NATURAL MEDICINE

Why You’re Seeing More Patients with Serious Inflammation, Sleep and Immunity Issues

How Important is Restorative Sleep? 
Posture, the Feet and Mental Acuity 
New Discoveries in Long-hauler Care
**Addition by Subtraction**

**GI Adsorb™** supports elimination processes to help promote optimal health*

Encourages GI Health

Proper elimination and toxin removal are essential for helping people achieve optimal wellness. That's why **GI Adsorb™** is formulated to provide support for these important systems and processes. It also helps support a healthy gut barrier, and helps with the body's removal of naturally occurring toxins by supporting a healthy GI barrier and normal elimination.*

**PURIFIED CLINOPTILOLITE (G-PUR ®)**
Ensures a strong adsorbent property

**CHLORELLA POWDER**
Whole food source of chlorophyll

**COLLINSONIA ROOT**
Historically used to support normal elimination and digestive health*

*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.
Encourages GI Health

GI health, proper elimination, and toxin removal are essential for helping people achieve optimal wellness. That’s why GI Adsorb™ is formulated to provide support for these important systems and processes. It also helps support a healthy gut barrier, and helps with the body’s removal of naturally occurring toxins by supporting a healthy GI barrier and normal elimination.*

**PURIFIED CLINOPTILOLITE (G-PUR®)**
Ensures a strong adsorbent property

**CHLORELLA POWDER**
Whole food source of chlorophyll

**COLLINSONIA ROOT**
Historically used to support normal elimination and digestive health*

*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.

Learn more at standardprocess.com/ce-gi-adsorb
Our formula contains Proteolytic Enzymes PROTEO-ZYME is a daily enzyme supplement that ensures a smoother operating digestive tract. The optimal breakdown of proteins and food helps your body's natural response to inflammation.*

Order from Dee Cee Laboratories Today
dclabs.com 1(800) 251-8182

*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.

Fight Inflammation—Improve Digestion*
• Nutritionally supports the body's natural response to inflammation and supports the digestive system and intestinal health.*
• A healthy gastrointestinal tract can lead to a better quality digestive health from stomach pains and other issues such as the effects from an irritable bowel.*
• Proteo-Zyme is a digestive enzyme supplement that provides synergistic proteolytic enzymes. These enzymes help digest food, break down food, and break down proteins leading to a smoother running digestive tract.*

To register your wholesale account, scan the QR code:

Professional Products for Optimal Health
Proteo-Zyme™

Fight Inflammation—Improve Digestion*

- Nutritionally supports the body's natural response to inflammation and supports the digestive system and intestinal health.*
- A healthy gastrointestinal tract can lead to a better quality digestive health from stomach pains and other issues such as the effects from an irritable bowel.*
- Proteo-Zyme is a digestive enzyme supplement that provides synergistic proteolytic enzymes. These enzymes help digest food, break down food, and break down proteins leading to a smoother running digestive tract.*

Our formula contains

Proteolytic Enzymes

PROTEO-ZYME is a daily enzyme supplement that ensures a smoother operating digestive tract. The optimal breakdown of proteins and food help your body's natural response to inflammation.*

*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.

Order from Dee Cee Laboratories Today
dclabs.com 1(800) 251-8182
20 Additional strategies for long-hauler’s syndrome
Additional approaches and protocols for COVID PASC patients
BY ROBERT G. SILVERMAN, DC, DACBN, DCBCN, MS, CCN, CNS, CSCS, CISH, CKTP, CES, HKC, FAKTR

68 Buyers Guide: Herbs & Homeopathy

FINANCIAL ADVICE
34 The changing business of chiropractic
A 2022 guide to expanding into the trauma care and personal injury sector
BY MARK STUDIN, DC

PERFECT PRACTICE

WELLNESS APPROACH
28 Posture, learning and behavior
Creating a foundation for connecting with and interpreting our environment
BY MONIKA A. BUERGER, BA, DC

MARKETING MATTERS
62 Speak up for the new marketing
How to include voice search in your overall strategy
BY TINA BEYCHOK

PRACTICE CENTRAL
40 Natural treatments for inflammation syndromes — part I
Targeting patients with chronic fatigue and other inflammatory syndromes
BY JEFFREY TUCKER, DC

RESEARCH
56 Lithium, not solely for severe depression
Trace supplementation for brain, mood, nervous system regulation
BY PAUL VARNAS, DC, DACBN

BACKLOG
14 Health News, School News, Awards & Practice Advice
14 Don’t-Miss Events
16 By The Numbers: Natural Medicine
18 Staff Product Pick
18 Profitable Practice

EVERY ISSUE
8 Letter from the Editor
10 ChiroEco.com Resources
66 Product Showcase
68 Buyers Guide
72 Datebook
74 Marketplace
76 Ad Index

PHOTO CREDITS: ALL IMAGES ARE FROM ADOBESTOCK.COM UNLESS OTHERWISE NOTED.
ACCUFLEX LASERS INTRODUCES TWO FABULOUS TREATMENT DEVICES FOR YOUR PRACTICE TO GET MORE PEOPLE WELL AND INCREASE YOUR INCOME

The new, MEDRAY PEMF represents a hospital grade, state of the art, fully editable treatment device that now brings PEMF therapy into your clinic in an easy to use, and AFFORDABLE package.

- Reduces pain
- Improves superficial and deep blood circulation
- Improves tissue regeneration
- Stimulates venous and lymphatic drainage
- Affects the restoration of metabolic balance
- 10 editable presets for quick setup
- Fast treatment times

Fully Priced at ONLY $8,995

The NEW and IMPROVED Medray AW brings wave therapy into an easier, smaller, and better package.

- Energy releases at acoustic boundaries
- Increases cell wall permeability
- Stimulation of micro circulation
- Reduction of unmyelinated nerves
- Release of nitric oxide
- Stimulation of stem cells
- Dissolving calcified fibroblast
- Fully editable parameters
- Presets for fast operation
- 7,000,000 shot emitter—the longest from any manufacturer

Fully Priced at ONLY $5,995

573-745-1086 • drg4000@att.net • www.medraylaser.com
**LETTER FROM THE EDITOR**

**NATURAL MEDICINE**

“**NATUROPATHIC AND CHIROPRACTIC MEDICINE** are unique because their therapies have few side-effects, can be individualized to each patient, and are more holistic approaches to treating a variety of health conditions,” wrote National University of Health Sciences student Jocelyn Faydenko after changing her studies from pre-med to chiropractic. “For these reasons, it is also the type of integrated health care that the many Americans suffering from chronic illnesses need today.”

In this issue we delve into natural medicine and chronic illness, particularly in fighting inflammation syndromes and treating COVID long-haul patients. Sleep and even posture play a role, as Monika A. Buerger, BA, DC, outlines how poor posture is the gateway to compromised communication within the body, poor sensory processing, and a number of disorders. “Poor processing of sensory information is associated with a variety of learning, attention, and behavioral disorders as well as various psychiatric disorders [ADHD, dyslexia, bipolar disorder, etc],” Buerger writes.

The kinetic chain and posture remain largely overlooked, despite the 80% of Americans suffering low back pain where posture is the “major culprit,” according to the National Institutes of Health, and widespread hyperkyphosis, the extremely hunched posture affecting up to two-thirds of senior women and half of senior men in the U.S.

Expanding chiropractic Medicare/Medicaid services

Northwestern Health Sciences University (NWHSU) released recommendations in a policy paper, Closing Conservative Care Coverage Gaps in Medicare and Medicaid, in an effort to offer convenient and affordable access to safe and effective care such as chiropractic, acupuncture and massage therapy, to the aging U.S. population.

NWHSU underscored how expanding Medicare and Medicaid coverage to chiropractic and acupuncture could improve patient outcomes and lower costs. NWHSU called for expanded chiropractic and acupuncture services, removing arbitrary restrictions, extending reimbursements to clinical services provided by other health care professionals, and realizing the large potential savings to health care, among others. To learn more go to tinyurl.com/NWHSU-paper.

Ohio passes expanded Medicaid services for DCs

As we were going to press with this issue, it was announced that the Ohio Department of Medicaid (ODM) will be providing coverage of chiropractic Medicaid evaluation and management (E&M) services.

House Bill 136 in Ohio established that ODM “will cover low- and moderate-level E&M services represented by CPT® codes 99202, 99203, 99211, 99212 and 99213 when performed by a chiropractor” as reported by United Healthcare.

There is no requirement for the chiropractor to obtain prior authorization or to receive a referral from another prescriber, and Medicaid must pay the chiropractor the same rate it pays any other licensed health professional for the same service.

“This expansion is vital as chiropractic treatment is a non-addictive and cost-effective option for many patients who might otherwise turn to opioids,” said the primary bill sponsor, State Rep. Scott Lipps. “This bill simply offers an alternative solution to pain management.”

There also remains the potential for chiropractic care expansion as the bill allows the director of Medicaid to adopt additional rules. Good news, to put it lightly, as other states look on and wrestle with how to fight the opioid epidemic and provide additional non-drug avenues of pain management.

To your practice’s success,

Richard Vach

EDITOR-IN-CHIEF
IgGI Shield™ combines Immunoglobulin G (IgG) as Immunolin® with N-Acetyl-D-Glucosamine, aiding in the structural support of the cells of the intestinal lining and playing a role in regulating inflammation in mucosal cells. This synergy is integral in supporting the intestinal barrier and overall gut immune health.

IgGI Shield™ Benefits:

- Supports gut health*
- Supports healthy intestinal cells*
- Supports gut and systemic immune function*
- Supports GI barrier integrity*

Formula Highlights:

- 2.5 g of ImmunoLin® SBI per serving to support gut health and promote a healthy gut immune system*
- 1.1 g of IgG per serving from ImmunoLin® to support a normal immune response to potential pathogens*
- 1 g of N-acetyl-D-glucosamine per serving to support normal immune function and gut health*
- Dairy-free formula

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

© 2022 Designs for Health, Inc.
N.Y. State Board for Chiropractic names Northeast professor as chair
Northeast College of Health Sciences professor Fiona Jarrett-Thelwell, DC, in June was named as the chair of the New York State Board for Chiropractic. Jarrett-Thelwell received her DC, and M.S. in Diagnostic Imaging degrees from Northeast College and has served as professor in the Clinical Sciences department since 1995. She has also served as a member of the New York State Board for Chiropractic since 2015. “This appointment ... is very much a testament to her dedication to the profession and her commitment to being a leader in the industry,” said Northeast College President Michael Mestan, DC. ChiroEco.com/nec-thelwell

Do benefits of physical, mental activity on thinking differ for men and women?
Studies have shown that physical and mental activity help preserve thinking skills and delay dementia. A new study suggests these benefits may vary for men and women. The study appears in the July 20 online issue of Neurology®. The study looked at effects of physical and mental activities on cognitive reserve in thinking speed and memory. Cognitive reserve is the buffer that occurs when people have strong thinking skills but their brains show signs of cognitive impairment. “Greater physical activity was associated with greater thinking speed reserve in women, but not in men,” said study author Judy Pa, PhD. ScienceDaily.com

Free 1-hour chiropractic research course offered
EasyWebCE (easywebce.com), a PACE-approved provider of chiropractic continuing education, has brought a free chiropractic research course online. “Research — A Provider’s Participatory Approach.” “Research that is inclusive of practitioners is discussed, and highlighted are the background and the step-by-step process needed to bring a single case study to publication in a peer reviewed journal,” says Alan Cook, DC. “Providers are instructed as to study designs applicable to practitioners vs. larger trials typically performed at academic institutions.” The one-hour course is approved in 31 states and most English-speaking countries and is being offered for free to encourage greater research participation by practicing DCs. ChiroEco.com/ewce-res

Email Courses
Try one of our eCourses and get up to speed with lessons on business and chiropractic sent straight to your inbox. ChiroEco.com/chiropractic-ecourses

Podcasts
We’ve interviewed some of the best minds in chiropractic. Listen on the go. ChiroEco.com/podcast

Social Marketing
Top 5 KPIs to track in your content marketing, social and web efforts
In your content marketing, work in the following five key areas to improve performance levels, progressing toward your intended target:

Conversions. Does your website spur potential clients to action? Do you have a contact form or scheduling form for page visitors? Are you asking new clients how they found you? Understand how your content affects your patient funnel and track them routinely.

Customer value. Keeping track of client satisfaction can help you define content that can form steady relationships with both old and new clients, such as e-newsletters, monthly texts, etc.

Engagement. How long are visitors staying on the page or site? Have you answered their question(s)? Are they staying long enough to read long-form content? Are you hooking them? If they are leaving quickly, consider shortening the length of your content or introducing a different type of content to encourage new audiences. Include links to other relevant pages on your site.

Evergreen topics and content. While many articles disappear days after an event or trend, evergreen articles are revisited. Repurpose and update these to grow traffic.

Top performers. Are your colorful infographics getting the most attention? Find ways to include them in your social media as well as your blog. If you find visuals are top performers, create more engagement by offering one-minute informative videos or tutorials. — Michele Wojciechowski

Twitter Discussion
Do you ever recommend books on natural health to your patients?
Use the hashtag #CE for the chance to be featured on our Twitter @ChiroEcoMag

Reources
Ebooks
Visit our eBooks page to see the latest specialty publications on cutting-edge topics such as CBD, PEMF and clinical nutrition. ChiroEco.com/chiropractic-ebooks

Facebook Question
How do you educate patients on the ways good food and supplements can help improve their medical conditions?

Each month we’ll ask a new question on our Facebook page. Join the conversation at facebook.com/ChiroEcoMag

Trending Technology
New-Tech Diagnostic and Therapeutic Protocols
ChiroEco.com/magazine

Trending Stories
EasyWebCE
ChiroEco.com/nec-thelwell

Top 5 KPIs to track in your content marketing, social and web efforts
In your content marketing, work in the following five key areas to improve performance levels, progressing toward your intended target:

Conversions. Does your website spur potential clients to action? Do you have a contact form or scheduling form for page visitors? Are you asking new clients how they found you? Understand how your content affects your patient funnel and track them routinely.

Customer value. Keeping track of client satisfaction can help you define content that can form steady relationships with both old and new clients, such as e-newsletters, monthly texts, etc.

Engagement. How long are visitors staying on the page or site? Have you answered their question(s)? Are they staying long enough to read long-form content? Are you hooking them? If they are leaving quickly, consider shortening the length of your content or introducing a different type of content to encourage new audiences. Include links to other relevant pages on your site.

Evergreen topics and content. While many articles disappear days after an event or trend, evergreen articles are revisited. Repurpose and update these to grow traffic.

Top performers. Are your colorful infographics getting the most attention? Find ways to include them in your social media as well as your blog. If you find visuals are top performers, create more engagement by offering one-minute informative videos or tutorials. — Michele Wojciechowski

Twitter Discussion
Do you ever recommend books on natural health to your patients?
Use the hashtag #CE for the chance to be featured on our Twitter @ChiroEcoMag

Reources
Ebooks
Visit our eBooks page to see the latest specialty publications on cutting-edge topics such as CBD, PEMF and clinical nutrition. ChiroEco.com/chiropractic-ebooks

Facebook Question
How do you educate patients on the ways good food and supplements can help improve their medical conditions?

Each month we’ll ask a new question on our Facebook page. Join the conversation at facebook.com/ChiroEcoMag

Trending Technology
New-Tech Diagnostic and Therapeutic Protocols
ChiroEco.com/magazine
Truly the Best CBD: Now Two Proven Formulas!

TruEase®: today’s best-in-class CBD product, produced under the highest ethical and quality standards, now validated as the truly superior CBD product in a newly published Clinical Trial Study: “A Novel Self-Emulsifying Drug Delivery System (SEDDS) Based on VESIsorb® Formulation Technology Improving the Oral Bioavailability of Cannabidiol in Healthy Subjects”.

TruEase® + Curcumin: a patented, synergistic formulation with unmatched therapeutic benefits of Curcumin, Cannabidiol (CBD), Beta-caryophyllene, & Vitamin D3 powered by the VESIsorb® delivery system for maximum absorption and bioavailability and validated by the recent TruEase® Clinical Trial Study. The active constituents in Curcumin can act as effective antioxidants against excessive free radical damage, along with support for joints, brain, and overall good health.

