three decades of research, including tests in vitro on cellular cultures, in vivo on animals, and controlled clinical trials run by state-of-the-art health organizations across the world. The MLS system synchronizes simultaneous continuous and pulsed emission to provide more efficient intermediate and long-term biostimulatory results, with less energy that many other Class IV therapy lasers and in considerably less time compared to traditional low-level laser therapy.

The 808nm continuous emission reduces inflammation and oedema by stimulating blood and lymphatic circulation and inducing re-absorption of fluid build-up. However, this emission only has a secondary effect on pain, which diminishes after reducing the tissue’s inflammatory process.

The 905nm pulsed emission has an almost immediate analgesic effect on pain by stimulating the production of pain-killing chemicals, such as endorphins and enkephalin, to interfere with the transmission of the pain impulse to the brain.

By synchronizing these two emissions, MLS Laser Therapy takes advantage of each wavelengths’ unique benefits and allows them to complement one another. Thus, MLS is able to provide more effective pain and inflammation management than traditional therapy lasers that follow the methodology of delivering a single emission and wavelength at a time.
Medical Benefits
Indications for MLS Laser Therapy can include:

- Muscular and skeletal system trauma, including sprains and strains.
- Degenerative illnesses of articular or neuromuscular origin.
- Inflammatory conditions, including those affecting the elderly.
- Oedema due to circulatory stasis, reduced lymphatic drainage or trauma.
- Post-surgical swelling, superficial lesions, and other painful conditions of various origins.

MLS has proven to be effective for both acute injuries and chronic conditions. Many patients who suffer from difficult-to-treat conditions and have not benefitted from traditional treatment methods are able to find relief with MLS Laser Therapy. In most cases, 6-10 applications are sufficient to obtain excellent results for acute pain and inflammation while 10 applications are typically recommended for chronic conditions.

Go Robotic
This innovative laser technology has been adapted into a robotic emission system—the M6 MLS Therapy Laser—that automatically moves the laser emission across the targeted region to evenly treat wide tissue areas such as the torso, hips, and spine. With more consistent and accurate dosing based on set parameters, the robotic emission system leads to better and more predictable outcomes for each patient than stationary and manually-operated therapy lasers.

With automatic application of MLS Laser Therapy, there is no need for a dedicated technician to operate the M6 throughout the treatment session. This allows chiropractic practices to offer laser therapy to their patients without the additional expenses associated with employing a dedicated technician. After specifying treatment protocol, practice staff can dedicate their attention to other patients or practice services during the treatment time to increase the overall productivity of the practice.

The robotic M6 can also help chiropractors stay compliant with new standards of social distancing while treating patients. Using the touch-screen display on the backside of the laser, the operator can align the robotic head and specify the treatment protocol at a safe distance from the patient. After protocols are set, the M6 automatically treats the targeted area without assistance allowing the staff and patients to practice social distancing of 6 feet or more during the treatment session.

With an optimal distance of 8 inches (20 centimeters) from the patient’s skin, the M6 MLS Therapy Laser’s robotic head has a non-contact emission system that minimizes contamination concerns by eliminating the chance for physical contact during the treatment session.

Cutting Edge Laser Technologies

Cutting Edge Laser Technologies is focused on providing non-pharmacological and non-invasive solutions for pain management, wound healing, post-surgical recovery, and tissue regeneration. The Cutting Edge mission is to assist health care professionals in improving their quality of patient care while also contributing to their bottom line.

With almost 20 years of experience, Cutting Edge is a leader in designing and selling products that address the unique challenges associated with each profession they serve. They have achieved this leadership position by providing patented, clinically validated, best-in-class therapeutic laser technologies, world-class customer support and an unparalleled practice marketing and integration program.

Their goal is simple: to ensure their customers experience a positive financial return on their equipment investment while helping patients get back to normal activities. They focus on your success so you can focus on your patients.

Cutting Edge’s opportunity to help chiropractic practices is huge. The American Chiropractic Association estimates that 35 million Americans receive chiropractic care annually. As patients are increasingly concerned by the potentially harmful side effects of opioids and other pharmaceutical pain killers, they continue to seek more natural methods for pain management with the goal of fixing the underlying problem rather than masking their pain.

By adding laser therapy to their practice, chiropractors can expand their arsenal of drug-free and non-invasive pain management solutions while improving patient outcomes. The unique Cutting Edge MLS® Laser Therapy technology coupled with their training and marketing support program enables chiropractors to practice better medicine while improving profitability.

Over 3,500 medical professionals around the world have already integrated MLS Laser Therapy into their practices to help alleviate their patients’ pain and inflammation, improve function, and accelerate recovery times.

When you partner with Cutting Edge, you choose a company that has been helping medical professionals raise their quality of medicine for nearly two decades. It’s what they do best!

Learn more about what sets the robotic M6 MLS Therapy Laser apart from other therapeutic lasers. Call Cutting Edge Laser Technologies at 800.889.4184 x125 or visit celasers.com/medical to schedule a virtual or on-site demonstration.
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THE FITTEST DC

Patrick Vellner, DC, is not the fittest man in the world — although he was the second.

A competitor in the Crossfit Games which crowns the “fittest man and woman on the planet,” in 2018 he finished second in the competition. This year he continues his mission to model chiropractic health and wellness, competing in the 2020 Crossfit Games while currently ranked No. 1 in the world in the Crossfit standings.

“I get the odd nod or someone will say, ‘Hey, good luck this year,’ and it’s always cool to see that,” says Vellner, who practices in Nanaimo, British Columbia, Canada, after graduating from Canadian Memorial Chiropractic College in 2019, speaking to CTV News.

Like many events, due to COVID-19, this year’s Crossfit Games will take on a different look as the first round will be completed remotely by each competitor. The Top 30-ranked men and women will have one attempt at the events while judges make their rulings via video. The Top 5 men and women will then compete live in late October, when the fittest DC in the world will go for the title of fittest man in the world.

“The work is never done,” Vellner told GQ. “I’m not a half-ass sort of person, and I have a bit of an extreme personality. I’d say having multiple areas that you can focus your attention on in life is healthy.”

In memoriam: Claudio Gormaz

The CE staff was extremely saddened to learn of the passing of contributing author Claudio Gormaz, who died on Aug. 11, 2020, after a battle with amyotrophic lateral sclerosis (ALS, or Lou Gehrig’s disease).

Your own practice and brand have likely benefited from his expertise over the years in Chiropractic Economics as Gormaz used his experience in marketing, advertising, networking and promotions to assist doctors of chiropractic in the rapidly-changing digital marketplace.

As his bio on Amazon.com stated, “He teaches [health care providers] how to strategize so that they can dominate their marketplace … As a business development strategist, his expertise has strengthened many medical practices, increasing both the quantity and quality of their patient portfolios, capture market share, become authorities in their areas, create predictable and dependable patient streams, and increase their free time.”

He was a prolific writer, authoring books with writing partner Steven Cox, including “Power Positioning Secrets Used by the Top 1% Most Successful Chiropractors in the Country,” “Advertising Strategies: Step by Step Guide For Successful Branding,” and “Content Marketing: Tapping into the psyche of your prospects.”

“For the last eight years he battled ALS," his daughter Emma Gormaz told CE. “I know he was still writing as much as he could until the last few days.”

The 60-year-old Minnesota resident, formerly of California, is survived by his wife Claudia Urzua-Gormaz, son Joshua M. Gormaz, daughter Emma M. Gormaz, his father, mother and two sisters. In his late years he participated in ALS forums and kept up with research on the disease.

“I played college football in the late ’70s through the early ’80s," he wrote on ALS, commenting on a study referencing how people who played contact sports may have a higher risk of getting ALS. “At that time, it never dawned on me (or anyone I knew) that I may have been damaging my brain … I was completely caught off-guard when I was diagnosed with ALS.”

Laser science, 125th anniversary

For those considering adding laser therapy to their practice, or expanding or purchasing a new laser, this issue brings some of the industry heavyweights sharing the whats, hows and whens of laser pain management and the advantage to practices.

We’re also counting down to a celebration of the 125th anniversary of chiropractic in our issue #19, so stay tuned, and stay safe this fall.