TruGen3® continues the Lioon family legacy of three generations and more than a half-century of nutraceutical experience, with products produced under the highest ethical standards, available exclusively through Health Professionals. Contact us to find out how you can put our highly innovative products to work for your patients, and your practice, today.

Get More with TruGen3®

- VESIsorb® Technology for up to 440% more bioavailability than ordinary CBD products†. Many Turmeric components’ (including curcuminoids) fat-soluble nature can make gastronomical absorption a challenge. The VESIsorb® delivery system minimizes these challenges, better supporting the body’s natural inflammatory response, as well as joint, brain and immune health.*

- Proprietary Super Critical CO2 extraction process eliminates solvents and impurities with non-detectible THC content at < 10ppm.†

- Cannabinoid profile confirmed by 3rd party Certificate of Analysis

Contact us today for FREE SAMPLES and to find out how you can put our innovative, one-of-a-kind products to work for your patients, and your practice, today.

† For a complete copy of the TruEase® Clinical Trial Study, visit trugen3.com/truease.
We love taking care of babies. Healthy kids turn into healthy adults and it’s a lot easier to keep a healthy adult healthy than it is to fix and cure and treat a sick adult to health.

Periodic chiropractic care has the potential to increase your flexibility and range of motion, help keep your spinal discs healthy, and could even prevent future episodes of back pain!

Did you know that we have a Corporate Wellness Package that is saving local business owners TIME & MONEY by preventatively investing into their employees’ health?

Waking up with numbness or tingling in your hand could mean carpal tunnel syndrome. A recent study has reaffirmed that joint mobilization and manipulation (like what’s provided in our clinic) are very effective strategies for managing carpal tunnel syndrome.

Stop kvetching and start stretching

"The biggest wall you’ve gotta climb is the one you build in your mind."
What's the difference?

**PROPULSION WITH MPAX PRO™**
130% more propulsion than the original InMotion

**FAR INFRARED TOP COVER**
Far Infrared Rays (FIR) redirect energy back to the body to enhance performance and relieve fatigue

**DURABILITY**
Proprietary innovative fabric for enhanced durability

**TEMPERATURE CONTROL**
State-of-the-art materials regulate temperature to keep feet comfortable and fight odors

**SHOCK ABSORPTION WITH MPAX™**
47% more shock absorption than the original InMotion

**PROPULSION WITH PRO PacEL™**
Increased response at toe-off

**TOP COVER**
Moisture-wicking top cover keeps feet comfortable

**SHOCK ABSORPTION WITH ZORBACEL®**
Protection from heel strike impact

The best got better.
“AT FIRST, THEY’LL ASK YOU WHY YOU’RE DOING IT. LATER, THEY’LL ASK YOU HOW YOU DID IT.”
— PAUL CALLADINE, DC

DON’T MISS
CONFERENCES AND WEBINARS

Logan University Women’s Health Symposium
September 24-25 • Chesterfield, MO
Logan University, in conjunction with the ACA Council on Women’s Health, presents the 4th Annual Women’s Health Symposium. Themed “Advances in Women’s Healthcare,” the symposium will feature expert leaders discussing postpartum depression, cleanses, whole-food nutrition, sleep and more.

Cleveland Centennial & Midwest Annual Conference and Expo
October 20-23 • Overland Park, KS
Join us for world-class speakers, networking activities and a can’t-miss celebration with fireworks, special performances, entertainment and so much more. This year’s conference will feature: Sports Chiropractic, Women in Chiropractic, Animal Chiropractic, Neuroscience, Technique/Best Practices and more.

FEATURED WEBINAR

The Ultimate FX Laser Webinar
On Demand
Robert Silverman, DC, DACBN, DCBCN, explores the process of implementing a streamlined, successful FX Laser System in your practice. He shares laser protocols, proven case studies, and tips for practitioners who want to start with laser therapy.
Learn more at chiroeco.com/events.

INDUSTRY NEWS

Academy of Chiropractic names DC as elite ‘Trauma Team Member’

The Academy of Chiropractic has named Brendan Malloy, DC, of Marietta, Ga., as “Trauma Qualified” by the Cleveland University Kansas City, with courses approved through the Accreditation Council for Graduate Medical Education in conjunction with the State University of New York at Buffalo, Jacobs School of Medicine and Biomedical Sciences.

Malloy has undergone rigorous training and is now formally qualified to either diagnose or manage all spine cases.

“Dr. Malloy joins an elite group of chiropractors nationally that have completed an extensive program in triaging the injured, MRI spine interpretation, spinal orthopedics, early detection for stroke, spinal biomechanical engineering and accident reconstruction for motor vehicle accidents,” said Mark Studin, DC, clinical director of the Academy of Chiropractic. “This recognition, which represents a level of clinical training, certifies that Dr. Malloy is the best of the best through clinical excellence, and I am proud to add him as a member.”

The Academy of Chiropractic supports the chiropractic profession in an “apolitical environment,” combining academic chiropractic and medicine, chiropractic and medical literature and clinical chiropractic and medical practices to further the chiropractic profession. It is also committed to bringing laboratory research to clinical practice with chiropractic as primary spine care providers for mechanical spine issues.

“As research evolves, the current scientific literature verifies that chiropractic, when utilized as the first provider for spine, significantly reduces disability in the workplace, overall pain, prevents recurring injuries and improves function in almost every aspect of life,” Studin says.
For more information, go to academyofchiropractic.com.

INDUSTRY NEWS

The Joint Chiropractic becomes official chiropractor of the Norfolk Tides

The Joint Corp. announced a corporate sponsorship agreement with the Norfolk Tides in July, The Joint’s first Minor League Baseball sponsorship. The brand has been named the official chiropractor for the 2022 season, which runs through Oct. 31.

“We are pleased to enter into our first corporate sponsorship with Minor League Baseball and the Norfolk Tides,” said Peter D. Holt, president and CEO of The Joint Corp. “Chiropractic case studies show that athletes can improve their response time, agility, and balance when they commit to regular chiropractic care. This sponsorship demonstrates The Joint’s commitment to championing chiropractic care and the preventative benefits that are vital to keeping the body balanced, flexible and functioning at its best — especially for athletes. We wish the Tides a very successful season!”

“The connection between sports and chiropractic made this a natural collaboration between our organizations,” said said Joe Gregory, General Manager for The Norfolk Tides.
For more information, visit thejoint.com.
Did you know that melatonin supports much more than a good night’s sleep?*
In fact, that is why we launched Melatonin 10 mg with sustained release to deliver a melatonin supplement your patients could trust to deliver a multitude of benefits such as:

<table>
<thead>
<tr>
<th>Strong immune function*</th>
<th>Healthy inflammation response”</th>
<th>Healthy cells*</th>
<th>Deep, sound restorative sleep“</th>
<th>Overall well-being*</th>
</tr>
</thead>
</table>

Melatonin supports health in ways that may come as a surprise, including healthy vision, gastrointestinal function, cognitive health, healthy blood sugar balance”, and healthy aging.* Pairing that with a sustained release delivery method, your patients can count on a consistent level of melatonin every night!

Available at: emersonecologics.com | fullscript.com | meyerdc.com

†Occasional inflammation due to exercise or overuse. ††For relief of occasional sleeplessness. **Supports healthy levels already within normal range.
*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.
The year an estimated 78 million (26% of) U.S. adults aged 18 years or older are projected to have doctor-diagnosed arthritis.

Source: MapR

Considered a “living fossil,” the ginkgo tree is one of the oldest homeopathic plants, boosting brain health.

Source: HealthLine

The year an estimated 78 million (26% of) U.S. adults aged 18 years or older are projected to have doctor-diagnosed arthritis.

Source: MapR

Almost 75% of consumers in a research poll said they “avoid conventional medication when possible” in regard to using natural remedies.

Source: ValuePenguin Research

Health care percentage of GDP in the U.S., compared to approximately 10% of GDP in most developed countries.

Source: PolicyAdvice.net

NCMIC announced the first-quarter recipients of the Bucks for Boards scholarships in July. Winners’ names are posted on NCMIC’s website, ncmic.com.

One hundred scholarships of $1,000 each will be awarded to 25 students quarterly in 2022. The scholarships can be applied to the cost of NBCE chiropractic board exams, books, tuition, study materials or any other expenses to which the recipient sees fit.

NCMIC, in conjunction with the National Board of Chiropractic Examiners (NBCE), launched Bucks for Boards in 2020 to recognize the hard work and dedication of students working toward their DC degree. Chiropractic students and DCs who graduated in the last six months are eligible.

“It’s always been the commitment of NCMIC since it was founded 76 years ago to find ways we can help the profession,” said Wayne Wolfson, DC, president of NCMIC. “In 1946, we only had one product and that was malpractice insurance. As NCMIC grew, we found out what the needs of chiropractors were, and we answered the call. Bucks for Boards is an extension of that.”

To apply, students complete a quick online form. No essays, no references or financial aid documents are required. Winners are drawn at random each entry period. Students can sign up once per entry period and are eligible to win once annually.

NCMIC provides other resources for future DCs, too. The Starting Into Practice® Program has held on-campus presentations for over 20 years to help prepare students for the transition from school into practice and a new website, launched in 2021, gives students access to in-depth information about business, marketing, practice structures, finances and more. Starting Into Practice also has a supporting Facebook group where students can share ideas, ask questions and get advice from experts.

For more information, visit ncmic.com.
WELLNESS INSIDE & OUT

Our topicals and ingestibles address your patients’ mind and body wellbeing. CBD CLINIC™ OTC topicals contain high levels of naturally derived active ingredients – menthol and camphor – to help with the temporary relief of aches and pains. Charlotte’s Web™ CBD gummies, tinctures, and capsules are designed to help support a sense of calm and focus, manage everyday stresses, recover from exercise-induced inflammation, and maintain healthy sleep cycles.* And all our products are rigorously tested and our manufacturing adheres to GMP standards, so you can feel confident your patients are getting the absolute best.

VISIT CBDCLINIC.CO TO LEARN MORE

844-422-3254 | INFO@CHARLOTTESWEB.COM

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

© 2022 Charlotte’s Web, Inc.
STAFF PICK

NUTRITION PLAN

IDEAL PROTEIN PROTOCOL

Why we love it

The Ideal Protein Protocol combines whole foods with medically-designed partial meal replacements. Lean body mass is preserved through an adequate daily intake of high biological protein. Essential nutrients are provided through daily supplements, water and low-glycemic vegetables. The protocol is FDA-label approved and meets the Recommended Daily Allowance (RDA) standards for all macro food groups and micro nutritional needs.*

Why you should choose this product

The plan offers a wide range of foods, including breakfasts and main meals, soups, sweet and salty snacks, bars, desserts and more.

* This product is not intended to diagnose, treat, cure or prevent any disease.

INDUSTRY NEWS

International Chiropractors Association welcomes two new board members

After elections in April, the International Chiropractors Association (ICA) Board of Directors welcomed two new members in July. Charmaine A. Herman, MA, DC, of Atlanta, Ga., and George B. Curry, DC, FICA, DACS, of Windsor, Conn., were sworn in for three-year terms.

A highly accomplished academician and practitioner, Herman holds two bachelor’s degrees, a master’s degree, and a graduate certificate in women’s studies from the University of South Carolina. In 2009, she earned her DC degree from Sherman College of Chiropractic and has advanced postgraduate training in the Blair Upper Cervical technique. Herman is now on faculty at Life University as an associate professor in the College of Chiropractic’s Division of Clinical Sciences. She is club advisor for the Blair UC Technique Club and the Student American Black Chiropractic Association (SABCA).

Herman has received several awards and accolades, including a Chiropractor of the Year award from the Blair UC Society; Upper Cervical Researcher of the Year by the ICA Council on Upper Cervical Care; and the first Diversity Champion Award from the Life University Office of Diversity, Equity, and Inclusion, among other honors.

Herman is the co-owner and Clinic Director of Agape Upper Cervical Health Center Inc. in Alpharetta, Ga.

Curry is returning to the ICA Board, where he previously served as president from 2015-19. He completed his undergraduate studies at the University of Connecticut and graduated from Palmer College of Chiropractic in 1982. He earned his diplomate in Applied Chiropractic Science and the Legion of Chiropractic Philosophy. He was inducted into the Fellows of the ICA in 1992.

Curry has received numerous awards, including Chiropractor of the Year by the Connecticut Chiropractic Council and the Oprah Winfrey Leadership Award, among others.

Curry is the owner and director of three chiropractic clinics in Connecticut. He is chairman emeritus of the Chiropractic Council of Connecticut and serves as an extended faculty member for Palmer College, Logan College and Life University. He has also served as the team chiropractor to numerous professional sporting teams.

For more information, visit chiropractic.org.

PROFITABLE PRACTICE

Natural, Convenient Patient Pain Relief

Sombra Natural Pain Relieving Gels from Sombra Professional Therapy Products are now available in a 3-oz. roll-on and 4-oz. tubes, the perfect retail sizes for your clients.

The 3-oz. roll-on is great for a purse or gym bag and is easy to use without having to get the gel on your hands, plus you can bring it on airline flights. The 4-oz. tubes have a flip-top lid that is easy to open and close. The look of the tubes fits nicely on a countertop and has a good feel in your hands.

The cool therapy is good for acute conditions or injuries that have just occurred, and it’s also designed to work great for post-exercise cooldown and postsurgical procedures.

Features include:

- Easy to carry
- Simple to open and close
- Great option for multi-family-member use
- Fits nicely on a countertop
- Roll-on applicator is hands-free
- Cross-contamination is less prevalent

To learn more, go to sombrausa.com.
invisa-RED™
The Only Non-invasive Laser FDA, IRB, & Clinically Proven For: Fat Reduction, Weight Reduction, and Inch Loss.

**Earn An Additional**
$10,000 - $15,000 Per Month

- invisa-RED™ Elite 12 Paddle Device
- Turn Key Business System
- Patient Nutrition & Lifestyle Guide
- Ongoing Training & Support
- Unlimited Marketing Support
  (Ad work, Content, Design, etc..)
- On-site Training, Installation, and Sales
- Demo Days Averaging $20,000+

**INSTANT BUSINESS SUCCESS**

Dr. Laura Carithers  
$37,200 first 48 hrs

Dr. Justin Dempsey  
$70,000 in first 48 hrs

Dr. Aaron Rose  
$34,020 in first 48 hrs

Dr. Moe Hazimi  
$30,000 on day 1

Dr. Robin Ownings  
$28,000 on day 1

Dr. George Hoogeveen  
$42,930 in first 48 hrs

Dr. Joshua Carr  
$45,000 in 30 days

Dr. Brandon Wilson  
$26,500 in 48 hrs

470.826.4533  invisaRED.COM
CLINICALLY PROVEN RESULTS
FAT REDUCTION | WEIGHT REDUCTION | INCH LOSS

invisa-RED™ - Clinicaltrials.gov (NCT03811093)
Laser Fat Reduction, Weight Reduction, and Inch Loss

Study Type: Double-Blind (Randomized)
Outcome Measures:
1. Body Fat % Lost: 1.75% avg.
2. Pounds of Body Fat Lost: 4.53 lbs. avg. (1/2 lb per treatment)
3. Inches Lost: 10.16 inches avg.
Confidence Interval: 95%
Device Cost: $$ (You Own Device, No Cost Per Use)

Our Technology

Dual Coherent Frequencies
Interference

Photobleaching
Laser Pulse Tempo

Skin Tightening
Stretch Mark
Cellulite
Contouring
Weight Loss
Fat Reduction

Epidermis
Dermis
Fibrous septae
Subcutaneous fat

Delay
Laser Pulse
Labor Day Offer Limited Time

Free 3 Months of Paid Marketing & Advertising

Limited to First 10 Buyers Offer Expires 9/9/2022

• Instant Results
• 2-3 lbs Per Week
• Unattended Service
• 15 Minutes Per Treatment
• Non-invasive Class II Device

Call Today

470.826.4533 invisared.COM
IT’S NEVER BEEN EASIER TO GENERATE REVENUE FOR YOUR PRACTICE
Clinics Average Over $20,000 During Our On-site Launch Event

“We followed the plan with exactly what they said and they came out in 2.5 days. We smashed the record - we did $70,000 in cash sales.”

- Laura Dempsey, Premier Health & Wellness Center

“We are just finishing up our last day of our invisa-RED demo days. So far I’m completely blown away—we’ve done over $30,000!”

- Angela Cox, Anthony Medical & Chiropractic Center

“In the last three days we had an average inch loss of 2.32 inches from all of the patients and we collected a total of $36,000. I just can’t say enough great things about them. They’re amazing at the work that they do. They’ve really helped our clinic.”

- Christopher Blaha, Motion Medical Center

BECOME AN invisa-RED™ PROVIDER TODAY!

470.826.4533 invisaRED.COM
JOIN THE THOUSANDS OF CHIROPRACTORS THAT TRUST AND SELL L-ARGININE COMPLETE

Thanks to you, thousands of chiropractic patients have experienced the following health improvements:

- Lower blood pressure
- Less pain and numbness from peripheral neuropathy
- Lower cholesterol
- Better circulation
- Increased cardiovascular endurance
- Better sexual health

HOW IT WORKS

The miracle molecule Nitric Oxide, which is a natural vasodilator, is normally produced in the body. However, due to many varying factors, most people suffer from a deficient amount of Nitric Oxide production. Science has shown that by combining certain levels of L-Arginine and L-Citrulline, we can create a Nitric Oxide boost in the body. The amounts of L-Arginine and L-Citrulline in L-Arginine Complete provide a boost of Nitric Oxide production for more than 20 hours; this dilates and relaxes the blood vessels, improving blood circulation.

PRODUCES 20+ HOURS OF INCREASED NITRIC OXIDE WITH EVERY SERVING*

5000 MILLIGRAMS L-ARGININE + 1000 MILLIGRAMS L-CITRULLINE + VITAMINS, MAGNESIUM, CHROMIUM

DOCTOR TESTIMONIAL

"As a natural healthcare provider for over 35 years, I’ve come to know that ‘health assurance’ is more important than ‘health insurance.’ L-arginine Complete has been an integral part of that health assurance plan for me and my patients. I continue to see dramatic pre and post blood improvement on all inflammation markers such as glucose, A1C, cortisol, homocysteine, and C-reactive protein. I’ve also now come to expect excellent improvement with patients that suffer with peripheral neuropathy, cardiovascular issues, and high blood pressure once they start taking L-arginine Complete. Many of my patients, with the blessing of their primary care physician, are no longer having to take blood pressure medication. Oh by the way, at age 68 my blood pressure is 120/78!" – Dr. Terry M. Gibson D.C., TheFatLossExpert.com, Chico, CA

L-ARGININE COMPLETE

10% OFF WHOLESALE

PROMO CODE: ECON10

ORDER NOW:
FENIXNUTRITION.COM
888-241-2072

©Fenix Nutrition 2018
DEALING WITH LONG-HAULER’S SYNDROME

Additional strategies and protocols for COVID PASC patients

BY ROBERT G. SILVERMAN, DC, DACBN, DCBCN, MS, CCN, CNS, CSCS, CIISN, CKTP, CES, HKC, FAKTR

TIME TO READ: 12-14 MIN.

THE TAKEAWAY
Almost 50% of COVID patients suffer symptoms four months after the infection. Every person with long-haul COVID is unique, but lifestyle, nutrition, supplements and laser all play a valuable role in managing symptoms and recovery.

AS THE COVID-19 PANDEMIC WANES, the number of survivors with long-hauler’s syndrome continues to rise at an unexpected rate. The CDC defines long-hauler’s syndrome — also known as PASC (post-acute sequelae of SARS-CoV-2) or long COVID — as a wide range of new, returning or ongoing health problems people experience after first being infected with the SARS-CoV-2 virus.¹
Any patient with one or more of a wide range of new symptoms could be suffering from long-hauler’s syndrome, even if they had only mild COVID-19.

As we learn more about post-COVID syndrome, however, the definition has been refined to be more accurate and useful:

- Subacute or ongoing COVID-19 (post-acute COVID-19 syndrome): symptoms continuing beyond four weeks from acute infection, up to 12 weeks.
- Post-acute sequelae of COVID-19 (PASC): symptoms persisting beyond the four weeks after acute infection.

A widespread syndrome

While the CDC tracks the prevalence of 26 common post-COVID conditions affecting a significant body system, more than 50 long-term effects, particularly fatigue, headache, attention disorders, shortness of breath and hair shedding, are now attributed to long-hauler’s syndrome.

Recent studies show how widespread the syndrome is. The global prevalence of post-COVID syndrome four months after the infection is now estimated at 49% of all patients. About 54% of hospitalized patients had long-hauler symptoms; about 34% of non-hospitalized patients had symptoms.

Among those who were hospitalized, only 26% fully recovered after five months, and nearly half still had symptoms one year later. Those who needed mechanical ventilation were 58% less likely to heal fully; obese people were half as likely to recover fully. At the two-year mark, 55% of hospitalized patients had at least one COVID-19 symptom, compared to 68% six months after infection. Patients generally had poorer health two years later and still experienced pain, fatigue, problems with sleeping and mental health issues. They went to a doctor more often, had ongoing difficulty exercising, and experienced poor quality of life.

Clearly, long-hauler’s syndrome is common and likely to be with us for a prolonged period of time.

Mild disease, severe consequences

Although those hospitalized for COVID-19 are at greater risk of long-hauler’s syndrome, moderate, mild or even asymptomatic illness can also lead to debilitating post-COVID symptoms.

A recent study using U.S. health insurance records suggests that over 75% of people with long-hauler’s syndrome were never hospitalized for COVID. After the acute illness was over, nearly 25% of these patients had ongoing respiratory symptoms, chiefly shortness of breath and cough; 17% had fatigue, brain fog, and exhaustion that got worse with physical or mental activity. Abnormal heartbeats and sleep disorders were also common.

Eighteen months after hospitalization, many patients report feeling fully recovered, yet are still affected — they are sicker than they feel. A recent study showed that among these patients, performance in a six-minute walk test worsened, declining on average from 367 to 310 meters. In the same period, walking distance for outpatients improved from 391 to 500 meters.

An international study showed that fatigue is the most common long-hauler’s syndrome, affecting 80% of all patients. Post-exertional malaise affects 73%, cognitive dysfunction affects 58%, sensorimotor symptoms such as loss of smell affect 56%, headache affects 54%, and memory issues affect 51%. A year after infection, common persistent symptoms include fatigue (reported by 82% of patients), brain fog (written by 67%), and headache (reported by 60%).

Practitioners need to be aware that any patient with one or more of a wide range of new symptoms could be suffering from long-hauler’s syndrome, even if they had only mild COVID-19. Asymptomatic COVID-19 should be suspected if a patient reports new symptoms associated with long-hauler’s syndrome but wasn’t noticeably ill in recent months. All these patients must be taken earnestly, thoroughly evaluated, and given treatment protocols targeted to their symptoms.

Protocols for specific symptoms

In an earlier article, I discussed a multipronged approach for treating patients by calming systemic inflammation via dietary modifications, nutritional support, resolving gut dysbiosis and intestinal permeability, and improved sleep, while also dealing with underlying systemic inflammation that slows recovery.

In addition to the basic protocols discussed in my previous article, some patients will need additional support to build immunity and manage specific symptoms.

Fatigue and sleep disturbances

Fatigue and sleep disturbances continue to be among the most common long COVID symptoms.

The debilitating fatigue reported by many long-hauler patients may be related to virus-triggered damage to the mitochondria. The infection makes the mitochondria go into the danger cell response, where their activity switches from energy production for an activity to energy production to support the immune system. The switch in cellular energy production favoring immune defense leaves little energy for other functions and leads to persistent fatigue.
YOU NEED THIS EXPERIENCE!

THE AMI MODEL INTEGRATED PRACTICE.

TRAINING BY DR. MIKE & COLEEN CARBERRY.

TOUR DR. MIKE & COLEEN'S PRACTICE.
& MUCH MORE!

JOIN US! CHATTANOOGA, TN

FEATURING

AMIDOCTORS.COM

ARE YOU ELIGIBLE TO ATTEND?
SCAN, CAPTURE OR OPEN YOUR BROWSER AMIDOCTORS.COM/CLIENT-EXPERIENCE

+1(727) 205-8884 DISCOVER@AMIDOCTORS.COM
To treat the danger cell response and help restore better mitochondrial function, I’ve found that this supplement protocol is helpful:

- B vitamins: 60 mg/day
- CoQ10: 300 mg/day
- Acetyl-L-carnitine: 1,000 mg/day
- NMN (nicotinamide mononucleotide), a precursor to NAD+: 200 mg/day
- Alpha-lipoic acid (ALA): 600 mg/day
- NAC/liposomal glutathione: 500 mg/day
- Magnesium: 200 mg/day
- Zinc: 40 mg/day
- Selenium: 200 mg/day
- Vitamin C: 2000 mg/day

Low-level laser therapy (LLLT) can also be helpful for improving mitochondrial function by stimulating efficient ATP synthesis.16

Another possible cause of ongoing fatigue is the presence of persistent SARS-CoV-2 virus and RNA fragments in the gut that release the virus and virus particles into the circulation through increased intestinal permeability.17

Similarly, viral ghosts — persistent fragments of the virus (RNA proteins) that linger on after infection — may continuously activate the immune system, causing fatigue and brain fog, but not symptoms of acute infection.18

To treat a possible gut reservoir of the virus and to help eradicate circulating virus traces, I recommend Dr. Rob’s 7R Action Plan gut protocol to help resolve gut permeability (see the previous article) and the addition of immune-boosting medicinal mushrooms, including reishi, maitake, lion’s mane, chaga and shitake.

**Better sleep**

Insomnia and other sleep disturbances are common in post-COVID patients, leading to persistent fatigue and daytime sleepiness. Post-viral fatigue due to lingering inflammation is common after other severe viral infections, and COVID-19 is probably no different.

In addition, sleep disorders are a common feature of myalgic encephalomyelitis/chronic fatigue syndrome, a condition that has many resemblances to long-hauler’s syndrome. A recent study in the U.K. found that post-COVID fatigue and sleep disturbances didn’t have much relation to depression, anxiety, PTSD or other psychiatric conditions, either preexisting or resulting from having the virus.19 In other words, in many cases, sleep disturbances have a physiological, not psychological, basis and may respond well to supplements that support sleep.

In addition to counseling on good sleep hygiene and encouraging rest and patience, I use this protocol to help my patients achieve better sleep:

- L-theanine: 350 mg
- Baikal skullcap: 300 mg
- Lemon balm: 250 mg
- Passionflower: 250 mg
- 5-HTP: 150 mg
- Melatonin: 3 mg
- Vitamin B6: 10 mg

The supplements should be taken about an hour before the desired bedtime. They help induce sleep without sedation or grogginess the following day, all supported by good evidence. L-theanine, for example, is found naturally in green tea and has been clinically shown to improve overall sleep quality. It supports GABA levels in the brain, increases dopamine and serotonin production, and stimulates sleep-inducing alpha-wave generation.20

For patients experiencing insomnia related to anxiety and depression, I recommend the addition of Baikal skullcap (*Scutellaria baicalensis*), also known as Chinese skullcap. Flavones found in the roots of this plant include wogonin, which acts on the GABA(A) receptor site, producing anxiolytic effects similar to diazepam.21

COVID patients who were hospitalized may have insomnia related to the disturbed and disrupted sleep they experienced. Melatonin may help restore their normal sleep/wake cycle and improve sleep quality.22 The usual starting dose is low, 1 to 3 mg taken one hour before the desired bedtime.

**Hair shedding**

Sudden hair shedding (telogen effluvium, or TE) can be a distressing sequel to experiencing COVID-19. Under normal
FAST ACTING
POWERFUL PAIN RELIEF
FOR YOUR PATIENTS

- Cooling menthol pain relief formula
- Enhance your care – use before, during or after treatment
- Provide to your patients for continued pain relief between visits

CONTACT YOUR DISTRIBUTOR TO ORDER
LEARN MORE AT BIOFREEZE.COM/CHIRO
The global prevalence of post-COVID syndrome four months after the infection is now estimated at 49% of all patients.

Conditions, about 100 hairs a day are usually shed. With TE, many more hairs are shed each day, and the hair may come out in clumps when combed or washed, causing the loss of up to about 50% of all scalp hair.

Ordinarily, about 90% of scalp hair follicles are in the growing stage (anagen). After an acute illness with fever, or just high fever, the follicles can abruptly shift from the growing stage to the resting phase (telogen), causing more hairs than usual to suddenly enter the shedding phase of the hair growth cycle. Significant hair shedding may start 2-3 months after the illness and take about six months to resolve. Pro-inflammatory cytokines released during the infection may trigger hair shedding after COVID-19, but it’s also plausible that drugs administered during the infection are a contributing cause. For most patients, TE resolves in under six months. Some studies suggest that hair shedding after COVID-19 infection starts sooner, usually at two months, and recovery is faster, taking an average of 2-3 months. For people with long-hauler syndrome, however, the excessive hair shedding can last longer, a condition called chronic telogen effluvium.

A May 2022 study found that the risk of diabetes one year after acute COVID-19 infection increases by 40%.

Supplements to support hair growth, starting when the shedding is first noticed, can be very helpful. I recommend this daily protocol:

- Vitamin A: 1,000 mcg
- Vitamin C: 70 mg
- Vitamin D: 1,000 IU
- Vitamin E: 25 mg
- Biotin: 5,000 mcg
- Pantothenic acid: 100 mg
- Zinc: 30 mg
- Hydrolyzed bovine collagen, Type 1 and Type 3: 250 mg
- Amino acid blend: Glycine 300 mg, L-proline 250 mg, L-lysine HCL 250 mg, NAC 250 mg and L-methionine 50 mg

Controlling the host
You can’t control the virus, but you can control the host. Diet and lifestyle improvements can go a long way to helping patients manage long-hauler symptoms.

Weight loss, if necessary, should be encouraged — we know overweight people are more likely to become seriously ill with COVID-19 and have worse outcomes. Similarly, because people with metabolic dysfunction (obesity, prediabetes and diabetes) are at greater risk for severe acute COVID-19 and later long-hauler’s syndrome, these patients should be encouraged to achieve the best glycemic control possible.

Practitioners should also know that COVID-19 infection may create new metabolic conditions or unmask existing ones, such as insulin resistance. A May 2022 study found that the risk of diabetes one year after acute COVID-19 infection increases by 40%. All post-infection patients, particularly those with long-hauler’s syndrome, should be assessed for metabolic syndrome, prediabetes and diabetes.

For most long-hauler patients, an anti-inflammatory, plant-forward diet high in fiber and good fats from olive oil, nuts and avocados is beneficial. I recommend avoiding GPS (gluten, processed foods and sugar) and DNA (drugs, nicotine, alcohol). Because ongoing inflammation can lower the threshold for tolerating some foods and toxins, patients should also be evaluated for food sensitivities and environmental toxins overload.

The SARS-CoV-2 virus enters the lungs and other organs via the angiotensin-converting enzyme 2 (ACE2) receptors. The virus destroys the ACE2 enzyme. To enhance the ability to generate ACE2 enzymes, vitamin D supplements, resveratrol, quercetin and curcumin may be helpful.

Other lifestyle changes that may help treat long-hauler’s syndrome include an individualized home exercise plan stressing strength training to restore lost muscle mass. Stress modification can help improve sleep and overall quality of life. Low-level laser therapy (LLLT), particularly for the vagus nerve, may help with a range of symptoms, including diarrhea. Since every person with the syndrome is unique, patients need carefully designed but flexible treatment plans tailored to their particular symptoms and needs.