To your practice’s success,

Richard Vach
EDITOR-IN-CHIEF
If you are considering adding laser therapy to your practice, or want to upgrade to the latest, easy-to-use technology, then the MEDRAY T3 is the laser for you, your practice, and your patients. No hype, no salesman rant, just the most innovative and AFFORDABLE 45w LASER found anywhere!

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SOMBRA USA launches website updates

SOMBRA® Professional Therapy Products, in business for over 45 years and offering industry-leading products such as Warm and Cool Therapy Natural Pain Relieving Gels, Antibacterial Hand Sanitizer, and massage therapy products, has launched updates to its website, sombrausa.com.

The “About” section has been enhanced to better explain the company’s dedication to quality and customer satisfaction. It has also enhanced its listings for sellers of SOMBRA Natural Pain Relieving Gels to their local communities. The company has improved the process for health care professionals to order products through a list of distributors that offer the best prices, and added an aerial view of SOMBRA’s facilities.

Visit ChiroEco.com/sombra-updates for more details.

51 celebrated in Sherman College’s first virtual commencement

Fifty-one students from around the world celebrated their graduation from Sherman College of Chiropractic in Spartanburg, S.C., on Sept. 19 during the college’s first-ever virtual commencement ceremony. It premiered on the college’s Facebook and YouTube platforms and featured award presentations, speeches and a photo presentation of the graduates.

“Vi were able to provide a more intimate ceremony with personal touches,” she said.

Visit ChiroEco.com/sherman-1st for more information.

Build your brand — even before opening your practice

Documenting the process of starting your practice may be one of the most potent branding strategies you can implement because people love watching other people tackle challenges. We are all voyeuristic; it’s a part of our natural psychology and one reason reality TV became so popular. But you don’t need a film crew following you around 24/7 to make an impact. Rather, just start using social platforms like Instagram, Facebook and Twitter to document your daily life.

Showing your progress, exposing the struggles and challenges, and highlighting how you overcome them will help you build trust and rapport with your community. People will see that you are real, that you care, and that you are willing to go above and beyond to become a local leader.

Think of the advantage you will have in the marketplace as you document meeting with local contractors for your practice build-out, chatting with local journalists for articles featuring your practice opening, and mingling with other local business owners as you work toward your grand opening. Highlighting and tagging them will not only give them exposure and build goodwill, but they will, in turn, share those posts on their platforms, and you will get exposure to their audience. And that is how you grow exponentially.

—Jeff Langmaid, DC

For more social marketing information, visit the Business Tips section of chiroeco.com.

How do you market laser therapy treatments to potential patients?

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125 years later the world keeps on adjusting spines.

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Logan University, in conjunction with the American Chiropractic Association (ACA) Council on Women’s Health, has announced the second annual Women’s Health Symposium beginning in October.

Open to all health care professionals who want to learn more about treating the female patient, this year’s event features respected speakers providing enlightening and practical information on women’s health, from meditation, yoga and stress relief to labs, radiology, pain reduction and more.

The program will be available on-demand Oct. 17-Dec. 18, 2020, and will provide up to 12 hours of continuing education credits.

Interested attendees should contact Logan’s Postgraduate Department at 800-842-3234 or postgrad@logan.edu to check for approval from their state board.

For registration information, visit logan.edu.
Children’s Chiropractic Center Oklahaven celebrates 60th anniversary

The Children’s Chiropractic Center Oklahaven, a health care facility in Oklahoma City, is set to celebrate its 60th anniversary. This year marks six decades of successfully treating the most profoundly injured or ill children through chiropractic.

In 1962, six doctors had a vision of chiropractic for children and established a nonprofit 501(c)(3) organization: Dr. Raymond E. Cook, Dr. Melvin Wayne Clark, Dr. H.J. Lynch, Dr. Ed Lynch, Dr. J.C. Getteys and Dr. Bob Baker. The name Oklahaven was added to the Children’s Chiropractic Health Center of Oklahoma very soon after its inception to offer a more concise title to recognize the organization. The name has become a true description of a “haven” that restores health.

Doctors Ruth and Orville Witt bequeathed their building to the Children’s Chiropractic Center, until the increasing number of patients determined the need for a larger clinic. In 1993, another facility was purchased and remodeled with the help of Dr. William Doscher. The Center’s current home is more centrally located and allows room for future expansion to serve more children, to conduct research and to educate people about the benefits of natural, drug-free health care and the chiropractic way of life.

The children served range from newborns to teens. Most have run the gamut of traditional medicine and remain unwell. Their parents have lost hope; they’ve been told their children will not recover. Yet Oklahaven has helped thousands of children regain their health and live productive lives through chiropractic. Families are taught how to take back their power and live a natural, drug-free, healthy and responsible life.

For more information, visit chiropractic4kids.com.

BY THE NUMBERS: LASER SCIENCE

“Just advertising the advantage that a laser is Class 4 and hence, is a better instrument then a Class 3B laser, is akin to claiming that the Chrysler 600 is a better vehicle than the Mercedes Benz 500, just because the number is higher.”

— therelase.com

Consumer laser products are generally in classes I, II and Ila, while lasers for professional use may be in classes IIb and IV.

Source: FDA

5 to 10 minutes

The typical time needed for a laser treatment.

Source: LightForceMedical

30+

Years that cold laser has been utilized as pain relief therapy.

Source: verywellhealth.com

Findings from a study indicated that posture education was key to retaining the benefits of LLLT long-term for patients.


1974

The year lasers were first used commercially in supermarket barcode scanners.

Source: subconlaser.co.uk
NYCC welcomes new students, marks one month of in-person learning

New York Chiropractic College welcomed new Doctor of Chiropractic students on Sept. 9 to its Seneca Falls, N.Y., campus as they began their first trimester of in-person learning. On the same day, new and returning students of the Applied Clinical Nutrition and Human Anatomy and Physiology Instruction master’s degree programs began their coursework 100% online.

The incoming Doctor of Chiropractic class joined returning DC students who have been on campus for hands-on coursework since earlier this summer. Select classes of students returned to campus in late June, finishing previously incomplete coursework from spring, and all returning students resumed in-person study as of Aug. 11.

NYCC had no reported on-campus cases of COVID-19 as of this printing.

NYCC President Michael Mestan, DC, credits this success to the commitment of the college community in following the NYCC Reopening Safety Plan to help ensure the safety and health of fellow students, faculty and staff.

“By adhering closely to New York State guidelines, the college was able to put together a strong and comprehensive plan to both reopen our college facilities as safe as possible and also keep our students on their academic track to becoming successful health care professionals,” Mestan said.

For more information, visit nycc.edu.

FX 635 Laser by Erchonia

Now you can relieve the pain of the low back and inflammation of the heel associated with plantar fasciitis.

This FDA market cleared laser has been proven in clinical tests to effectively treat plantar fasciitis. The powers of this low-level laser technology can reduce inflammation and eliminate pain in the plantar fascia in only a matter of weeks and return your patients to an active life once again.

Unlike other lasers on the market, the FX635 is proven to promote cellular function through painless bio-stimulation. It provides patients experiencing chronic heel pain with a non-invasive, efficacious solution to quickly improve their walking comfort and quality of life without surgery.

The FX635 is touted as “the only laser on the market for the treatment of chronic low-back pain” with FDA clearance. The FX635 has been proven in double-blind, placebo-controlled, randomized, parallel group, multi-center clinical trials to effectively treat this painful condition. Participants in the FX635 Clinical Trial showed a 58% pain reduction at two-month follow-up evaluations.

While other lasers may claim to treat these problems, only the FX635 has been market cleared by the FDA to treat plantar fasciitis and low-back pain.

For additional information, go to the CE products directory at chiroeco.com/products.
There is only 1 word that describes this training...WOW!!! More Bang for the Buck in 1-day then I’ve ever experienced after over 25 years as a Chiropractor.
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www.TheChiroEvent.com
THE TAKEAWAY
When it comes to low-level laser therapy and hormesis, there can be too much of a good thing. Research shows non-thermal red laser reduces pain and enhances healing, but there is also a hormetic threshold.