From my experience with patients suffering from long-hauler’s syndrome, lifestyle, nutrition, supplements and laser all play a valuable role in managing symptoms and putting them on the path to improved health.

Robert G. Silverman, DC, DACBN, DCBCN, MS, CCN, CNS, CSCS, CIISN, CKTP, CES, HKC, FAKTR, is a chiropractic doctor, clinical nutritionist, national/international speaker, author of Amazon’s #1 bestseller “Inside-Out Health,” and founder and CEO of Westchester Integrative Health Center. He graduated magna cum laude from the University of Bridgeport College of Chiropractic and has a Master of Science degree in human nutrition. The ACA Sports Council named him “Sports Chiropractor of the Year” in 2015. He is on the advisory board for Functional Medicine University and is a seasoned health and wellness expert on the speaking circuits and in the media. A frequently published author in peer-reviewed journals and other mainstream publications, he is a thought leader in his field and practice. His new book, ‘Superhighway to Health,” was published in June 2021. He can be reached at drrobertsilverman.com.

References can be found online at chiroeco.com
The BEST 1 DAY MASTERMIND...EVER!!!
Grab Your Seat at the LAST Training of 2022

SPINAL DECOMPRESSION
PERIPHERAL NEUROPATHY
KNEE PACKAGES
PERSONAL INJURY
SOCIAL MEDIA
UNTAPPED NEW PATIENTS

The ULTIMATE -1-DAY BUSINESS Training...GUARANTEED

You will LEARN in 1 Day “How-To MONETIZE”
the Services that you Provide as a CHIROPRACTOR

FACT: Our Doctors Have $20,000+ Collection DAYS
Not weeks, Not months, but yes, DAYS!!!

Scan The Code

The Date: Saturday, OCTOBER 8th, 2022
The Time: 9:30 am - 4:30 pm, (Includes a Special Lunch)
The Location: Our CORPORATE Training Center - South Florida
The Investment: $249 per Doctor, (Includes 1 FREE Staff member)

Your Hosts: Dr. Eric Kaplan & Dr. Perry Bard

To Reserve Your Seat Call Lacey: 888-990-9660 or Register on-line at: www.TheChiroEvent.com
POSTURE, LEARNING AND BEHAVIOR
Creating a foundation for connecting with and interpreting our environment

BY MONIKA A. BUERGER, BA, DC
TIME TO READ: 6-8 MIN.

THE TAKEAWAY
Posture is more than standing up straight or slumping your shoulders. Studies are showing it as a gateway to the uncompromised processing of sensory input which helps patients avoid a number of disorders.

NEUROPLASTICITY REFERS TO the brain’s ability to modify, change and adapt both structure and function throughout life and in response to experience.

Neuroadaptation to experiences relies on the brain knowing the status of the body, both the physical as well as physiological state of the body. The brain is “fed” the status of the body via afferent sensory input from the external (exteroceptive) and internal (interoceptive) environment.

Perceiving the inner and outer body
The five external senses are comprised of the visual, auditory, olfactory, gustatory and tactile senses. Interoception is the perception of the internal state of the body and comes from several systems such as vestibular, propioceptive, visceral, hormonal, humoral, immune, cardio-respiratory and the microbiome.

Interoceptive mechanisms ensure physiological health through the cerebral coordination of homeostatic reflexes and allostatic responses that include motivational behaviors and associated affective and emotional feelings. If afferent sensory input is inadequate or not interpreted properly by the brain, the result will be maladaptive in nature. Consequently, the physical, mental and emotional status of an individual will be compromised.

Postural instability and learning, attention and behavior issues
Sensory processing is the ability to take in, organize and integrate sensory information from our external and internal environment and respond in a meaningful and appropriate manner.

Perception, processing and integration of sensory input in the central nervous system (CNS) is the basis of all learning:
22 OF 26 Different FDA indications for use for cold laser therapy are from Erchonia’s® clinical data.

Every Erchonia® Laser has under-gone a randomized, multi-site, double-blind, placebo controlled Clinical trial. We use L.E.Ds as the sham device to prove the effectiveness of true cold lasers.

26 Years in Business
The first company to ever receive FDA clearance for low level lasers. In fact, Erchonia’s first low-level laser market clearance in 2002 prompted the FDA to create a new device category: NHN Biostimulation lasers.

Over 10,000 Hours
of clinical research & educational courses for laser therapy have been produced by Erchonia®

SCAN THE QR CODE TO LEARN MORE
(844) 960-7246 | www.erchonialasersale.com
Poor processing of sensory input, primarily visual, vestibular and proprioceptive, is the fundamental root cause associated with postural instability.

academic learning, social learning, emotional learning and the development and control of motor skills. Poor processing of sensory information is associated with a variety of learning, attention and behavioral disorders as well as various psychiatric disorders.

Poor processing of sensory input, primarily visual, vestibular and proprioceptive, is the fundamental root cause associated with postural instability. A number of disorders have been associated with postural instability, including:

- Attention Deficit Hyperactivity Disorder (ADHD);
- Autism Spectrum Disorder (ASD);
- Dyslexia;
- Tourette Syndrome;
- Developmental Coordination Disorder (DCD); and
- Bipolar Disorder.

HYPERKYPHOSIS
THE EXTREMELY HUNCHED POSTURE
AFFECTING UP TO TWO-THIRDS
OF SENIOR WOMEN AND HALF OF
SENIOR MEN

Studying disorders and posture
In a very interesting study looking at bipolar disorder and postural control, the lead author, Amanda R. Bolbecker, raises the question of whether therapies that improve motor symptoms may also help mood disorders.

The study begins with the understanding that areas of the brain that are critical for motor control, mainly the cerebellum, basal ganglia and brain stem, also aid in mood regulation and are areas where abnormalities often are found in people with bipolar disorder. Postural sway is a measure of the degree of multiple adjustments people make in an attempt to stand still and is considered a sensitive gauge of motor control that likely is affected by these abnormalities.

S. Lee Hong, co-author of the study, states, “We make small adjustments at our hips and ankles based on what our eyes, muscles, ligaments, tendons and semi-circular canals tell us. The better these sensory sources are integrated, the less someone sways.”

In the study, participants who had bipolar disorder displayed more postural sway, particularly when their eyes were closed, than study participants who had no psychological disorders.3 There have been many studies looking at postural control and ADHD. One study found that boys with ADHD had poorer static postural control ability and impaired function of processing visual and vestibular information compared with the normal control. Boys with ADHD-Type 1 showed particularly severe defect of static postural control and vestibular function integrating conflict information compared to normal boys. These deficits may be an important contributor to the clinical presentation of ADHD children and their cognitive deficits. Assessment and training of postural control function would be suggested during the diagnosis and treatment of ADHD children.4

Several studies highlight the fact that dyslexic children show poorer postural performances compared to non-dyslexic children, suggesting that poor postural performance observed in dyslexic children could be due to a poorer use of sensory inputs and a lack of cerebellar integration.5 One study included 50 boys with developmental dyslexia and 42 control boys. Analysis of classical parameters quantifying the center of pressure (CP) displacements along antero-posterior and lateral axes showed a significant difference between the two groups. Dyslexic children showed on average greater instability, with greater length, variability and mean power frequency of CP displacements with or without vision. These results demonstrated that postural parameters may discriminate between children with dyslexia and age-equivalent controls.6

In a study looking at postural stability and Tourette syndrome (TS), results suggested that children with TS had greater difficulty maintaining postural stability, especially when vestibular information was challenged. The results of this study provide supporting evidence for possible deficits in impaired access to vestibular information and sensorimotor integration of postural control in children with TS.7

The above disorders are just a few of many that have been associated with postural instability. As suggested in those with bipolar disorder, one must be mindful of brain circuits and
Sombra® PLUS CBD Pain Relief are exactly as they read; everything you love about our original formulas PLUS something more – CBD!

- Ultimate CBD Purity, Consistency and Predictability
- 3rd-party lab tested to ensure 100% purity
- THC-FREE & Non-habit forming or mind altering
- Simple and reliable dosing
- Available in both WARM and COOL Therapy
- CBD Isolate avoids entourage side effects
- Available in 2 oz. 1000 mg
- Available in 4 oz. 2000 mg
- Hand crafted in the USA at our own facility

sombraPLUS.com
Studies using orthotics and their effects on postural control have led to several theories about how they achieve improvements in balance.

Functional connectivity associated with these disorders and how they overlap with postural control. The brain relies on proper afferent sensory input from the body in order to “feed” the CNS with the necessary input for proper function.

**Creating a strong foundation with custom orthotics**

Proprioceptive input from the feet and ankles trigger balance and gait movements which will affect vestibular and proprioceptive input to the CNS. Studies using orthotics and their effects on postural control have led to several theories about how they achieve improvements in balance.

The proposed balance-improving mechanisms include:

- Improved joint alignment of the rear foot/ankle complex;
- Reduced strain on the ligaments and tendons around the ankle;
- Shifting of ground reaction forces (CoP) to a more optimal position; and
- Enhanced sensory feedback from the plantar surface of the foot.

By changing joint position and reducing strain on ligaments, custom orthotics that support all three arches of the foot are able to improve joint proprioception and affect overall posture and postural stability. This subsequently “feeds” the brain necessary sensory information needed for optimal learning, attention and behavior.

**References** can be found online at chiroeco.com
Improving sleep can improve many other aspects of your patients’ lives, but resting easier isn’t so simple for many people. Fortunately, they don’t have to take sleep challenges lying down. Standard Process® and MediHerb® offer a range of products — a number of which contain plants grown on the Standard Process certified organic farm — that can help enhance their slumber.

E-Z Mg™
Magnesium is involved in sleep pathways that support brain homeostatic sleep processes.

Min-Tran®
Contains mineral complexes to support emotional balance.*

MediHerb® Kava Forte
Contains compounds that calm the nerves, ease the effects of stress, support muscle relaxation, and promote sleep.*

Learn more and place your order at standardprocess.com
THE CHANGING BUSINESS OF CHIROPRACTIC
A 2022 guide to expanding into the trauma care and personal injury sector

BY MARK STUDIN, DC
TIME TO READ: 4-6 MIN.

THE TAKEAWAY
Use your CE requirements to support your practice goals and become the answer for personal injury lawyers.

THE BUSINESS OF CHIROPRACTIC IS CHANGING RAPIDLY, and at the same time, staying the same. The consistent part is the “life-blood” of every practice, which combines getting new patients and keeping the ones you have. What has changed drastically is how you get and keep those patients. Before you consider spending your money and time on new patients, you must first consider what you are trying to get.

Finding the ‘right’ cases
Too many doctors realize too late in the process that they successfully attracted the “wrong” type of cases. They end up with third-party administrators that “suck the profits” from the doctor, Medicaid, Medicare, or too many low-paying cash patients, and working too hard for those levels of reimbursements. Strategizing for 2022 means deciding if you want a strong cash practice or focusing on personal injury and everything else in between. No matter what you choose, you need to be prepared and find the best source for information on maximizing each sector of business.

Although there is tremendous benefit from every type of patient you help, I focus on personal injury because I am passionate about trauma care. There are also higher reimbursements for the same care. There are many states where the reimbursements for personal injury are $300-$650 per visit, doing the same work I do for a cash patient for $60 or a third-party managed care for $40.

The changing industry
As much as too many “self-proclaimed experts” will tell you to “stay the course,” you don’t need to make changes; the
Ounce-for-ounce, the most powerful laser. Dollar-for-dollar, the most affordable, too.

**SPEED HEALING**
Reduce healing time by up to 50%

**TREAT MORE CONDITIONS**
The red/infrared combo provides more versatility

**ACTUAL SIZE**
Slip it into your pocket, it weighs only 5 ounces

**TREAT PATIENTS WITH EASE**
Hundreds of pre-programmed protocols that are simple to navigate

**FREE UP YOUR TIME**
It’s safe and easy to use so your assistants can do the job

**HIT YOUR ROI FASTER**
Make your money back in months, not years

The LZ30-ProZ:
The business-boosting laser that’s perfect for chiropractors.

CALL 818-575-6539 OR VISIT AVANTWELLNESS.COM/LZ30 TO LEARN MORE
entire industry has changed over the last few years. You cannot overlook the effect COVID has had on our society regarding employment (or the lack of), readily available cash, the ability to maintain high-paying insurance coverages, uninsured motorists, the courts closing down, and the backlog of cases. The list is long, and you have to adapt based upon valid “intelligence” to thrive in this ever-changing marketplace.

I can only speak with utmost authority on personal injury, as that is my “everyday focus.”

Most doctors who have had sizeable personal injury practices realize “suddenly” that their PI volume has shrunk. Lawyers they have worked with cite the courts, lack new cases, are not getting referrals from you, or are not an orthopedist. Each of those has a level of plausibility and some truth; however, what they are saying is they do not want to work with you. What makes it worse is you believe it all. No lawyer will ever close the door to a relationship because they want your referral.

The problem with your referral is they are stuck with you and your subpar credentials and documentation. Too often, you will cost them their case, and they don’t care if you are a healer or buy them fancy gifts or dinners. That “game” has long passed. Should you refer to them, you will typically get an occasional referral back, but it may be a low-quality case that has little to no value and will be labor-intensive on your side.

Become their solution
In understanding how to “activate” the referral relationship, you must start to become the solution to their business and become the “easy button.” This begins with documentation and continues with “real credentials” beyond your doctor of chiropractic degree so that they may use you in court to prevail.

This is no different than a lawyer not wanting the general MD with no advanced credentials. They will have a hard time credentialing that MD as an expert, where most of our profession falls. There are so many avenues available to DCs...
LAB TESTING for Licensed Professionals
Service with Integrity Since 2001

A Perfect Solution For Your Lab Testing Needs

- Available to Licensed Professionals Only
- No Sales Through Unlicensed Vendors
- No Internet Sales to Your Patients
- Group Pricing
- Customer Service That Exceeds Expectations

No Billing Until Testing Is Completed

Feature-packed Website

Including: Test ordering, Real-time Results Plus HL7, Test Trending, Invoices, Patient List, Video Library, Panel Comparison and Lots of Useful Test Information

The PCS Masters Laboratory Webinar Series

An Ongoing Series Featuring a Stellar Group of Presenters Speaking about Highly Relevant Lab Testing Topics

Not just How-to, but WHY

OUR PRESENTERS INCLUDE:

Dr. David Brownstein, M.D.
Dr. Bill Kieber, D.C.
Dr. Brandon Lundell, D.C.
Dr. Rob Silverman, D.C.
Dr. J Dunn, D.C.
Dr. Rob Kessinger, D.C.
Dr. Nik Hedberg, D.C.
Dr. Mark Force, D.C.

Join Online through our website today! www.Professionalco-op.com

Professional Co-op®
P: 866-999-4041  F: 866-999-9175
NO MEMBERSHIP FEES, NO MINIMUMS.
There are so many avenues available to DCs in the marketplace, with quality academics rendering ‘real credentials’ approved by our schools and licensure boards.

in the marketplace, with quality academics rendering “real credentials” approved by our schools and licensure boards. It’s time to use your CE requirements strategically to support your practice goals. The real winners will be our patients, which is always our primary focus.

The final goal of academics is to teach your referral source, whether it’s lawyers or MDs. Once you become their teacher or source of information, they will now consider you an expert or peer. That immediately changes your reputation, and you will no longer be considered a technician, but an integral part of the treating team.

Start with credentials and documentation

The above strategy is one facet of personal injury success, as there is no one thing that will be the arbiter of success in the personal injury marketplace.

Fancy dinners, research articles, cross-referrals and specialized reports have a place. However, that place is not creating relationships or resurrecting old ones; those have to be earned, starting with documentation and credentials. As stated above, there are no one or two magic items for personal injury success, either with lawyers or MDs as referral sources. However, this is where you start.

MARK STUDIN, DC, is an adjunct associate professor of chiropractic at the University of Bridgeport, College of Chiropractic; adjunct professor at Cleveland University – Kansas City, College of Chiropractic; and adjunct professor of Clinical Sciences at Texas Chiropractic College. He is the president of the Academy of Chiropractic, teaching doctors of chiropractic and interfacing with the medical and legal communities (DoctorsPIprogram.com). He can be reached at DrMark@AcademyOfChiropractic.com or at 631-786-4253.