THE BURDEN OF LOW-BACK PAIN (LBP) IN AMERICA TODAY IS HUGE. It is the most common cause of disability worldwide, affecting 80% of the population at some point during life. ¹ It is estimated that approximately half of American adults suffer from chronic pain. ²
Chronic pain in the U.S. and worldwide

In July 2019, the chronic pain problem was summarized in the journal Pain Medicine, stating: 3 “Chronic pain is a major worldwide problem … In the United States, it is estimated that more than 100 million people suffer from chronic pain, with costs between $560-635 billion dollars per year … These numbers do not describe the full impact that chronic pain has on productivity, quality of life, and human suffering.”

In September 2018, the journal Public Library of Science (PLoS) One stated: 4 “Non-specific low-back pain is one of the most common and costly health care problems in society today … The burden of disabling low-back pain on individuals, families, communities, industries and societies is substantial and is now the leading cause of activity limitation and work absence in the world.”

By far (63%), the primary reason people go to chiropractors is for the management of low-back pain. 5

Pain anatomy and physiology

Chronic low-back pain is primarily discogenic. 6,7,8 The intervertebral disc has a nerve supply. 9,10 The nucleus pulposus of degenerated discs may develop nociceptive innervation in a process called “neoneuralisation.” 11,12,13,14

Pain frequently begins as an inflammatory cascade. 15 The two classes of pain-producing inflammatory chemicals are eicosanoids 16, 17, 18 and cytokines. 19, 20, 21

Non-thermal laser and pain management

For optimal effectiveness of pain management, both the inflammatory eicosanoids and the inflammatory cytokines would have to be reduced. Non-thermal red laser has been shown to inhibit both eicosanoids 22, 23 and cytokines. 24, 25, 26 The photochemical reduction of pain also results in enhanced healing. 27

Non-thermal low-level laser therapy has been shown to significantly help with a variety of pain syndromes, including:

- Pain after breast augmentation 28
- The pain of chronic plantar fasciitis 29, 30
- Chronic neck and shoulder pain 31
- Chronic low-back pain 32

Hormesis and the hermetic threshold

Biologically, everything that is good for you may become bad for you if done in excess. 33, 34 This includes exercise, sleep, vegetable and fruit consumption, water, temperature, etc. Laser therapy is also hormetic. More exposure to laser beams may be counterproductive. 35,36,37,38,39,40,41,42,43,44,45

The hormetic threshold for laser therapy is determined by joules/centimeter 2. A brilliant strategy for assuring that one does not exceed the hormetic threshold is to move the diode(s). Developing a laser device that constantly rotates the diode(s) (as opposed to having a person move them) saves time and overhead while increasing efficiency.

Rotating-diode laser

For the first time, in July 2018, the U.S. Food & Drug Administration (FDA) granted FDA 510(k) market clearance for the management of chronic low-back pain with non-thermal low-level laser therapy to a laser manufacturer.

The study submitted was a placebo-controlled, randomized, double-blind, parallel group, multi-center clinical study. The success criteria were defined as a minimum of a 30% decrease in chronic low-back pain and that 35% of patients in the treated group would experience the minimum pain reduction compared to the placebo group. Overall, 72% of patients met the success criteria.

On June 1, 2019, the manufacturer was granted an additional market clearance for the treatment of pain in other bodily regions. 46 The FDA device classification was worded: “Powered Light-Based Laser Non-Thermal Instrument with Non-Heating Effect for Adjunctive Use in Pain Therapy.”

Adding non-thermal low-level laser therapy to chiropractic clinical practices gives chiropractors a proven and FDA-market-cleared modality for the management of one of the world’s most common, persistent and costly disorders. This modality, added to traditional spinal adjusting and other adjunctive supports (diet, supplements, exercise, etc.) will undoubtedly enhance clinical outcomes and patient satisfaction. 

DAN MURPHY, DC, DABCO, offers the chiropractic profession the highest quality in whiplash education and trains doctors in the bulletproof management of personal injury cases with both documentation and treatment. He writes for Erchonia and can be reached at danmurphydc.com.

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HOW LASER THERAPY BOOSTED OUR PRACTICES

BY GARY HUDDESTON, DC, AND ROB HANIPOLE, DC

AS CHIROPRACTORS, AND AS A PRACTICING CHIROPRACTOR MYSELF FOR 40 YEARS, we have all been bombarded over our careers with quick fixes, money-making promotions, and various gadgets and gimmicks. There is still one item that brings our patients in and that is the chiropractic adjustment as well as our ability to reduce pain and make people feel better.

However, there is always a number of patients we all have seen and treated who don't respond fast enough or get the benefits they are expecting. Many of these patients need some form of boost or additional treatment to take them to the next level of healing, and that boost could be Class IV laser therapy.

Personally, I have had patients who didn't seem to improve at all or only marginally until I did add Class IV laser therapy, and often the results were amazingly fast, which was greatly appreciated by the patient. Treatment was very quick, felt good to the patient in soothing warmth, and often relieved painful issues before they ever left the office. I could never get these results using any other form of modality.

Patients are impressed with doctors who not only offer a clean and professional clinic, but also stay on top of the latest and greatest treatment methods.

It then got to the point that I was adding laser treatment to all of my patients, and I saw faster responses from my adjustments, less overall pain, and actually more acceptance for my treatment and therapy plans as well as the added income. I saw firsthand what Class IV laser therapy could do by treating real, money-paying patients on a daily basis and not just salesman's hype. I treated more patients with Class IV laser in a week than most salesmen did in a lifetime. There is no use in spending your time, your patients' money and your money on a therapy that doesn't work.

Our clinic started using a Class IV laser that I designed initially on plantar fasciitis, and the response was tremendous as far as excellent patient response and further practice growth. Because of this, we expanded out into a more diverse laser – chiropractic practice and then took it up another step by establishing a freestanding laser pain center in our own chiropractic clinic with proprietary advertising, marketing and even a few dedicated rooms in our clinic.

What made this whole procedure so beneficial was that we told the patients up front that laser therapy was a non-insurance-covered modality. Surprisingly, the fee and payment schedules were met with minimal resistance. The other benefit of adding Class IV laser therapy was that these treatments were a staff-driven machine. I, of course, did consultation, exams and reports of findings. Once this was done, the treatments, rescheduling and follow-ups were done by my laser therapists.

Two complaints about adding Class IV laser therapy to a practice are often brought up, one being the time of the treatment and secondly the cost of the equipment. It should be noted that even though most Class IV laser treatments are attended, treatment times are very short and don’t need to be doctor-administered in most states. Secondly, as technology grows, lasers are becoming not only more powerful, which equates into shorter treatment times, but also more affordable.

Having equipment that not only delivers the “steak” but the “sizzle” as well becomes the ultimate treatment modality. Patients are impressed with doctors who not only offer a clean and professional clinic, but also stay on top of the latest and greatest treatment methods. In today's health care environment, doctors of chiropractic need to stand out from the rest of the field not only in their chiropractic techniques and knowledge, but with other areas of focus that can help their patients. The days of hanging a chiropractor sign on the side of a building and expecting a huge patient response are long gone. We all need to grow and expand with the times.

GARY HUDDESTON, DC, owns Accuflex Tables & Lasers and works solely in the entertainment and music industry treating world-famous bands and musicians with laser therapy. He also manufactures several different Class IV lasers. He can be reached at 573-745-1086, by email at drg4000@att.net or at acculaser.com.

ROB HANIPOLE, DC, is CEO of The Laser Masters, a company that helps doctors and therapists design, open and run laser pain and rehab clinics through one-on-one development and nationwide seminars. He can be reached at 954-296-8473, via email at robdc@bellsouth.net or at the website thelasermasters.com.
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HOW TO CHOOSE THE RIGHT LASER

Effective treatments and healing only come from the proper therapeutic laser

BY PHIL HARRINGTON, DC, CMLSO, FASLMS
TIME TO READ: 7-9 MIN.

THE TAKEAWAY
A breakdown of what to consider in companies, equipment, treatments and return on investment when considering adding laser therapy to a practice.

LASER THERAPY (PHOTOBIOMODULATION, OR PBM) IS ONE OF THE FASTEST-GROWING MODALITIES in chiropractic and in many other health care disciplines. As recently as 15 years ago there was little understanding of the mechanism behind photobiomodulation. But now thanks to the work of top researchers around the world, PBM science is rapidly advancing.
Investment in a laser
With a better understanding of laser mechanisms comes a better understanding of the optimal parameters for effective laser therapy treatments. Laser therapy equipment manufacturers that are implementing the latest laser therapy science and research into their devices and protocols will continually be improving clinical outcomes.

Investing in a therapeutic laser is a big decision for today’s chiropractor. There are many options on the market and oftentimes conflicting advice regarding laser parameters. But diligent laser equipment research pays off.

Ryan Lucas, DC, of Gaylord, Mich., said, “I am continually impressed with the various conditions that I have been able to help people with that they otherwise would have suffered with for years. This impresses me weekly even after using laser for 10 years.”

Looking at the company
The first questions to ask when buying a therapeutic laser should be about the company itself:

▶ How long have they been in business?
▶ How long have the employees worked for the company?
▶ Where is the company based?
▶ Do they implement the latest research into their laser devices?

Questions should also be asked about warranty, service and repairs, and availability of loaner equipment, if needed. A therapy laser company should be devoted to advancing laser therapy science and offering various educational resources.

A reputable therapy laser company should be able to provide prompt clinical support from fellow clinicians experienced in treatment delivery, case management and laser safety. This clinical support should be included in the laser price — with no extra charges.

“My laser company has outstanding customer service and support. I have been using their lasers for more than 12 years and they have never let me down,” said Reed Lerman, DC, of Manahawkin, N.J.

Looking at the equipment
The next questions to ask are about the laser equipment itself:

▶ Is it durable and sturdy?
▶ Is it easy to use?
▶ Does the laser software have preset protocols that make it easy for your office staff to deliver laser treatments?
▶ When delivering laser treatments, is the laser handpiece lightweight, or is it heavy so that your staff members’ arms will get tired quickly?

Next we move to the internal specifications of the laser device:

▶ How is the laser light produced?
▶ What kind of diodes are they?
▶ How are the diodes kept cool?
▶ Are there single diodes per wavelength or are there multiple diodes per wavelength?
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The important specifications for effective laser therapy treatments are as follows: wavelength, power, power density, treatment time, and mode of delivery (continuous wave versus pulsed modes of delivery).

Wavelength determines depth of penetration and the chromophores that will most readily absorb the laser photons. Most therapy lasers can emit multiple wavelengths simultaneously, with some offering “wavelength selectability,” which will turn on or off selected wavelengths.

The next generation of therapy lasers will be able to deliver multiple wavelengths at various power levels. This will further improve clinical outcomes.

Power correlates to the brightness of the laser light, and power density measures the concentration of the laser light. A higher-powered therapy laser can deliver more light to deeper tissues and can deliver a therapeutic dosage to a larger volume of tissue than a lower-powered laser. Therapeutic lasers utilize power density orders of magnitude lower than that of surgical lasers.

When it comes to power, beware of the American adage, “If some is good, then more is better,” as lasers with too much power can create liability issues.

The best therapeutic lasers can deliver laser light in multiple modes. This means the laser light could be constantly on or pulsing on/off at varying frequencies. This targets different tissue types in the patient and elicits different physiological responses from the tissues.

Certified laser therapist Suzanne Agliata advises, “Choose a laser that makes it easy to replicate any treatment.”

Looking at treatments
Laser therapy treatments must be delivered directly to the skin, as laser will not pass through clothing. Treatments are best delivered as an active procedure, with the laser therapist directly applying the laser to the patient. Unattended laser devices do not save on staffing expenses, as someone must be in the room monitoring the patient. Failing to do so opens the door to injury complaints and liability.

The physiological effects of laser therapy are reduced pain, modulated inflammation and enhanced tissue healing. Treatments are non-invasive and have virtually no side effects.

Jim Hoyt, DC, of Missouri Valley, Iowa, reports, “It’s the next best thing to a ‘magic wand!’ I could not practice without it and still deliver the best care possible.”

Return on investment
The final and perhaps most important consideration in purchasing a laser device is return on investment. After all, the most expensive piece of equipment is the one that you do not use — regardless of the cost.

When it comes to power, beware of the American adage, “If some is good, then more is better”...

Make an analysis of the number of patients and conditions that can be treated every month, and how much you can be reimbursed for those services. Laser equipment companies work with financing companies who can structure different types of loans or leases. One laser company offers a pay-as-you-go system, which allows for product evaluation with no long-term commitment.

Laser therapy is here to stay. It is a proven modality, helping scores of patients with pain and injuries every day. Brenda Medina, DC, of Franklin, Tenn., enthusiastically proclaims, “Laser therapy is a game-changer. I should wear a shirt that says, ‘Let’s laser that!’”

Choosing the right therapy laser will soon have you echoing her words. CE

PHIL HARRINGTON, DC, CMLSO, FASLMS, is clinical manager, human medical director and laser safety officer at Summus Medical Laser. To learn more, go to summuslaser.com/why-summus.
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SUCCESSION PLANNING AND WHY YOU MAY BE IN TROUBLE
When and how to time your retirement, and what can happen when you don’t
BY DREW STEVENS, PHD
TIME TO READ: 12-14 MIN.

THE TAKEAWAY
If you are the sole practitioner, how does your practice go on in the event of an illness, crisis or death? For the security of your staff and your future, you need a succession plan to maintain overall patient care and the continuance of practice revenue.

WHILE I WAS ATTENDING TO OFFICE ITEMS my telephone rang and it was the office manager for another chiropractic practice informing me that the principal had taken ill and was on his way to the hospital. I discovered that Peter was having some bouts of forgetfulness, nothing urgent, until he blacked out and was rushed to the hospital. In the analysis, it was found he had a brain tumor and needed to undergo emergency surgery.

This info came on the heels of another practicing physician named Eleanor who recently discovered she had cancer. While she is able to fight it through treatment, she needs assistance with her practice. These stories then remind me: Who minds the practice when illness strikes?

Succession decision-making
One of the most difficult decisions to think about is the transfer of your business — your pride, joy and, most importantly, your creation. Turning over management or ownership authority is not easy for any founder, nor is it easy for the successor.
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However, if you want your practice to continue to prosper, then you must seek a way to do it. Research shows that practices tend to fail after a death, and fewer than 30% are transferred successfully to a second generation or associate.

Foundations for success
The first step in any transition is your ability to get your mind in the right context. Succession planning helps you prepare for two basic premises: a) crisis; and b) retirement.

While there are very few statistics in each of these areas, I will bet that less than 10% of chiropractors are ready for these categories. The fact is, one day your practice (heaven forbid) may get hit with a crisis and you will also need to or want to retire. When either occurs, what are your plans?

There is an old maxim stating, “If you fail to plan, then plan to fail.” This is very true. Operating a business where you are the sole focus has its positives as well as negatives. The benefits are the financial freedoms and lack of bureaucracy, but if you’re ill, you cannot bring in revenue. If you have not placed anything in savings before you retire, this will harm you. It is for these reasons that planning is so beneficial.

Disaster plan in place
Convincing chiropractors to have a disaster replacement plan in the event of a tragic event is not too difficult — but persuading them to prepare people for advancement years ahead of their actual promotions presents more challenges. Therefore, replacement planning is a start, but only a start.

Consider that many succession plans pertain to most large organizations such as hospitals or health care administrators; most small companies don’t have one, much less replacements for key positions such as chiropractic assistants, therapists, associates, etc. Succession planning balances the short and long-term needs and promotes the simultaneous analysis of each.

What I personally believe is that succession planning is a deliberate effort for the chiropractor to plan a transfer of duties and revenue to that person or persons who can continue the culture and care of patients without hesitation. Done well, succession planning maintains a balance between overall patient care and the continuance of practice revenue.

Saving and retirement
As a society we are not getting younger, and many media outlets are reporting the amount of rising debt in America and lack of retirement planning. Moreover, my own observations of chiropractic classes when presenting keynote speeches seems to point toward a focus on the present and a lack of concern for the future.