$300-$650
THERE ARE MANY STATES WHERE THE REIMBURSEMENTS FOR PERSONAL INJURY ARE $300-$650 PER VISIT

Patients are looking for drug-free pain relief.

Keep your patients and your practice healthy with MLS® Laser Therapy.

The patented MLS Laser Therapy emission system utilizes two synchronized wavelengths proven effective to relieve pain and inflammation, accelerate healing, and improve range of motion.

“I had a patient who was in a motor vehicle accident after she had knee surgery. Her knee was reinjured in the accident, and her surgeon said there was nothing he could do. She came to me, and after the first MLS Laser Therapy treatment was able to bear weight on the knee. I’ve never seen anything like that, ever, in 10 years of practice. Simply amazing.”

Simpson Leung, DC
Cascadia Chiropractic Centre
Welcome the next generation of RockPods!

RockPods Glide myofascial cups were designed to slide and glide over tissue — promoting movement and enhancing the treatment experience for all!

Easier to handle and harder to drop, traversing treatment areas is a breeze with RockPods Glide.

ROCKTAPE.COM/ROCKPODS-GLIDE
THE TAKEAWAY

Protocols for biohacking inflammation syndromes and bringing awareness to patients about subjects ranging from posture to removing food sensitivities to sleep; identifying modalities to address chronic fatigue syndrome.

BE THE DOCTOR YOU WANT TO BE. I am very comfortable bringing awareness to patients about posture and positioning, proper belly versus chest breathing, nasal breathing, sleep hygiene, fat loss, movement and exercise. If we add even a few healthy practices for at home, i.e., establish better eating times, take out a possible food sensitivity, add some very gentle movement, patients may feel better.

I use modalities in the office that help "charge" the mitochondria, and this allows some wonderful changes in these people's lives. Since myalgic encephalitis/chronic fatigue syndrome (ME/CFS) is rarely identified at onset, unfortunately a diagnosis of ME/CFS can take years to receive and even more time following for it be recognized by the medical community.

THE JOB OF THE NERVOUS SYSTEM (neuro) is to process information and coordinate action. The job of the immune system is to fight infections and repair damage. A properly functioning neuro-immune system creates healthy inflammation and resolves it in a timely sequence.

On a daily basis I see patients who have complaints related...
NOT available in 67,000 Pharmacies Nationwide

When you’re retailing topical analgesics in your practice, providing all three can be challenging. Until today.

Look for the Helix Starter Kit, an attractive and compact countertop retail display complete with your choice of original Helix Pain Relieving Cream or NEW Tri-Active Therapy Cream.

Now you can choose between original Helix Pain Relieving Cream, NEW Tri-Active Therapy Cream and NEW CBD Creams, for temporary relief of joint, muscle, back, and arthritis pain. All three products are available exclusively to Chiropractors and pain management professionals for use in practice and point-of-service sale.

While your patients experience relief from pain, you’ll enjoy the benefits of dispensing a growing selection of Helix products that Parker Laboratories will NEVER place on pharmacy or big box retailer’s shelves.

Learn more and request a sample at helix4pain.com

Exclusivity. Efficacy. And now Variety.
to ongoing low-grade inflammation ... it’s this continual unresolved inflammation that may lead to, or be related to, chronic musculoskeletal aches and pain, and other illnesses such as ME/CFS.

An undiagnosed mass affliction
It is estimated there are between 836,000 and 2.5 million people afflicted with ME/CFS in the U.S. alone. An estimated 80-90% of people with ME/CFS have not yet been diagnosed, meaning the true prevalence is unknown.

Between 60-90% of ME/CFS patients have fibromyalgia, while irritable bowel disease is another frequent comorbidity. Through observations and experience with patients in my practice, similar conditions are chronic fatigue syndrome (CFS), fibromyalgia and neuropathy.

These are often related to:

1. Malfunctioning mitochondria
   The mitochondria need oxygen to create adenosine triphosphate, or ATP. ATP is the energy required for cells to carry out their specific functions. Nerve impulses, tissue repair, muscle contraction, the synthesis of biochemical agents within cells and more — all these actions require ATP.

   Any movement or metabolic process needs ATP. Our mitochondria can be poisoned by environmental toxins; pesticides; chronic bacterial, viral and fungal infections; and nutritional and hormone deficiencies. A constant supply of ATP is imperative to maintain cellular processes for life. Without the mitochondria producing ATP from oxygen and the food we eat, life would cease. The mitochondria in our brain, especially the hypothalamus and pituitary, are sensitive to any malfunction and fatigue is one of the symptoms.

2. Hormonal deficiencies
   Thyroid and cortisol deficiencies are the most common ones. Cortisol, the ‘fight-or-flight’ hormone triggered by stress, becomes depleted because the body is no longer able to produce sufficient amounts. Fatigue and exhaustion are a symptom.

   Thyroid hormone is depleted by exposure to toxins and by malfunctions in the hypothalamus and/or pituitary. Both 3’,3,5-triiodo-L-thyronine (T3) and 3,5-diiodo-L-thyronine (T2) (iodothyronines) have been identified as effectors of the actions of thyroid hormones on energy metabolism. Both have significant effects on basal metabolic rate (BMR), but their mechanisms of action are not identical:
   • T3 acts on the nucleus to influence the expression of genes involved in the regulation of cellular metabolism and mitochondria function.
   • T2 acts by directly influencing the mitochondrial energy-transduction apparatus. A molecular determinant of the effects of T3 could be uncoupling protein-3 (UCP-3), while the cytochrome-c oxidase complex is a possible target for 3,5-T2. Imbalanced hormones might interfere with ATP synthesis.

3. Ongoing inflammation
   There are many causes of inflammation and many messengers that play a role in healthy inflammation resolution. Yet there are patients who continue churning out inflammatory cells, signaling the body to keep going with inflammation.

   In response to ongoing low-grade infection, injury or inflammation, pain receptors (nociceptors) in the body can become more sensitive to painful stimuli — a process called “peripheral” sensitization. These sensitized nociceptors go into overdrive, sending pain signals to the central nervous system (CNS), which can lead to the overstimulation of the CNS. This results in “central” sensitization, which increases the perception of pain. As such, central sensitization leads to the perpetuation of pain.

   I notice palpation of the outer body soft tissues in certain areas along the back and shoulders as well as the arms, legs, feet and hands as being “clenched” — this contributes to low-grade inflammation via poor blood flow and lower oxygen to the soft tissues, with the CNS spinning out of control into chronic pain.

Inflammation resolution
For my inflammation resolution program, I utilize hands-on therapy alongside photobiomodulation light therapy, shock-wave pulse therapy, pulsed electro-magnetic frequency (PEMF), fat-loss diets and lymphatic therapy.
Paying More Doesn’t Mean Buying Better!
The complete family of Medray lasers comes with the best warranty in the industry, a full 5 full years and it is doubtful you will ever need it. Buying SMART is so much better than buying EXPENSIVE, considering the Medray Lasers will make you more money in less time and get the same if not better results with lasers costing tens of thousands of dollars more. Don’t believe the old saying, you get what you pay for! With Medray, you get much more than you pay for!

Fact 🎯 The Medray lasers are the best priced lasers in the industry
Fact 🎯 The Medray lasers have the best warranty, 5 years
Fact 🎯 The Medray lasers are some of the most powerful
Fact 🎯 The Medray lasers can also be used fully hands-free
Fact 🎯 The Medray Quad, at 27.2w is only $14,995
Fact 🎯 The Medray Dual, at 30w is only $12,995
Fact 🎯 The Medray Prime, hands-free, is only $12,995
Fact 🎯 All marketing, glasses, and certification course included, plus a 5-year warranty
Fact 🎯 Fully adjustable protocols, pulsed and continuous modes
Fact 🎯 One of the most technologically advanced lasers found anywhere
Fact 🎯 No salesman’s hype, no exaggerated technobabble. Designed by a 40-year-practicing chiropractor who has done tens of thousands of Medray Laser treatments.

573-745-1086 • drg4000@att.net • medraylaser.com
I am using many of the cutting-edge therapies, like Winback TECAR therapy, high energy inductive therapy (HEIT), sound frequency dose therapy, local and whole-body vibration, along with nutritional therapy (diets, peptides, vitamin supplements and herbs).

In a normal response to injury or inflammation, cells at the site of pain release a variety of biochemical mediators, including the neurotrophin nerve growth factor (NGF), the cytokine TNFα, the interleukins IL-1β and IL-6, and prostaglandin E2. These chemical mediators bind to pain receptors (nociceptors) in the periphery, leading to the sensitization of the pain pathway.

When the cause of pain continues beyond the normal expiration date, the persistent activation of the pain pathway leads to increased synthesis of glutamate and neuropeptides, such as substance P, calcitonin gene-related peptide (CGRP), and bone-derived neurotrophic factor (BDNF).

Substance P and CGRP enhance the sensitization of sensory nerves in the periphery. In the CNS, all these mediators — NGF, TNF, IL-1β, IL-6, substance P, CGRP, BDNF — can be released by the primary afferent neuron, subsequently binding to receptors in the dorsal horn of the spinal cord, contributing to the activation of key intracellular pathways that initiate central sensitization.

Nerve growth factor (NGF) plays a key role in the amplification of pain signals by sensitizing neurons in the pain pathway and causing the overproduction of other pain mediators. NGF is found throughout the body. Levels of NGF increase in response to injuries or conditions associated with pain.

In the presence of some conditions associated with chronic pain like neuropathy, myalgia encephalitis, CFS, osteoarthritis, rheumatoid arthritis, gout or chronic low-back pain, there is continuous overproduction of NGF. As a result, more NGF is available to bind to peripheral sensory nerves, increasing the number of pain signals that travel from the periphery to the CNS. This contributes to the sensitization of nerves in both the peripheral and the central nervous system, amplifying and perpetuating chronic pain.

In short, what excess NGF does here changes what happens there. As a result, I sense patients are aware and feel a different “tone” in the area. I can palpate these areas in the body as bogginess, tightness or densification of the soft tissues, i.e. fascia, muscle, tendons, etc. This tight tissue contributes to overactivity and lack of oxygen at the local area. This causes further pain cycles to occur.

Part II will appear in the next issue of Chiropractic Economics.

JEFFREY TUCKER, DC, practices in West Los Angeles, Calif. He is a prominent and successful chiropractic doctor who specializes in treating conditions related to ongoing inflammation and chronic musculoskeletal diseases, including neuropathy, fibromyalgia and chronic fatigue syndrome. Tucker has over 40 years of specialized experience, has written over 100 articles for chiropractors and has lectured in the U.S. and abroad. He is the past president of the American Chiropractic Association Rehabilitation Council. Sign up for his newsletter on his website at Dr.JeffreyTucker.com.
Why subject your practice to a life sentence?

Wouldn’t you rather spend your money on something... fun?

Over your career, ECLIPSE® can save you $60,000 or more in monthly payments alone!

And that’s just the tip of the iceberg...

More experience running our own busy multi-disciplinary practice · More experience growing small client practices into behemoths · More experience working with payers, auditors, & investigators · More experience saving you money · Thousands of practices · Tens of thousands of users.

1.352.488.0081 · www.INeedECLIPSE.com
RESTORATIVE SLEEP
Talking to patients and supplements to address a critical need

BY HOLLY LUCILLE, ND, RN
TIME TO READ: 7-9 MIN.

THE TAKEAWAY
Not even peak chiropractic health can overcome the negative impact of sleep deprivation. These supplements and tips can help patients struggling with insomnia and anxiety coming between them and needed restorative sleep.

MISSING OUT ON A GOOD NIGHT’S SLEEP is not that unusual for anybody. We’ve all experienced those stressful days or weeks when we can’t seem to slow down enough to get the rest we need.

Many patients fall into that category, too, but they’ve been struggling for a long time. Fortunately, there are supplemental approaches that can help them get the restorative sleep they need.

Melatonin
Because of the stresses of the pandemic and simply the times we live in, melatonin use has seen a recent surge in popularity. But even before its current notoriety, there were good reasons to recommend melatonin.

After all, there are many conditions and causes that deplete this natural substance from the body:

• Age: As we get older, our sleep/wake cycle deteriorates and disrupts our circadian rhythm, throwing off the natural timing of melatonin release. Not surprisingly, this is one reason that insomnia affects up to 50% of people aged 60 years and older. Additionally, some experts consider low melatonin levels to be a cause of aging, and not just an effect.¹
STIMULATE the POWER of the VAGUS NERVE

NON-INVASIVE VAGUS NERVE STIMULATOR

The vagus nerve, the body’s superhighway, modulates various systems and functions throughout the body. nVNS offers a multi-modal mechanism of action including effects on autonomic nervous system functions, inhibition of cortical spreading depression, neurotransmitter regulation, and nociceptive modulation. The overlap and interplay of these mechanisms help to restore, reset, and replenish vagal parasympathetic balance. nVNS is an effective complement to many protocols currently in place.

- FDA-cleared for prevention & treatment of migraine and cluster headache
- Portable, easy to use technology
- Safe and gentle 2-minute stimulations
- Chiropractor prescribed

Visit us at the Cleveland University Centennial Celebration October 20-22.

Allow us twenty minutes to demonstrate how gammaCore™ (nVNS) can become an integral part of your practice, and can get you another step closer to doing what you do best.

Visit gammaCore.com for Indications and Important Safety Information.
Screen Time and Artificial Light: The “blue light” of tablets, smartphones and computers reduces melatonin levels, even in young people (who otherwise would be well-stocked with it). One study showed that two hours of continuous screen time by 20-year-olds reduced melatonin levels by 22%. Of course, that effect is most likely multiplied as we age, especially considering the ubiquity of screens in our lives. There is a good case to be made for recommending no screen time at all for two hours before bedtime. That’s going to be a tough ask for some patients, but it may be necessary to help them reestablish their sleep, too.

Changes in Schedules, Travel and Working at Night: Travel, of course, throws the circadian rhythms for a loop because a patient’s mind and body are used to a specific day and night cycle. But really, anything that is disruptive of regular sleep is going to have an effect. Combine a late night with screen time, and a person has definitely set themselves up for brain fog, a weakened immune system, and increased inflammation and oxidative stress. And this can have extremely serious consequences. In fact, women who work in shifts are at greater risk of breast cancer because of their exposure to artificial light during nighttime.

Overweight/Obesity: Carrying extra pounds may not just be due to sedentary lifestyles or a slow metabolism, but actually caused, in part, by a decline in melatonin activity in the first place. This can become a vicious cycle, in that fat stores themselves can decrease melatonin. Research suggests that melatonin supplementation may help bring patients who struggle with their weight into a better metabolic balance, as part of a diet and exercise regimen.

Various Health Conditions and Diseases: In addition to obesity, other conditions — including systemic inflammation, autism spectrum disorders, polycystic ovary syndrome, heart disease and insulin resistance — may have a cause/effect relationship with melatonin levels. That’s not to say that low levels are necessarily the reason for the disease, but they may be both a contributing factor and effect of many health issues.

Overweight/Obesity: Carrying extra pounds may not just be due to sedentary lifestyles or a slow metabolism, but actually caused, in part, by a decline in melatonin activity in the first place. This can become a vicious cycle, in that fat stores themselves can decrease melatonin. Research suggests that melatonin supplementation may help bring patients who struggle with their weight into a better metabolic balance, as part of a diet and exercise regimen.

Some experts consider low melatonin levels to be a cause of aging, and not just an effect.