Chiropractic is no different from a professional athlete who quickly finds him or herself in a pile of money. Almost immediately, there is a desire to spend … not save. Strange but true: An extra-big lottery prize means you’ve got an extra-big chance of going bankrupt.

That’s the implication of a paper published in 2010 by researchers at Vanderbilt University, the University of Kentucky and the University of Pittsburgh. The authors looked at lottery winners as separated into two groups: those who won sizable cash prizes (between $50,000-150,000) and those who won more modest prizes of $10,000 or less. They found that five years after the fact, the big winners were the ones more likely to have filed for bankruptcy.

So which is easier: playing the lottery and having the odds stacked against you, or playing it conservatively and doing some planning for your destiny and legacy? The easier method for getting started is simply deciding to move forward. Perhaps one of the easiest items before you have a full-fledged succession plan is to visit with an attorney and develop a will if you do not have one, as well as a living will. And, I also suggest visiting with a financial advisor who can provide advice and succession services.

As with any succession plan, using a professional approach is key to your success. It is prudent to think about who might take over when you are incapacitated, die or become involved in some other crisis. The idea here is to state, on paper, who will take over, what role they might fill (as not every successor need be a chiropractor) and what support and resources they will provide. However, not every chiropractic practice will have a family member ready, willing and able to take over. One study found that only 5% of all entrepreneurs were able to rely on
family members to take over. Not everyone desires to be a chiropractor or even work with patients.

**Succession planning benefits**

One of the most obvious advantages for starting a succession plan is understanding that you will be planning for your financial future and ensure that it is set. Another thing to consider is that your staff, as well as your immediate family, will know that the practice will take care of you during times of crisis or instability. Proper planning for succession helps ensure that the practice will be ready for volatile periods. All businesses, large and small, have varying degrees of volatility and as such, each business needs to plan for these particular issues.

When staff recognizes that they will continue to be paid during some type of hardship and patients comprehend that they will be treated, there is less concern for the practice. Further, planning for your future should also provide some level of comfort in knowing that your family, your patients and your revenue will be protected. One cannot go through life not being concerned about the future. While I do recognize that living in the moment is vital for everyday happiness, planning is exceedingly important since your business depends on it.

**Competencies to look for**

The most difficult part of any succession plan is finding the right person or persons who can possibly jump in during crisis. The first concern is ensuring that there is a proper leader who can take over and guide the staff through daily activities.

The second concern is then ensuring that your patients gain high-quality care for the ailments they have. Realize, should you become incapacitated or die, the decisions will lie upon someone else to make. Therefore, you want to ensure that the competencies of the other person taking over your practice are congruent with your thoughts, feelings and, most importantly, your passion for curing the patient.

Finally, the successor must also ensure that proper revenue...
Succession planning helps you prepare for two basic premises: a) crisis; and b) retirement.

continues to flow into the practice so that your family is taken care of. No longer will their own efforts define their destinies; now they must rely on others, who may or may not do a good job, to determine their fates. And realize that during times of incapacitation or even death, there is no opportunity to jump in to save the day.

The person who is transitioned to take over your business has got to be one you trust and respect, no matter what.

Putting it all together
Researching and choosing the right person is no different from the steps included earlier in this chapter. However, once the decision is made, it will then become necessary for you to choose one of three paths:

a) making the slow transition and offering assistance on a month-to-month basis;

b) making a quick transition and cutting off all access; or
c) making the transition and allowing the other person to take over completely while offering consultative advice on a monthly or periodic basis.

The notion here is that once you transition out and retire, then retire. Although you have a love for the practice and its people, your hanging around will interfere with the future progress of the practice. It’s unfortunate for me to say this as well as for you to read it, but when it is time for the new person to take over, you must let them.

I do recommend being available, but you really need to allow the new person to provide his or her own personality, core beliefs and principles if the practice is to continue and thrive.

There is no easy answer to any of the issues involving succession planning. The transfer of ownership in any practice is highly complex and is unique in every single instance. It is suggested that you use experts in law, accounting, business and consulting so that they help you identify the problems and organize remedies for success. In seeking out individuals, the best ideas will come from immediate family members, immediate advisers, immediate masterminds and even peer advisors.

Your role is to not wait until a disaster of any proportion to make a succession plan. Should something occur, your desires will then become irrelevant, so the sooner you plan, the better for you and your family. And the more you remain on top of succession, the more current the issues for transfer.

DREW STEVENS, PhD, is an accomplished speaker, author, advisor and coach for chiropractors. He is also the author of the best-selling practice management book, “Practice Acceleration — Helping Chiropractors Maximize Patient Volume and Revenue.” © 2020 Drew Stevens, all rights reserved.
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TECH TALK

PHOTOBIOMODULATION (PBM THERAPY), previously known as low-level laser therapy (LLLT) or “cold laser,” is a popular tool for a wide range of musculoskeletal pathologies (back pain, neck pain, muscle, tendon and joint pain). It is cleared in the United States by the U.S. Food and Drug Administration for the “temporary relief of minor muscle and joint pain and stiffness, minor arthritis pain, or muscle spasm; the temporary increase in local circulation and the temporary relaxation of muscle.”

Evidence base, effectiveness and overdosing
At least 200 randomized placebo-controlled clinical trials (RCTs) have been published on the effects of PBM on musculoskeletal pain, with a further 500 RCTs published on a variety of pathologies including neuropathies, non-healing wounds, headaches, dental pain, cancer treatment side effects, and even the brain. More than 90 systematic reviews with meta-analysis have pooled the data for a wide range of clinical applications providing summaries mostly in favor of PBM as a safe and effective medical intervention.

In a systematic review and meta-analysis of laser therapy on tendinopathies (Tumilty et al. 2009), 13 out of 25 published randomized controlled clinical trials (52%) of laser tendinopathy studies failed to produce a positive result. The reason identified was “treatment overdose.” Tumilty subsequently wrote a paper titled “The Dose That Works: Low Level Laser Treatment of Tendinopathy.” It is a free-to-download paper and worth searching for online.

LASER DOSAGES FOR COMMON INJURIES AND OVERDOSING
Understanding PBM dosing is a bit like understanding cooking — heat intensity and time are crucial

BY JAMES D. CARROLL
TIME TO READ: 5-7 MIN

THE TAKEAWAY
Approximately 55% of laser studies on tendinopathies failed. The cause was laser therapy over-treatment.
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There is a myth on the internet that you can increase PBM laser power intensity by a factor of 10, treat for 1/10th of the time and expect to achieve the same result.

**Have we been doing it wrong?**

Understanding PBM dose is a bit like understanding cooking. The two things you have to get right when cooking are the heat intensity of your oven and the cooking time. It is the same for PBM — the two things you have to get right are the light intensity and treatment time.

There is a myth on the internet that you can increase PBM laser power intensity by a factor of 10, treat for 1/10th of the time and expect to achieve the same result. It does not work in cooking and it does not work in PBM. Tumilty and many others have found limits to the total dose and the rate at which it is delivered. Light intensity in PBM is called the “irradiance” and is expressed in W/cm²; this is called the “dose rate.”

**The dose that works**

In summary, Tumilty’s paper found that the 12 positive studies effectively used the dosage window in the World Association for Laser Therapy (WALT) guidelines. Below is a sample from a table of data showing Jan Bjordal’s dose-rate information as reported in Tumilty’s free-to-download paper.

Assuming that you already own a laser, let’s say you want to treat a superficial pathology (less than 1 cm below the skin surface, such as an Achilles tendinopathy), and you want to stay safely inside Bjordal’s dose-rate window. I suggest you deliver 50 mW/cm² to each tender area for 1 minute (which equals 3/cm²) 2-3 times a week for at least three weeks (then you can reduce the number of weekly treatments until the patient is discharged). Whether you own a Class 4 laser or a Class 3B laser, the manufacturer should be able to advise you on how to achieve 50 mW/cm².

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There is more to PBM than just treating the symptoms. We teach treatment of myofascial trigger points, lymphatics, nerves for analgesia and even bone marrow for stem cell release.