Reduce daily anxiety, increase restorative sleep
Effectively dealing with anxiety during the day can also help prevent sleeplessness at night. For that, consider a specialized extract of *Echinacea angustifolia*. While many echinacea species are well-known for bolstering the immune system, a specific extract from a specially cultivated plant calms nerves and relieves anxiety.
This clinically tested *Echinacea angustifolia* (EP107) delivers alkamides — natural compounds with effects on the endocannabinoid system similar to phytocannabinoids from hemp — that ultimately have a “cooling effect” on the way stress and anxiety are felt in the body and mind.5-7 Clinical research has found that *Echinacea angustifolia* is fast-acting, too. A study published in *Phytotherapy Research* assessed participants (which included women and men with anxiety, average age of 41 years) using the State-Trait Anxiety Inventory (STAI). Participants were scheduled to use this specialized *Echinacea* extract for one week and evaluate their anxiety before, during and after using the product. But in just three days anxiety levels were significantly lower in both state and trait categories. Plus, the effects remained stable for the duration of the clinical trial and even for two weeks following treatment — all without side effects.8

Women who work in shifts are at greater risk of breast cancer because of their exposure to artificial light during nighttime.

This echinacea extract won’t cause drowsiness. Instead, it will take the edginess off your patients’ daily stressors, and allow them to focus, attend to the tasks at hand, and not feel burdened by anxieties at the end of the day when they’re trying to relax.

**Help patients restore sleep and health**

Sleep is more than simple downtime. It is essential to our well-being.

For patients who seem to be struggling with getting the rest they need, melatonin has great potential. Along with consistent “wind-down” time at the end of the day, the right melatonin supplement can make a tremendous difference. And for those stressful struggles during the daytime hours, a clinically-studied form of *Echinacea angustifolia* can help patients keep anxiety from getting the upper hand.9

**References** can be found online at chiroeco.com

HOLLY LUCILLE, ND, RN, is a nationally recognized, licensed naturopathic doctor, educator, natural products consultant, and television and radio host. She is the author of several books, including “Creating and Maintaining Balance: A Woman’s Guide to Safe, Natural Hormone Health” and “The Healing Power of Trauma Comfrey.” In addition to seeing patients in her private practice in Los Angeles, she lectures frequently across the country, and makes guest appearances on radio and television, including “Dr. Oz” and “The Doctors.” She can be reached at drhollylucille.com.
WHY SHOULD WE CARE ABOUT THE ENDOCANNABINOID SYSTEM?

The bridge between body and mind controlling pain and inflammation

BY JOE KRY SZAK, MBA
TIME TO READ: 7-9 MIN.

THE TAKEAWAY
Every day we are learning more about how the endocannabinoid system controls pain and inflammation, and how it impacts the immune system, nervous system, and virtually all the body’s organs.

THE YEAR 1992 marked the first time in over 50 years a new complete body system was discovered in humans. Hebrew University’s Professor Lumir Hanus and American researcher William Devane, PhD, discovered endocannabinoids in the body after studying compounds in the cannabis plant.

They were amazed at how close the compounds were to each other. The doctors soon came to realize that the endocannabinoid system (ECS) is one of the most important physiologic systems involved in establishing and maintaining human health.¹

Endocannabinoids (named after the cannabis plant that led to its discovery) and their receptors are found throughout the body: in the brain, organs, connective tissues, glands and immune cells. With its complex actions in our immune system, nervous system and virtually all the body’s organs, the endocannabinoids are a bridge between body and mind.

¹ Endocannabinoids and Their Receptors: New Insights into Physiologic Functions.
Generate **Revenue** With **Technology** You Can **Trust**

**New Feature in 2022:**
Acne Killing Blue Light Added to the Facial Area

---

**OvationULT**
Our Flagship Product

**OvationEXPRESS**
For small businesses & home use

**OvationBOOTH**
Perfect space saving option

---

**Body Balance System Supports**
Our Chiropractic Clinics with:

- 90 Day Client Acquisition Package*
- Comprehensive Sales training
- Flexible Payment Options
- 3 Year Warranty

*Available with OvationULT and OvationBOOTH

---

**Key Benefits of Close Range Red Light Therapy Include:**

- Promotes Weight Loss
- Treats Inflammation
- Pain Management & Muscle Recovery
- Skin Smoothing/Wrinkle Reduction
- Promotes Brain Health & Cognitive Performance

---

**You Can Find Us At:**

BodyBalanceSystem.com 1-877-296-2228

---

With a very similar chemical structure to cannabinoids, endocannabinoids are effectively cannabinoids produced by your body. By understanding endocannabinoids and the ECS system, we begin to see a mechanism that could connect brain activity with states of physical health and disease.

**How do endocannabinoids work?**

Endocannabinoids keep internal functions running smoothly by signaling other body functions and informing those functions to increase or decrease activity based on current body needs.

What is the beauty of endocannabinoids? They go against the flow of typical chemical synaptic signaling to provide feedback back into the system. They complete the information circle.

For example, a neuron that releases a chemical neurotransmitter (say, GABA or glutamate) is designated as “pre-synaptic,” the target neuron that expresses receptors for that neurotransmitter is “postsynaptic.”

Endocannabinoids, however, are synthesized and released from postsynaptic cells and travel backward (in the “retrograde” direction) across the synapse, where they encounter receptors located on adjacent nerve terminals. So, *endocannabinoids provide information back through the system*, completing a 360° loop of information and allowing all the cells to have two-way conversations.

Precisely positioned in synaptic regions, the ECS inhibits the release of many excitatory and inhibitory neurotransmitters. Thus, by releasing endocannabinoids, postsynaptic target cells can influence their own incoming synaptic signals.

The Harvard Medical School says it well: “Your endocannabinoid system is the most important system in your body to create homeostasis.” Simply put, the ECS is the body’s mechanism that tells the nervous system (in a Jersey accent) “Yo ... neurons ... we have enough stimulation, slow your roll.”

Examples of this mechanism include the ECS signaling neurons that there is too much acid in your stomach and too much inflammation in your hands. The endocannabinoid system provides the “stop signal” needed to report back to neurons, informing the neurons to quit sending those signals.

*Endocannabinoids act like “traffic cops” to control the levels and activity of the other neurotransmitters.*

The ECS is your mind’s traffic cop and comprises a vast network of chemical signals and cellular receptors densely packed throughout our brains and bodies. The cannabinoid receptors in the brain outnumber most other receptors in the brain. This might mean they are important.

This is how the ECS regulates things: by immediate feedback, turning up or down the activity of whichever system needs to be adjusted; whether that is hunger, temperature or alertness.

The ECS is your body’s “thermostat,” critical to helping control our immune functioning.

One certain endocannabinoid receptor (CB1) exists mostly in our immune tissues and plays a role in modulating inflammation, including intestinal inflammation, contractions, and pain in inflammatory bowel conditions by providing signals back to the neurons, in effect signaling the neurotransmitters to stop transmitting.

**What do CBD and other cannabinoids have to do with the endocannabinoid system?**

The simple answer — the average American does not make enough endocannabinoids of their own, and Americans are not supplementing this deficiency through diet.

Our bodies are incapable of closing the 360° feedback loop needed...
How to INCREASE collections

Everywhere you look, there is someone telling you how to do ______ with your practice! Marketing ‘gurus’, the guaranteed X amount of New Patients guy, modalities, etc. Ultimately the most valuable time, is YOUR time. Time is the most valuable currency, so how do you get more of it?? As you already know, the truth is, you don’t more time. But, by hiring and training the right pieces for your office, you can delegate tasks and such and free up your time.

If you are reading this then you likely own your own business already and understand the struggle that come with even the best of employees. They get sick, their kids get sick, car troubles, etc. I have an incredible staff and these things still happen. These things can be managed in order for this office to stay functioning, but the thing that can’t slack, is your billing. It’s how we get paid! Yes, I know cash collections are also how we get paid and I am 65% cash collection in my office, but those are the easy collections.

Insurance is where things get difficult. All of the different errors and things that can be missed when billing in your office, can set you back on collections, cost you more money or risk even collecting that money. The money must never be affected. Not to mention the ever-looming scare that comes with insurance, audits. The biggest issue I see with that is Doctors saying that they ‘didn’t know.’ I feel that with Physician Services I do not have to worry because of their knowledge.

So, how do you collect more money? By hiring a billing service that is top of the line. You cannot grow, until you are ready to grow. You want to see more and collect more, but you are behind on billing……good luck. You cannot collect more money, until the errors in your practice are fixed. It is tough to sit back and be honest with ourselves and admit that we could have an error somewhere in our office and have to make the change to fix it. But, to improve, it must be done.

This is why I love using Physician Services. I have used them for almost 4 years now and I have friends that have used them for 10+ years. I hired them six months after opening and wouldn’t hire anyone else to do the job. They have teams of billers that are extremely knowledgeable about chiropractic billing specifically. Shelly and her team have been our billers since the day we started and it makes practicing and running a business much easier. I have seen other billing companies that are not chiro specific and it can be a disaster.

My billing never gets missed. If someone is out of town or sick, my billing still gets done. They handle the EOBs, posting, appeals, even helping with credentialing. The billers always have insight into certain insurance policies that help save money and speed up billing.

They never miss any modifiers. They catch any mistakes that slip through the cracks with accidental SALTed charges. We have a weekly call with Shelly and her team to review any small issues, but normally there aren’t more than 2-3 small things to even touch on because they are always on the ball.

Customer service is a big part of business and in today’s world, in my opinion, it is falling off. Physician Services is the gold standard when it comes to customer service. If you ever have any questions or issues, they are always a quick email or call away.

In my second full year of opening Limitless Chiropractic, we collected upwards of $1 million. I was the only Doctor in the office seeing 400-450 per week, and no not a lot of therapies either. One of the main reasons that we were able to grow at such a rapid rate, was because we were able to hand off all billing to Physician Services and strictly focus on customer service, patient care, and employee training and growth.

If you bill insurance in your office, then you need to give Physician Services a shot. You will NOT regret it!!

Jason O’Rear, D.C.

Call me to hear more about my experience with Physicians Services!
Jason O’Rear, D.C.  985.888.6200
The endocannabinoid system provides the ‘stop signal’ needed to report back to neurons, informing the neurons to quit sending those signals.

because we simply do not have enough endocannabinoids for the signal, so no signal goes through. The feedback loop is broken. The neurons keep firing and firing. With no feedback loop, the neurons continue to signal your cells to keep producing the compounds they have enough of. DCs know this as inflammation and overstimulation — they see this every day.

Consumption of natural cannabinoids can halt that deficiency by closing the "open-loop" and shutting down the overproduction signals neurotransmitters are sending to excite the cells. Your body needs cannabinoids are much as it needs iron, vitamin C or B12.

TRAFFIC COPS
ENDOCANNABINOIDs ACT LIKE “TRAFFIC COPS” TO CONTROL THE LEVELS AND ACTIVITY OF THE OTHER NEUROTRANSMITTERS

The NIH goes into more detail in the article, “Clinical Endocannabinoid Deficiency (ECD) Reconsidered: Current Research Supports the Theory in Migraine, Fibromyalgia, Irritable Bowel, and Other Treatment-Resistant Syndromes.” The theory of ECD was based on the concept that many brain disorders are associated with neurotransmitter deficiencies, affecting acetylcholine in Alzheimer’s disease, dopamine in Parkinsonian syndromes, serotonin and norepinephrine in depression, and that a comparable deficiency in endocannabinoid levels might be manifest similarly in certain disorders that display predictable clinical features as sequelae of this deficiency.

Continued research and chiropractic leadership
Continued research is needed, and there is a race between many reputable institutions to discover new benefits of cannabis. Examples of organizations investing millions into cannabinoid research include the National Football League, Major League Baseball, the University of Texas-Austin, Oregon State University and the University of Kentucky. This is a microcosm of studies currently happening, as hundreds of other reputable institutions are investing in ECS and cannabinoid research. It is an exciting time in the industry, and we will continue to learn a lot more about the role of the ECS and cannabis in improving human health.

Chiropractors can take a leadership role in solving this health crisis, just as DCs have done with the opioid crisis and COVID. That leadership role includes incorporating quality, proven and trusted CBD products into practice to help improve patients’ minds and bodies between visits.

JOE KRYSZAK, MBA, is president of Stirling Professional CBD, the brand built by and for chiropractors and professional offices, giving back to the chiropractic industry. Since 2014, Stirling has grown, extracted and produced the purest CBD available. Stirling Professional brings amazing CBD+ products to your patients with the industry-leading lineup of 2,500-mg CBD lotions, THC and THC-free capsules and gels, and four great solutions for better sleep. We bring affordable solutions to your patients. For more information, go to stirlingprofessional.com.

References can be found online at chiroeco.com
Superior technology translates to superior outcomes, which ultimately translates to a more profitable bottom line for your practice. It’s a classic win-win scenario, not only for your practice, but for your patients.

As an industry leader for the past 30 years, Aspen Laser remains on the cutting edge of photomedicine, paving the way to better science, improved clinical outcomes, and healthier lives. And our unyielding commitment to excellence is reflected in each and every one of our laser therapy systems.

We offer state-of-the-art solutions for every therapeutic application AND for every budget — our Summit Series, our Pinnacle Series, and our newest technological game changer, the Apex Series, the world’s first and only therapy laser that features three therapeutic wavelengths of 810nm, 980nm and 1064nm.

We invite you to explore our line of cutting-edge products and learn how superior technology will help improve your outcomes, elevate your practice and boost your bottom line.

Elevate your practice with Aspen Laser Systems.
LITHIUM, NOT SOLELY FOR SEVERE DEPRESSION
Trace supplementation for brain, mood, nervous system regulation

BY PAUL VARNAS, DC, DACBN
TIME TO READ: 11-13 MIN.

THE TAKEAWAY
From reducing inflammation to protecting against disease, low-dose lithium has a host of benefits for patients suffering from nervous system and alcohol or drug abuse issues in studies.

MOST PEOPLE THINK OF LITHIUM AS lithium carbonate, which is taken at high doses for patients with bipolar disorder. These patients are given 600-1,200 mg/day of lithium carbonate (113-226 mg of elemental lithium). Studies have shown that lithium is an important trace nutrient when given at a dose of less than 20mg/day.1

Brain and mood support
Lithium, as a trace nutrient, supports the brain, nervous system, mood and behavior. Positive results have been noted in areas where lithium is found in the drinking water.

The authors of one analysis stated, "These results suggest that lithium has moderating effects on suicidal and violent criminal behavior at levels that may be encountered in municipal water supplies. Comparisons of drinking water lithium levels, in the respective Texas counties, with the incidences of arrests for possession of opium, cocaine, and their derivatives (morphine, heroin, and codeine) from 1981-86 also produced statistically significant inverse associations, whereas no significant or consistent associations were observed with the reported arrest rates for possession of marijuana, driving under the influence of alcohol, and drunkenness. These results suggest that lithium at low dosage levels has a generally beneficial effect on human behavior, which may be associated with the functions of lithium as a nutritionally-essential trace element."2

Lithium has been inversely related to aggression, and suicidal and homicidal violence.3 One group of authors suggested fortifying cereals and other foods as a way of curbing societal violence.4 Lithium is especially important during early fetal development as evidenced by the high lithium content of the embryo during the early gestational period.3

Neuroprotective effects of lithium
Lithium upregulates Bcl-2, which are proteins that inhibit cell death.5 These proteins regulate and mediate the process by which mitochondria contribute to cell death known as the intrinsic apoptosis pathway.

Lithium also upregulates BDNF.6 The BDNF gene provides instructions for making a protein found in the brain and spinal cord called brain-derived neurotrophic factor. This protein promotes the survival of nerve cells (neurons) by playing a role in the growth, maturation (differentiation), and maintenance of these cells. Lithium protects cortical neurons from multiple insults, especially damage caused by glutamate.7

Lithium upregulates NGF. The NGF gene provides instructions for making a protein called nerve growth factor beta (NGFβ).
Support the chiropractic profession by donating to the Foundation for Chiropractic Progress at the 2022 ChiroThon. Your donation will help support an exciting new endeavor to be revealed on opening night to bring greater awareness to chiropractic.

**CELEBRATE**
The chiropractic profession has a lot to celebrate. At FCA the National, join us in kicking off the 4-day conference with the first-ever ChiroThon.

**ELEVATE**
Elevate the chiropractic profession by becoming inspired at ChiroThon. Hear from some incredible speakers about what chiropractic means to them.