PBM can inhibit as well as stimulate, and the techniques and settings for consistently achieving these results have not always been clear. Should you use laser or LED, red or infrared wavelengths, use a strong or a low-power laser, use pulses or continuous, treat twice a day or twice a month?

PBM dose is critical to your patient outcomes and therefore critical to repeat business and referrals. Just like manual therapies and pharmaceuticals, getting the dose right will improve patient success and create loyal fans for your high-tech therapy investment.

**JAMES D. CARROLL** is founder and CEO of THOR Photomedicine and has more than 30 years of photobiomodulation experience. He has coauthored 22 PBM papers and contributed chapters to five PBM books. Learn more at thorlaser.com.
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WHAT ARE ‘CLEAN’ OMEGA-3S?
Providing better absorption, nutrient value and compliance

BY TERRY LEMEROND
TIME TO READ: 9-11 MIN.

THE TAKEAWAY
The source of omega-3 fish oil is essential. All ocean fish have some level of contamination, as we have not been good stewards of our environment, but the form of an omega-3 supplement can add value for your patients, too, specifically a phospholipid-bound omega-3 supplement.

CHANCES ARE GOOD THAT YOUR PATIENTS ARE ALREADY FAMILIAR with omega-3 fatty acids. But it may surprise your patients to learn that the very nutrients they hope will help them could, in fact, hurt them.

Although omega-3 supplements are readily available almost everywhere, there is very little differentiation for patients as to what they should look for. And unfortunately, the quality of omega-3s, most available in oil forms that may have been harshly processed and have a great likelihood of going rancid, is often open to question.

There's no doubt that sources of fish oil matter. I think that a single source, like salmon, is best. But sourcing isn't the only thing that's important, either. Whether the supplement has been tested to verify its purity is a must.

Omega-3 purity and form
There are several levels of testing required to assure quality of a marine oil and extracts from marine sources. There must be an evaluation of heavy metal content. There must also be an evaluation of contaminant exposure, like PCBs and residual pesticide components. All ocean fish have some level of contamination; we have not been good stewards of our environment. Unfortunately, the location of the fish harvest is not a guarantee of purity — the proof is in the testing, no matter where or how a fish is obtained.

Along with purity, the form of an omega-3 supplement can add value for your patients, too. For instance, DHA is typically connected to phosphatidylethanolamine (PE) and phosphatidylserine (PS), and EPA is associated with phosphatidylinositol (PI) in the brain. So a phospholipid-bound omega-3 supplement tested for purity, more stable than oils, and from a single source, salmon, makes the most sense.

Because this form is more stable, it is a real bonus for patients who have struggled with fish oil because they don't like fish burps, or patients who become hit-and-miss with their supplementation and the oil goes rancid. The absorption of omega-3s is much better with phospholipids than triglyceride-bound oils as well, as it is simply a more natural fit for the body. Dosage levels of this form of omega-3 supplement, because of superior absorption, are low at only two per day. That's a far cry from traditional oils, and it virtually guarantees better compliance.
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Clean omega-3s from salmon

So, what goes into making a cleaner form of omega-3s from salmon? A unique process pioneered by French researchers at the University of Nancy. This process uses water and enzymes immediately following the catch — not intensive heat or harsh solvents that could compromise the safety and benefits of the omega-3s and other compounds. This process also means that the supplement supplies a wealth of phospholipids and peptides, and that could make a critical difference for your patients.  

Consider this in-vitro study published in the Journal of Neurochemistry. Researchers pre-treated neuronal cells with DHA from this phospholipid-bound omega-3 source for 48 hours before exposing these cells to soluble oligomers of amyloid-beta peptide, a factor in the development of Alzheimer’s.

The DHA pretreatment greatly increased neuronal survival and reduced damage. The researchers concluded that “Such neuroprotective effects could be of major interest in the prevention of Alzheimer’s and other neurodegenerative diseases.”  

Comparing omega-3 oils

Fish oil and to a lesser extent, krill oil, have been available for some time and probably are familiar to your patients, so it may be a challenge for them to consider a different form. You can remind them that even though fish oil provides DHA and EPA, those essential fatty acids can be prone to rancidity, be difficult for people to efficiently absorb in that form, and can cause oxidative stress and inflammatory damage. And while krill oil can provide omega-3s and some phospholipids, it doesn’t provide the heart and neuron-protecting peptides found in the phospholipid-bound form from salmon.

The benefits of having phospholipids as an inherent part of the supplement cannot be discounted — it makes what would otherwise be a standard omega-3 into a multi-nutrient addition to a patient’s regimen. The list of these valued components provided by a salmon-sourced form of omega-3s reads like a “who’s who” of nutrients:

- Phosphatidylcholine (PC) — Helps produce neurotransmitters, supports nerve cells and protects the mitochondria from the risk of free radical damage.
- Phosphatidylethanolamine (PE) — Supports the structure of the myelin sheath that surrounds nerve cells for healthy brain function.
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Phosphatidylinositol (Pl) — Plays a major role in nerve, brain and muscle signals.

Sphingomyelin (Sph) — Found in the myelin sheaths of neurons; their concentration in the brain is absolutely critical for healthy cognitive processes.

Phosphatidylserine (PS) — Often recommended as a stand-alone nutrient for broad-spectrum brain health, including mood and working memory.

Without a doubt, omega-3 fatty acids have shown remarkable benefits. Essential fatty acids hold cells together and protect them against invaders. EPA and DHA from fish oil improve heart health and blood profiles, relieve pain through anti-inflammatory action, enhance immunity, elevate mood, alleviate the symptoms of ADHD and menstrual pain, promote brain and vision development in infants and children, and help treat depression. 4–9

Omega-3s and bioavailability
Getting omega-3s in the diet is well-established as truly essential. But they are only valuable if they are not oxidized and if they are bioavailable. If you have patients who have struggled with keeping an omega-3 regimen, it may be time to rethink the delivery of these nutrients with a clean, pure, effective source for consistent, ongoing benefits.

This phospholipid-bound form of omega-3s from salmon is easy for patients to comply with — just two tablets daily can help reset your patients’ experiences and expectations as they notice concrete results on their path to optimal health. TERRY LEMEROND is a natural health expert with more than 40 years’ experience. He has owned health food stores, founded dietary supplement companies, and formulated more than 400 products. A published author, he appears on radio and television, and is a frequent guest speaker. He can be contacted through europharmausa.com.

References can be found online at chiroeco.com
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THE TAKEAWAY

Compare your referral-building to these conventional and unconventional methods to maximize your community efforts and even hone your “elevator pitch.”

WE’VE ALL HEARD THE SAYING, “Luck is what happens when preparation meets opportunity.” The same is true of your referral process. Referrals can happen organically, of course, but you’ll likely have the best “luck” if you take advantage of hidden opportunities.

Look for unexpected referrals
Nicole Ingando, DC, of Orlando, Fla., was on her surfboard one day when a group of surfers paddled over. One of them looked uncomfortable as he waited for the next wave, so she asked if he felt OK. After he explained that his back was hurting, Ingando indicated the motion surfers use to push up from the board and asked if his pain improved when he did that. He said it did — and then made an appointment to see her. Back at her practice, Ingando was able to help her fellow surfer and teach him exercises to do at home to ease the backaches.
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Her reputation as a great doctor of chiropractic is so known among the local surfing crowd that a man once paddled up to her husband, also a surfer, and asked about Ingrando. One lunch meeting later, the surfer, a well-known personal injury attorney in Florida, now refers patients to her.

While you may or may not be up for “hanging 10,” we can all take referral inspiration from Ingrando, who owns the North Orlando Spine Center in Longwood, Fla., where she and four other DCs provide team-based care to the community.

**Practice your elevator pitch**
Developing and practicing a strong statement of influence, or elevator pitch, lets you share your value quickly, easily and naturally.

“When I deliver my statement of influence — This is what I do and this is why I do it and you’re who I do it for; do you need me? — people are immediately moved to action. Everyone wants and needs functional preservation and improvement,” says Ingrando.

**Turn to other chiropractors**
Wesley Nyberg, DC, of Waukee Wellness & Chiropractic in Iowa, believes that one of the best sources of referrals is other chiropractors.

“I met a DC from Alabama at a conference and we got to talking,” he said. “Not long after, his mom came into the office and became a patient. It turns out she lives in my city. She’s been coming in for five years now.”

Building a great network of doctors you can refer to, and get referrals from, not only benefits you but can benefit your patients as well. If one of your patients is traveling, moving, or has a relative in the area who needs help, you can send them to your colleague. Wesley even has a few people in England he can refer to when needed.

But referring to other DCs shouldn’t be limited to out-of-towners. There may be a doctor right down the street who specializes in an area that is not your highest skill. Sending a patient to them not only helps the patient but opens the door to that doctor sending referrals to you.

Try other unconventional methods of discovering new business
Opportunities are everywhere. Look at the people you interact with in your life and consider how you can help them. Here are a few thoughts to get you started:

**Parent groups and your children’s sports associations** — If you’re a member of your school’s PTO or other organization with parent involvement, those can be great places to strike up conversations. Chatting with parents at your children’s sporting events is another way to potentially find new patients.

**Your own sports organizations** — Whether you play pickup basketball or belong to a local racquetball league, take a cue from Ingrando and make it known that you’re available to help your fellow amateur athletes.

**Nearby businesses** — Offer to do a lunch-and-learn for nearby businesses. This tactic can be especially effective at companies that have a wellness program or promote health and well-being.

**Local lactation specialists** — Lactation specialists see new mothers with aching backs regularly. Make a connection and let your specialists know you’re available to help.

**Notice people’s posture** — Your auto mechanic spends much of his or her day in and under cars. Your doctor or dentist spends lots of time standing and bending. Your hairdresser repeats the same movements all day. Give people credit for what they’re doing and how that impacts their body, then start a conversation about it.

**Small business networking groups** — See if your city has a business referral organization such as BNI. Other small-business owners may be likely to refer you and support a fellow entrepreneur — or they may be in need of care themselves!

**Other doctors in the area** — When a new doctor moves to the area or you hear good things about one, drop by with lunch and say hello. When they get a patient who can use your expertise, they’ll remember you.

**Make primary care physicians confident in their referrals**
Tim Bertelsman, DC, CCSP, DACO, of Premier Rehab in Swansea, Ill., is another DC who has seen a lot of success from developing
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referral relationships. He has a three-step process he uses to ensure primary care physicians feel good about their decision to refer. “These tools uncover a lot of hidden referrals,” he says:

**Initial visit synopsis** — He sends an initial visit synopsis to the referring primary care physician that explains what the exam revealed, a synopsis and course of treatment. Doctors don’t have time to read a lengthy document, so he limits it to two paragraphs.

**Release report** — He sends a release report when a patient is done with care to all the patient’s primary care physicians, regardless of whether they were referred. This demonstrates the success of treatment to the doctor.

**Results recap** — Every six months, he brings lunch and a recap of patients they referred with results, then asks for more. Quality contacts deepen the connection.

Do a gut-check if referrals aren’t coming in

“Referrals from anyone — a colleague, an MD, a patient or a neighbor — all have one thing in common: They’re a barometer of the quality of service you provide,” Bertelsman says. Building relationships is the foundation for success in any business and chiropractic is no different.

Are you offering a service people want and need? If you’re not getting enough referrals you may not be providing a service people want to buy. Decide what your niche is and align everything you offer and your messaging to support that service. If you’re focused on a family practice, make sure your space is family-friendly and your social media supports that messaging.

Make your own luck

At the end of the day, quality care always results in referrals and repeat business. But it never hurts to make a little “luck” happen by being ready for opportunities and spotting them everywhere you go.

DAN ZIMMERMAN is director of corporate relations at NCMIC in Clive, Iowa. He coordinates and conducts NCMIC’s programs for students, including presenting risk management seminars and the Starting Into Practice program — a free resource for chiropractic students and recent graduates. Learn more by visiting startingintopractice.com.
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Parker University’s Neuroscience programs provide professional online and clinical education targeting advanced topics, including traumatic brain and spinal cord injuries, paraplegia, and the sequelae of limb amputations. Additional areas of study include balance disorders, fall risk assessment, and post-stroke rehabilitation. It is through the management of more complex patient presentations that graduates of this program assume expert roles as clinicians, researchers, or educators.

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It consists of two similar programs: the first offering an online-only education and the second including a clinic-based lab that continues to build skills beyond the online degree. It prepares graduates for currently available professions in neuroscience as well as new, emerging fields of study in healthcare and chiropractic. The curriculum provides practicing clinicians the opportunity to develop new skills and expertise in managing neurological dysfunction in their patients. Additionally, graduates are well suited for vital roles in education and research.

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How planning a good public relations story locally can rocket your business

BY CHRISTINA DEBUSK
TIME TO READ: 6-8 MIN.

THE TAKEAWAY
Putting the efforts of you and your staff into highlighting one story regarding your practice can be applied across your web and social media channels and put you in the local spotlight.

A MEDIA SPOTLIGHT, EVEN JUST ONCE, CAN HELP YOUR PRACTICE GROW, both at the initial impact of the news feature or piece of content, and in the years after when it “lives” on the internet. Brian Meenan, DC, of Premier Chiropractic Clinic in the South Hills Pittsburgh, Penn., area knows this all too well. After one of his chiropractic videos went viral, it brought more patients through his doors after it earned 12,000 new subscribers overnight.
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8.5 million video viewers
Meenan began utilizing the video platform TikTok in October 2019 under the username @drbrian_chiropractor. TikTok is a social media platform designed to allow users to create, post and watch short videos. Typically, these videos are set to music, with the poster lip syncing to a specific song, either using the original author’s words or making up their own.

“At that time, there weren’t many professionals on the platform,” says Meenan, though many of his patients were encouraging him to get on the site and post. This encouragement paid off when, on April 11, 2020, Meenan created a video that caught the attention of more than 8.5 million viewers.

A friend from chiropractic school had dubbed over a popular tune with his own words and encouraged others to do the same. So, that’s exactly what Meenan did while showing viewers how to do a simple stretch for easing back pain. Soon, the number of views started to grow exponentially, even earning him around 12,000 followers in one night. When asked what made that video so appealing to so many people, Meenan shared that “it was a catchy tune.”

Although Meenan first got the idea to use TikTok from his patients, it wasn’t until he read a story about a DJ who was able to “blow up” his online presence with these types of posts that he decided to take further action.

“I reached out to all of the big papers in my area and offered to do a press release for them,” he says.

Repurposing successful content
The Pittsburgh Post-Gazette picked up the story, publishing it on their website.

“My website views went up a ton that day,” Meenan says. His online followers have grown as well, to more than 268,000. Perhaps the best part is that this effort has also increased his patient list.

Meenan shares that his practice gained approximately 20 new patients in 2-3 months due to his TikTok presence alone. Since this platform has a high base of younger users, many of the new patients are in this age range.

“The youngest is about 20,” Meenan says, “and the oldest is about 32.”

How can you start a good public relations (PR) campaign that helps you grow your business and increase your clientele?

Use a PR campaign to show your expertise
“I think the best way to create awareness is to show off your expertise,” says John Goodman of John Goodman PR. Goodman has previously served as publicist for “Good Morning America,” “ABC Evening News,” and ABC’s “World News Tonight,” but now spends his time helping his own clients develop a higher level of brand awareness.

That’s essentially what Meenan did by sharing the stretch that is helpful to relieving back pain. He highlighted his ability to help patients who struggle with this issue, ultimately bringing more patients into his Pittsburgh-area practice.

Blogging for your various channels
If you’re not good with videos, Goodman shares that one way to show your expertise is to “create a blog on your website and post stories that relate to your patients’ medical challenges.” Talk about the type of results you’ve been able to provide for patients who struggle with certain health conditions.

If you tend to work with an older population, for instance, post about how to improve balance. If you specialize in sports, talk about injury treatment and prevention. If some of your patients are willing, highlight their individual experiences. Have them put into their own words how you’ve been able to help resolve their chief complaints.