**SUPPORT**
Support the chiropractic profession by donating to the Foundation for Chiropractic Progress at the 2022 ChiroThon. Your donation will help support an exciting new endeavor to be revealed on opening night to bring greater awareness to chiropractic.

**JOIN US**
**AUGUST 25, 2022**
In the Windermere Ballroom at 5pm EST for a kick-off celebration to FCA the National.

Help us raise awareness of chiropractic care with guest speakers and hosts, Dr. Sherry McAllister and Dr. Fab Mancini

CAN’T JOIN US IN PERSON? ATTEND VIRTUALLY!
www.F4CP.org/ChiroThon
This protein is important in the development and survival of nerve cells (neurons), especially those that transmit pain, temperature and touch sensations (sensory neurons).

Lithium is a vital nutrient for the nervous system. One author concluded, “Lithium has been reported to be beneficial in animal models of brain injury, stroke, Alzheimer’s, Huntington’s, and Parkinson’s diseases, amyotrophic lateral sclerosis (ALS), spinal cord injury, and other conditions. A recent clinical trial suggests that lithium stops the progression of ALS.”

Lithium is also important for enhancing transport of folate and vitamin B<sub>12</sub> into cells — offering further support to the nervous system. The transport of these factors is inhibited in lithium deficiency and restored by lithium supplementation.

Lithium and Alzheimer’s disease

One mechanism that has been proposed for the development of Alzheimer’s disease involves BDNF. During the course of the disease, BDNF levels decrease, correlating with the severity of the dementia.

Authors of another study stated, “The decrease of BDNF serum levels in Alzheimer’s disease and normal pressure hydrocephalus may reflect a lack of trophic support and thus contribute to progressive degeneration in both diseases.”

Lithium upregulates BDNF.

Studies have looked at lithium and the possibility it could improve mild cognitive impairment and slow the progression of Alzheimer’s disease. In one study, authors concluded, “Long-term lithium attenuates cognitive and functional decline in amnestic mild cognitive impairment (MCI) and modifies Alzheimer’s disease-related CSF biomarkers. The present data reinforces the disease-modifying properties of lithium in the MCI-Alzheimer’s disease continuum.” One study used 300 micrograms/day of lithium and had good results.

Anti-inflammatory and antioxidant effects of lithium

Lithium has the ability to reduce inflammation through a reduction in brain arachidonic acid metabolism. All chronic diseases possess some degree of inflammation. Lithium has the ability to reduce inflammation — in small, nutritional doses, devoid of the side effects commonly seen with high-dose therapy.

Lithium may protect the nervous system through antioxidant activity. One study suggested that lithium’s ability to control a manic episode may be through an antioxidant mechanism.

Lithium, alcoholism and drug abuse

The observation that areas with high amounts of lithium in the drinking water had a lower incidence of alcoholism led to speculation that lithium may help with recovery from alcoholism. Although there have been studies with high-dose lithium carbonate, one study looked at 42 patients and utilized 150 mg/day of lithium orotate (about 6.5 mg of elemental lithium).

The authors describe the study: “Subjects were given a diet low in simple carbohydrates and containing moderate amounts of protein and fat. In addition, calcium orotate (for hepatic involvement), magnesium orotate, bromelaine, and essential phospholipids (for cardiac problems), and supportive measures were instituted, if required. Ten of the patients had no relapse for over three and up to 10 years, 13 patients remained without relapse for 1-3 years, and the remaining 12 had relapses between 6-12 months. Further advantages for this lithium therapy were noted, i.e., improved liver and cardiovascular functions, reduction (and in some cases abolishment) of migraine headaches, alleviation of the Meniere’s symptoms, and amelioration of seizures.

“There were increases in the white blood cell counts in the patient with chemotherapy-induced leukopenia and reduction of edema and ascites in patients with liver cirrhosis, as well as the pleural effusions and lymph node swelling in the patient with lung cancer. No manic episodes occurred during lithium orotate treatment in three patients with this affective disorder. The hyperthyroid condition was also improved in four patients.”

Eight patients developed muscle weakness, loss of appetite or mild apathy. For these patients, the symptoms subsided when the daily dose was given 4-5 times weekly.

Regarding drug abuse, a total of 24 subjects were randomly selected.
Great Minds Think Alike

The Complete Practice Management Platform Trusted by Over 10,000 Users.

ChiroFusion

is the affordable, reliable, cloud-based EHR software that makes scheduling, documentation and billing quick and easy.

- 100% web-based. No software to install or update.
- Access your practice data from anywhere.
- PC, Mac & Tablet compatible.
- Easiest chiropractic EHR to learn and use.
- Appointment scheduling w/ reminders.
- Compliant SOAP notes in just 30 seconds.
- Free e-claims w/ auto payment posting.
- Online intake forms w/ patient self check-in.
- 24/7 U.S. based support.
- And so much more...

Only $99/month
No contracts, hidden fees, or additional hardware required.

All the tools your practice needs in one integrated platform.

Visit us on the web today to learn more about ChiroFusion and to register for a free demo.
877-210-3230 • chirofusionsoftware.com
RESEARCH

divided into two groups. The test group received 400 micrograms/daily of lithium orally, in tablets composed of a naturally lithium-rich brewer’s yeast, for four weeks. The placebo group was given normal, lithium-free brewer’s yeast. All the subjects of the study were former drug users (mostly heroin and crystal methamphetamine). Some of the subjects were violent offenders or had a history of domestic violence.

The subjects completed weekly self-administered mood test questionnaires, which contained 29 items covering parameters measuring mental and physical activity, ability to think and work, mood, and emotionality. In the lithium group, the total mood test scores increased steadily and significantly during the period of supplementation.99

The drug study was small, and the alcohol study was not double-blind, or placebo controlled. The results of both studies are encouraging, and lithium supplementation is worth looking into. The side effects in the alcohol study were minor and were alleviated when the dosage was reduced. The amount of lithium in the alcohol study (6.5 mg/day) was relatively high compared to some other nutritional uses of lithium.

Mercury toxicity

Symptoms of mercury toxicity include irritability, depression, anxiety, sensitivity to stress and emotional lability. These are similar to the symptoms of lithium insufficiency in humans.

Mercury increases oxidative stress, as well as levels of glutamate (an excitatory neurotransmitter) in the brain by impairing glial function, while lithium has a modulating and opposing action on glutamate (NDMA) receptors.20,1

Lithium is a vital nutrient for the nervous system.

Low-dose lithium therapy

Low-dose lithium orotate is very stable and is thought to be absorbed and transported largely intact (un-ionized) through the intestinal lumen and delivered to their sites of action within
the cell. The pharmaceutical forms of lithium, carbonate and citrate readily ionize and produce extracellular lithium ions, which diffuse less efficiently into the cell via sodium channels. In other words, lithium orotate is more efficiently utilized by the cell, making high doses unnecessary.

The most common side effects of high-dose lithium are feeling or being sick, diarrhea, a dry mouth and a metallic taste in the mouth. Symptoms of lithium toxicity include severe nausea and vomiting, severe hand tremors, confusion and vision changes. These can be avoided by utilizing lithium as a low-dose nutrient.

“In general, the more ionizable forms of minerals cause greater side effects and ‘biological disruption’ due to their extracellularly irritating nature. For example, copper and zinc can produce nausea in relatively small doses, and poorly absorbed forms of iron (e.g., sulfate) can cause intestinal irritation, nausea and constipation. From a firmer understanding of the various forms of lithium and other mineral nutrients, one can navigate the nutritional and pharmacological realm with greater precision and desired effect, yielding fewer unwanted side effects, and more positive clinical outcomes.”

**Why lithium orotate?**

Orotate is the mineral salts of orotic acid. Hans Neiper, MD, a rather controversial figure, postulated that minerals bound to orotates are more easily transported through cell membranes than other forms. Orotate salts are more electrically neutral than other mineral salts and are therefore more lipophilic, making them more easily transported through the cell membrane (which has two lipid layers).

Orotic acid (OA) was once considered to be a vitamin (B13). Although orotic acid isn’t officially considered a vitamin these days, over 40 years ago it was found to have growth-promoting, vitamin-like properties when added to the diets of laboratory animals. Subsequent nutritional studies in humans and animals revealed that OA has a “sparing” effect on vitamin B12, meaning that supplemental OA can partially compensate for B12 deficiency. OA also appears to have a direct effect on folate metabolism.

**References**

*PAUL VARNAS, DC, DACBN, is a graduate of the National College of Chiropractic and has had a functional medicine practice for 34 years. He is the author of several books and has taught nutrition at the National University of Health Sciences. For a free PDF of “Instantly Have a Functional Medicine Practice,” email him at paulvarnas@gmail.com.*
YOU’VE ALMOST CERTAINLY USED SOME TYPE of voice-assisted technology within the past few years — or maybe daily — whether as a navigational aid while driving, to run a smart house, or as a virtual office assistant. Voice-assisted technology, and now voice search marketing, has changed the landscape of how we live our personal and professional lives today, and find services via the internet and phone apps.

Estimates are that slightly more than 4 billion digital voice assistants were used on devices throughout the world in 2020, and it’s estimated to reach 8.4 billion units by 2024. There are approximately 110 million users of such devices in the United States alone.

**THE TAKEAWAY**
Check off these boxes to see if your website and content strategy cater to ever-increasing voice search.

**SPEAK UP FOR THE NEW MARKETING**
How to include voice search marketing in your overall strategy

**BY TINA BEYCHOK**
TIME TO READ: 5-7 MIN.
We’re Celebrating 60 Years of Supporting the DC Community!

**Dee Cee Labs** has supported the DC community for the last 60 years with a commitment to quality, support and service for the best supplements for your patients. Join thousands of other Doctors of Chiropractic who have trusted Dee Cee Labs for all their supplement needs for their entire career.

*Join the Dee Cee Labs wholesale family!*

www.dclabs.com
1.800.251.8182
Given the increase in the use of this technology, it should not be surprising to also see an increase in the number of searches being conducted via voice-enabled devices. Google found that approximately 27% of searches are now performed using voice search, such as, “Where is the nearest chiropractor?”

**Voice search vs. text search**

Voice search technology uses speech recognition software to identify what the user is saying and then translates it into a search that is then provided to the user. However, there are some distinct differences between a voice search and a text search in terms of search, your website, search results and customers finding you.

A voice search will be much more conversational and natural in tone than a text search. It may also be longer compared to a text search.

For example:

- Where is the nearest pizza place to me that delivers? — voice search
- Pizza delivery — text search

**Long-tail keywords and tailoring your website for voice search marketing**

If you are looking to optimize voice searches, think about long-tail keywords, which are designed to capture the conversational nature of voice searches. Such keywords will tend to be longer than standard SEO keywords, which are based off text queries, and frequently target smaller search volumes so that they build over the long term.

Long-tail keywords have a couple of definitions on the web, and differ between short and longer SEO keywords, but they all target lower-volume searches. For example, a lower-volume search such as “chiropractors who specialize in orthopedics” (20 monthly searches) rather than “chiropractors near me” (550,000 monthly searches). If you’re a chiropractor who specializes in orthopedics, this search term connected to your website will grow in search volume over time.

“Keywords with fewer than 10 searches per month account for almost 95% of our U.S. keyword database. This should not really come as a surprise, given that 15% of daily Google searches are new and have never been searched before,” writes Tim Soulo of Ahrefs, the popular SEO education and search website. “But to qualify as ‘long-tail,’ a keyword doesn’t necessarily have to get fewer than 10 searches per month. And there’s no specific search volume threshold, which would define a keyword as ‘long-tail.’ It mostly depends on the ‘head’ keyword that you’re comparing it to. What is a big mistake, though, is to define long-tail keywords by their length in words. The thing is, there are many one-word keywords that get fewer than 100 monthly searches. There are also keywords five words long (or more) with hundreds of thousands of monthly searches.”

Long-tail keywords, as seen in the example above, are also often answers to specific questions that are posed in voice searches. One way to incorporate answers to these questions is to incorporate them into your existing website content.

For example:

- Blog posts discussing your menu of services
- A contact page with your location, address, phone number, email and social media links
- A FAQ page with common questions asked about chiropractic care

In other words, the more specific your content can be, the more likely that it will be able to come up in response to voice searches.

**Think locally**

The majority of voice searches are done locally, and on mobile devices. One marketing survey discovered that 56% of voice searches are conducted on smartphones. The same study also found that 46% of voice search users were looking for local businesses.
If you decide to capture some of that market, you will need to look at how to make your digital marketing campaign more mobile-friendly and tailored toward voice search marketing. Some ways in which to do this might include:

- Redesigning your website to load in a mobile-friendly fashion
- Improving your website's loading time
- Partnering with complementary local businesses, such as yoga studios or health food stores, to promote each other

No matter how you look at it, our society is becoming faster-paced, with greater mobility, and the use of voice-assisted technology, including voice searching, is part of that shift toward connectivity. Incorporating voice search marketing into your digital marketing planning will help you stay abreast of this rapidly changing shift in online technology, and you won’t see your website (and efforts) getting left behind. CE

TINA BEYCHOK is a freelance writer for Chiropractic Economics.
SKIN HEALTH

Regeneplex is a clinically-studied systemic skin health product that works from the inside out. By combining key ingredients from whole foods with complementary ingredients, this formula synergistically supports the body’s natural tissue-healing processes associated with the normal effects of aging. Regeneplex targets all three layers of skin, the circulatory and digestive systems, and cellular structure and functions.*

800-558-8740 • standardprocess.com

MAGNESIUM SUPPLEMENT

Happy Calm Magnesium bolsters the immune system as an essential nutrient used to keep the body’s defenses strong. It supports calm and relaxation, allowing for more restful sleep while promoting optimal function of the nervous, muscular-skeletal and digestive systems for increased heart health, energy metabolism, brain function and more.* GMO-free, gluten-free and unsweetened, as pure as possible.

888-416-4704 • hello.health

CBD BODY OIL

Enhanced with 1,000 mg of pure hemp extract or CBD, this unique blend of essential oils will awaken your senses with cooling peppermint, energizing ginger, revitalizing lemongrass and pure turmeric. It contains 99.7% pure CBD isolate, extracted from industrial hemp and further refined with a clean energy processing technology to achieve pharmaceutical purity. This company was founded on the belief that healing truly comes from within, and that the human body possesses inherent potential to maintain itself.

innateorganicbody.com

OCCMED HOW-TO

OccMed For DCs is a complete instructional course on how DCs can provide over 20 services to companies, with 13 services mandated by the U.S. federal government that companies must pay DCs cash for. The course explains the What, When, Where, Why, How and How Much. It’s very cheap and easy to do; in fact, 90% of the work is done by your CA, while you collect checks for thousands.

682-553-7800 • occmedfordcs.com

To search for more products, or to submit a product, go to ChiroEco.com and click on “Products and Services.”

*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.
ADJUSTING HELPER
The PulStar adds the power of computer precision, multiple-impulse adjusting to your healing hands. You and your patient will be able to clearly see the areas of spinal stiffness and then see the effects of the adjustment. Doctor and patient can see the effects of the treatment onscreen. Patients have fewer visits to feeling better, and improved patient satisfaction generates word-of-mouth referrals.
800-628-9416 • pulstar.us

RED LIGHT THERAPY
The OvationULT Zero Gravity Bed is the most advanced technology available in a red light therapy system. Designed to form to the body, getting the end user closer to the red light than any other system available, it provides every user advanced, effective treatment, and produces maximum results in only 10 minutes. It includes frequency massage, eliminating the need for a vibrational plate session post-treatment.
bodybalancesystem.com

JOINT SUPPLEMENT
Ostinol® Advanced 5X represents a breakthrough in cellular nutrition. Traditional joint supplements provide basic building blocks, while Ostinol® Advanced 5X propels joint health to new levels of comfort and mobility. This supplement is powered by Cylexinol, the only bioactive nutraceutical designed to naturally increase and regenerate bone and cartilage tissue.*
zycalbio.com

FOAM-THOTICS
Original Dual Medium is an excellent balance between comfort and support. The dual-layered foam has a softer, cushioning top layer and a medium hardness base for better compliance and patient comfort. Original Dual Medium is suitable for conditions requiring additional cushioning without compromising stability or functionality, providing optimum patient comfort.
+64 3 348 2115 • footscienceinternational.com
HERBS & HOMEOPATHY

Chiropractic Economics is pleased to present the profession's most comprehensive Herbs & Homeopathy list.