“To spread these blog posts beyond your website, post the links to your stories on social media,” adds Goodman. With around three billion users worldwide, social media platforms enable you to get in front of your target demographic by appearing on the same sites they are already using. “This will not only showcase your expertise,” says Goodman, “but will also create awareness and possibly help you gain new patients.”
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GOODMAN stresses that social media is also a “great, free way for chiropractors to share positive patient results and new therapy options.” Think about all of the good things you do in your practice and share them there.

If you find that social media is too time-consuming or you don’t understand how a particular platform works, there are still ways to gain the advantages of these sites without posting or trying to become an expert yourself. One option is to hire a social media company to do your posts for you. Another option, says Goodman, is to “pay a college kid, who will be less expensive.”

Utilize all your resources

Goodman also suggests that chiropractic professionals subscribe to services that revolve around getting you more PR. For instance, HARO — which is short for Help a Reporter Out — is “a free service where reporters seek sources for their stories,” explains Goodman. “By monitoring the daily feeds, it’s possible you’ll find reporters seeking sources for stories relating to chiropractors.”

This helps you get your practice in the news and increase your patient base. You can even partner with a local university’s PR or communications program, some of which provide services as class projects.

Finally, “you can always hire a public relations professional,” he says. This is someone who will actively seek media opportunities that can get your practice in the spotlight, helping you grow your business faster and more effectively in less time.

CHRISTINA DEBUSK is a freelance writer who specializes in content related to natural health and wellness, personal development, and small-business marketing. She can be contacted through ChristinaMDeBusk.com.
C’S THE DAY
Seize the day with the 7 C’s of chiropractic success

BY PERRY BARD, DC
TIME TO READ: 10-12 MIN.

THE TAKEAWAY
From pre-visit communication to how you speak in person to a patient, present the facts and close the financials, use these seven steps to guide your patient’s voyage through your practice and care.

THIS ARTICLE HAS ONE SINGULAR PURPOSE. That purpose is to give you the exact tools you need to rise, in practice and in life. Chart your course to “Navigate the Seas/C’s” to your full chiropractic potential. It comes down to your ability to communicate what you are and what you do in the shortest amount of words possible — communicating how you as “The Doctor” are best prepared to treat the patient in front of you and why you can base that on science and facts.

Do not be fooled. You are being judged. From the moment your patient is introduced to you and, yes, even before they meet you. If you are “game-ready” and understand that you get only one chance as a chiropractor to potentially save your patient from dangerous opioid drugs, risky epidural injections and often unnecessary surgeries, then let us begin.

Here are the Seven C’s:

C1 Clarity
Your verbiage must be exacting. Record your patient communication. Then ask yourself, “Can I have responded in a cleaner, clearer, more concise way?” Here is the key. Start asking better questions of your patients.
You would be shocked what you hear from patients after you ask this vital question.

C2 Commitment
This comes down to one simple thing. The patient “must know how much you care before they care how much you know.” It is been said that “intellectual bonding is good; however, emotional bonding is great.”
How do you achieve this? Simple. There is an old saying that “like favors like.” Have abundant video patient testimonials on your website. Patients instinctively know who can speak from the heart and will connect with patients who may have been dealing with a similar health problem.
Once patients know they are not alone and that you have positioned yourself as a “go-to specialist,” then a great doctor-patient relationship can begin.

C3 Control
It has been said that “patients want a doctor who’s friendly, not a friend for a doctor.” Why? It comes down to the fact that as their doctor you must take control.
In lieu of a typical chiropractic monologue upon meeting a new patient, you must create a dialogue. Upon asking a patient a question, your response should simply be two words: “I understand.” Avoid the “C words” of correct and cure. Instead, utilize the “C words” control and contain.
You are the captain of your ship and the commander of your practice. Patients crave control, especially when done with the heartfelt desire of you as the doctor and your team to help them. That is how you create momentum.

C4 Capture
The “capture” is the entry point for the new patient in your practice. When done correctly, it is a seamless transition. When it is not done correctly, then you have work to do.
The biggest mistake a chiropractor makes when it comes
Patients will pay for treatment often, even up front, if they know that what you do is specific, unique and specialized to their individual situation.

to the capture can be addressed with one simple question: How familiar is the new patient with who you are, what your specialty is, and why you are positioned above and beyond other doctors as the best doctor for that individual patient?

If the first time a new patient hears you or sees you is in person in your clinic, then that is a mistake. Direct all new patients to your website. Ask them on the phone if they have visited your website. Direct them to specific videos and pages on the website. It is there where a patient often first sees you, hears you and gets excited as to when they can be scheduled to see you. You can even send a radio interview of the doctor to the new patient, which they are encouraged to listen to prior to meeting you. We call this the “heavy lifting,” and when the heavy lifting is done up front, the table is now set for...

**C5 Conversion**
The conversion is the bridge between the patients’ understanding of what you do and the transition to the facts. You see that many patients have a preconceived idea of how few visits or what level of treatments they will need.

Sometimes they are correct — however, when treatment is based upon the facts, which include a proper history, a thorough examination and the appropriate and medically-necessary diagnostic tests (i.e. X-rays, MRIs, etc.), then and only then can you “prescribe” (not recommend) the appropriate treatment plan a patient will require.

When communicated properly, the conversion takes all the facts, findings, subjective and objective data and presents it to the patient in a clear, clean, concise way, as well as communicates the consequences of not starting treatment now (i.e., further degeneration, progression of damage, response to treatment, possibly increased costs, etc.). The conversion then sets the stage for the...

**C6 Close**
The close is a fancy way to simply say “the financial.” When done properly it will be a seamless transition for the patient to initiate care and to have the business part of this process behind them. When not done properly, it can often delay and even prevent a patient from starting treatment in your office.

One of the best ways to handle the close properly is to utilize the right forms. You can utilize a single sheet with big, bold, easy-to-read fonts that outline exactly everything
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You see patients will often sense value. Patients will pay for treatment often, even up front, if they know that what you do is specific, unique and specialized to their individual situation. They will readily pay for care when they know your individual level of training is regarded as being at the top of your profession.

When they know the treatment you provide is a cost-effective option and can save them from extensive medical costs in the future by addressing the problem right now, then as we say, that’s “The Big Idea.” This finally leads to possibly the most important part of this process....

Confidence
Some are born with it, most must learn it, but it is confidence that patients want more than anything else in their doctor. Confidence is communicated through your staff, your office aesthetics, your energy, your gleam, your dress, your tonality, your pep in your step, and lastly your results.

The secret is to always under-promise and over-deliver your patients.

Confidence is what makes you magnetic. Confidence is why a patient will choose you after driving past 100 doctors to get to you. Confidence is the single most important quality any individual can have in any relationship. Confidence is earned, and as it was said in the movie Jerry Maguire, “You had me at hello” — that is how the best long-term doctor-patient relationships are rooted.

As much as you believe that you chose to be a chiropractor, the reality is the profession chose you. Now what are you prepared to do to put your best foot forward, raise your game and fulfill your potential to be the chiropractor of your dreams?

Your patients, your team, your family and your peers thank you for your commitment to excellence. The world is waiting for your best you. Follow the Seven C’s, navigate the chiropractic seas to success, and seize the day.

PERRY BARD, DC, is co-CEO and president of DISC Centers of America, the largest group of nonsurgical spinal decompression centers in the world. A 1986 graduate of Life College, he is a state and chiropractic university CEU national lecturer. He serves as co-chairman of The International DISC Education Association (IDEA). He can be reached at 888-990-9660, by email at newpatientnow@aol.com or at TheChiroEvent.com.

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TESTIMONIAL
Since beginning with Dr. Bill Owens, I have learned how to communicate more effectively with family medicine doctors, surgeons, and other medical specialists and their staff. The Fellowship in Spinal Biomechanics and Trauma is providing me with opportunities for one-on-one time with medical doctors. Not only am I gaining a better understanding of their thought processes, but they are also able to see the benefits of our collaboration. I am getting regular referrals from MD’s and specialists. I am now on staff at my local hospital and able to provide integrated care for the people in my community while maintaining a private practice.

— Michael Bennett, DC, FSBT® — FL
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