The information below was obtained from questionnaires completed by the listed companies. Companies highlighted in RED have an advertisement in this issue.

1-800-HOMEOPATHY
800-466-3672
1-800homeopathy.com

3 CARE THERAPEUTICS
888-372-3421
omega3care.com

A.C. GRACE COMPANY
800-833-4368
acgrace.com

ACEVA
877-688-7241
aceva.com

ACUINTERNATIONAL SUPPLIES INC.
888-322-8468
acuinternational.com

ADEEVA NUTRITIONALS
888-251-1010
adeeva.com

ADVANCED NUTRITIONAL INNOVATIONS INC.
775-423-8925
calmadvantage.com

ALLERGY RESEARCH GROUP
800-545-9960
allergyresearchgroup.com

ALT-MED LABS
888-390-6888
altmedlabs.com

AMERICAN NUTRICEUTICALS
888-848-2548
888vitality.com

AMERICAS FINEST
800-350-3305
afisupplements.com

ANABOLIC LABORATORIES
800-344-4592
anaboliclabs.com

ANCIENT FORMULAS
800-543-3026
ancientformulas.com

APEX ENERGETICS INC.
800-736-4381
apexenergetics.com

AUBREY ORGANICS INC.
435-655-6000
aubreyorganics.com

AYUSH HERBS INC.
425-637-1400
ayush.com

BIOGENETIX
833-525-0001
biogenetix.com

BIOPHARMA SCIENTIFIC LLC
877-705-1692
biopharmasci.com

BIOPROTEIN TECHNOLOGY
800-280-2456
bioproteintech.com

BIORESOURCE INC.
800-203-3775
bioresearchinc.com

BIOTICS RESEARCH
800-231-5777
bioticsresearch.com

BIOVI LLC
888-982-4684
biovibrands.com

BLACK ROCK NUTRACEUTICALS
775-276-5351
blackrocknutra.com

BLUEBIRD BOTANICALS
720-726-5132
bluebird-botanicals.com

BML BASIC
800-643-4751
bmlbasic.com

BON VITAL’
800-253-6466
bonvital.com

BRITISH INSTITUTE OF HOMEOPATHY
609-927-5660
bihint.com

BRYANNE ENTERPRISES INC.
877-279-2663
bryanne.com

BUCKEYE NUTRITIONALS
330-665-1003
buckeyenutritionals.com

C’EST SI BON CO.
310-533-0800
bestchlorella.com

CARLSON LABORATORIES
888-234-5656
carlsonlabs.com

CBD CLINIC
888-422-3254
cbdclinic.co

CBD FOR LIFE
888-492-1736
cbdforlife.us

CBD HEALTHCARE COMPANY
954-533-2920
cbdhealthcarecompany.com

CBD MOVE FREE
833-522-3669
cbdmovefree.com

CHINA-GEL INC.
800-898-4435
chinagel.com

CHOPRA
see our website
chopra.com

CLEAR MY HEAD LTD.
937-847-2222
clearmyhead.com

CLEAR PRODUCTS INC.
888-257-2532
clearproductsinc.com
<table>
<thead>
<tr>
<th>Company</th>
<th>Phone Number</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>HEALTH SECRETS USA</td>
<td>313-561-6800</td>
<td>healthsecretsusa.com</td>
</tr>
<tr>
<td>HEALTHWISE</td>
<td>800-395-8931</td>
<td>healthwiseni.com</td>
</tr>
<tr>
<td>HEALTHY YOU</td>
<td>800-826-9946</td>
<td>healthyyouweb.com</td>
</tr>
<tr>
<td>HERB TECH PHARMACEUTICALS</td>
<td>978-522-0049</td>
<td>herbttechpharma.com</td>
</tr>
<tr>
<td>HERBALIST &amp; ALCHEMIST INC.</td>
<td>908-689-9020</td>
<td>herbalist-alchemist.com</td>
</tr>
<tr>
<td>HEVERT USA</td>
<td>720-598-3037</td>
<td>hevert.com</td>
</tr>
<tr>
<td>HIMALAYA WELLNESS</td>
<td>800-869-4640</td>
<td>himalayausa.com</td>
</tr>
<tr>
<td>HOPE SCIENCE</td>
<td>866-668-8725</td>
<td>hopescience.com</td>
</tr>
<tr>
<td>HYALOGIC</td>
<td>866-318-8484</td>
<td>hyalogic.com</td>
</tr>
<tr>
<td>ICA HEALTH LLC</td>
<td>888-237-3625</td>
<td>icahealth.com</td>
</tr>
<tr>
<td>INTEGRATIVE THERAPEUTICS</td>
<td>800-931-1709</td>
<td>integrativepro.com</td>
</tr>
<tr>
<td>INTERNATIONAL ACADEMY OF</td>
<td>800-327-1113</td>
<td>iama.edu</td>
</tr>
<tr>
<td>MEDICAL ACUPUNCTURE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>KING BIO</td>
<td>800-237-4100</td>
<td>drkings.com</td>
</tr>
<tr>
<td>KIRKMAN</td>
<td>800-245-8282</td>
<td>kirkmangroup.com</td>
</tr>
<tr>
<td>KLAIRE LABS BY FSI</td>
<td>888-488-2488</td>
<td>klaire.com</td>
</tr>
<tr>
<td>LEGACY FOR LIFE</td>
<td>800-982-3189</td>
<td>legacyforlife.com</td>
</tr>
<tr>
<td>LIFE EXTENSION</td>
<td>888-884-3657</td>
<td>lifeextension.com</td>
</tr>
<tr>
<td>LOGOS NUTRITIONALS LLC</td>
<td>800-556-5530</td>
<td>logosnutritional.com</td>
</tr>
<tr>
<td>LOOMIS ENZYMES</td>
<td>800-614-4400</td>
<td>loomisenzymes.com</td>
</tr>
<tr>
<td>LOTUS LIGHT</td>
<td>800-548-3824</td>
<td>lotuslight.com</td>
</tr>
<tr>
<td>MASTER SUPPLEMENTS INC.</td>
<td>800-926-2961</td>
<td>mastersupplements.com</td>
</tr>
<tr>
<td>MAYWAY</td>
<td>800-262-9929</td>
<td>mayway.com</td>
</tr>
<tr>
<td>MEDI-STIM INC.</td>
<td>800-563-7846</td>
<td>medistim.com</td>
</tr>
<tr>
<td>MEDINATURA</td>
<td>505-293-3843</td>
<td>medinatura.com</td>
</tr>
<tr>
<td>MEDIRAL INT’L INC.</td>
<td>303-331-6161</td>
<td>mediral.com</td>
</tr>
<tr>
<td>MEDITREND INC.</td>
<td>800-545-8900</td>
<td>meditrend.com</td>
</tr>
<tr>
<td>METAGENICS</td>
<td>800-692-9400</td>
<td>metagenics.com</td>
</tr>
<tr>
<td>MIRAFLEX</td>
<td>800-299-1150</td>
<td>miraflexworks.com</td>
</tr>
<tr>
<td>MOUNTAIN STATES HEALTH</td>
<td>800-647-0074</td>
<td>mhpvitamins.com</td>
</tr>
<tr>
<td>PRODUCTS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MT. CAPRA PRODUCTS</td>
<td>877-682-2772</td>
<td>mtcapra.com</td>
</tr>
<tr>
<td>MUSHROOM WISDOM</td>
<td>800-747-7418</td>
<td>mushroomwisdom.com</td>
</tr>
<tr>
<td>MYONATURAL</td>
<td>866-276-6058</td>
<td>myonatural.com</td>
</tr>
<tr>
<td>N.E.T. INC.</td>
<td>800-888-4638</td>
<td>netmindbody.com</td>
</tr>
<tr>
<td>NATURE’S RITE</td>
<td>888-465-4404</td>
<td>mynaturesrite.com</td>
</tr>
<tr>
<td>NEWTON HOMEOPATHICS</td>
<td>800-448-7256</td>
<td>newtonlabs.net</td>
</tr>
<tr>
<td>NORDIC NATURALS</td>
<td>800-662-2544</td>
<td>nordic.com</td>
</tr>
<tr>
<td>NOVOLIFE</td>
<td>866-759-3746</td>
<td>novolife.net</td>
</tr>
<tr>
<td>NUAXON BIOSCIENCE</td>
<td>609-468-6778</td>
<td>rebelherbs.com</td>
</tr>
<tr>
<td>NUTRACEUTICAL</td>
<td>877-664-6684</td>
<td>nutraceutical.com</td>
</tr>
<tr>
<td>NUTRALIFE HEALTH PRODUCTS</td>
<td>877-688-7254</td>
<td>nutralife.com</td>
</tr>
<tr>
<td>NUTRI-SPEC</td>
<td>800-736-4320</td>
<td>nutri-spec.net</td>
</tr>
<tr>
<td>NUTRI-WEST</td>
<td>800-443-3333</td>
<td>nutriwest.com</td>
</tr>
<tr>
<td>NUTRITIONAL FRONTIERS</td>
<td>412-922-2566</td>
<td>nutritionalfrontiers.com</td>
</tr>
<tr>
<td>NWC NATURALS INC.</td>
<td>888-207-3480</td>
<td>nwcnaturals.com</td>
</tr>
<tr>
<td>OMEGABRITE</td>
<td>800-383-2030</td>
<td>omegabrite.com</td>
</tr>
<tr>
<td>OPTIMAL HEALTH SYSTEMS</td>
<td>800-890-4547</td>
<td>optimalhealthsystems.com</td>
</tr>
<tr>
<td>ORGENETICS INC.</td>
<td>714-575-0005</td>
<td>orgenfamily.com</td>
</tr>
<tr>
<td>PAIN &amp; STRESS CENTER</td>
<td>800-669-2256</td>
<td>painstresscenter.com</td>
</tr>
</tbody>
</table>
Three Paths to Pain Relief

There are many choices on the journey to patient pain relief. But finding the right topical analgesic can be as simple as knowing which Helix product to choose.

- Original Helix Pain Relieving Cream with menthol provides cooling, fast-acting relief
- NEW Tri-Active Therapy Cream creates an intense cooling-then-warming sensation
- NEW CBD Creams deliver cooling menthol, are available in two strengths, and provide temporary penetrating pain relief while easing stress and invigorating the body

Every Helix product begins working on contact and also contains arnica, ilex, aloe and citrus-fresh tangerine oil.

Just like original Helix Pain Relieving Cream, our newest versions are your exclusive and will never appear on pharmacy or big-box retailer shelves.

Learn more at helix4pain.com
CELEBRATING 20 YEARS OF NEXT LEVEL DIGITAL MARKETING SOLUTIONS

Google Pay-Per-Click and Facebook Advertising

Website Design, Development and Maintenance

Local and Organic Search Engine Optimization (SEO)

Review Tracking and Reputation Management

Social Media Content Creation and Posting

Directory Listings Creation, Optimization and Management

Comprehensive Analytics Dashboard with Conversion Tracking

Custom Blog Content Creation and Posting

Patient Communication Tools - Email Marketing, Ecards and Newsletters

Call and Conversion Tracking

Call 1-888-364-5774 for a Website, Page Rank and Online Reputation Analysis including Digital Marketing Solutions and Strategies.
Regenerative Solutions to Persistent Problems

**Shockwave Therapy & EMTT**

Clinically-proven therapies achieve better patient outcomes! The mechanical and magnetic energies activate the bodies cellular signaling, accelerating tissue repair and healing.

**Now Offering 10% Off New Unit Prices**

*Just in Time for Section 179 Tax Benefits!*

Use Code ‘Q4TAX10’.  
>> Call us at 770-612-8245 to Learn More

---

**Testimonials from Graduates of Functional Medicine University**

“The functional medicine program has been extremely educational and inspiring. The tools that you are giving doctors can’t be found anywhere else. *This is truly cutting-edge information!”*

Jeremy Thornton, D.C., DABCI  
Missouri

---

**Try Dovetail Ridge Farm Powerful 1000mg CBD Tincture, Salve, Tea and Smokable Flower for all the benefits of Full Spectrum CBD.**

*Perfect for spot treatments with your patients.*  
Relieves Pain | Calms Anxiety | Aids Sleep | Improves Appetite | Boosts Your Immune System  
Certified Organic Plants

**15% Off** Your First Order, Plus Free Shipping.  
Use Code CBD15 at dovetailcbd.com

---

**mineralgia**

Pain Relief Cream  
*Dead Sea Healing*

www.mineralgia.com

- Made in USA
- Clean natural scent
- Moisturizing, silky smooth formula

**FREE CLINICAL CASE STUDIES**  
WWW.CLINICALROUNDS.COM  
SIGN UP NOW

---

**Practice Valuations ONLY $695.000!**

*Thinking of retiring or relocating? We have buyers that want to buy your practice.*

**SELLING A PRACTICE**

**BUYING A PRACTICE**

**PRACTICE VALUATIONS**

770-748-6084

PremierPracticeConsultants.com

dHands@PremierPracticeConsultants.com

---

**WE SAVED THIS SPACE FOR YOU**

Small ads have big rewards.  
Claim YOUR Space Today!

800-671-9966
MORE PATIENTS, LESS EFFORT: HOW TO GET CONSISTENT WITH MARKETING

• Learn what exactly gets in the way of consistent marketing and how to solve it
• 3 quick wins: Easy ways to get more patients with less effort
• How to create an email that generates a 26% open rate & 15% reply rate
• What you need to do to finally get consistent with marketing

Chad Madden, PT, MSPT, is the Founder of Madden Physical Therapy and the Co-Founder of Breakthrough. Since opening his practice in 2003, Chad has scaled it across 6 clinic locations and recently sold 70% of his practice for $11.5 million. Through Breakthrough, Chad helps hundreds of chiropractors and physical therapists scale and grow their practice value. Chad is the author of 3 Books: Pain Free Motion™ for Your Lower Back: Relief without Medications, Injections and Surgery; Killer Marketing Secrets; Back to Normal. He is the host of the Grow Your Practice Podcast.

IMMUNOGLOBULIN IN DIGESTIVE CARE: THE POWER OF IGG FOR GI HEALTH

• Explore practical applications, dosing, and best practices for SBI in gastrointestinal intervention
• Discover serum-derived bovine immunoglobulin (SBI) and how it works
• Review clinical data that support the efficacy and use of SBI
• Examine the role SBI plays in the binding of lipopolysaccharides and other gut toxins

Brian Kaufman, RN is the Director of Business Development for Entera Health, a biopharmaceutical company focusing on utilizing serum antibodies for use in prescription and dietary supplement products for digestive health, immune support, and sports nutrition. A military veteran and former nurse, Brian has over a decade of experience in direct patient care and medical sales where his primary focus has been on digestive health and infectious disease.

SUPPORTING STRESS MANAGEMENT, BRAIN PERFORMANCE, MOOD AND ADRENALS IN CLINICAL PRACTICE

Our discussion will review the latest science regarding nurturing the endocannabinoid system for optimal HPA axis, the role in immune responsiveness, and pain and stress relief will be examined, with several Monday morning clinical pearls infused throughout the talk.

• Gain novel insights as to how the HPA axis is intimately impacted by the endocannabinoid system
• Appreciate interplay between the microbiome and the endocannabinoid receptors
• Clinical implications of Endocannabinoid Deficiency in the patient presentation of immune adrenal and immune competence
• HPA Axis insights during the COVID era, and Endocannabinoid Tone

SPEAKER: DR. CHRIS D. MELETIS, NATUROPATHIC PHYSICIAN

Sponsored by: TruGen3


HOW TO BUILD A CHIROPRACTIC MARKETING CALENDAR (IN UNDER AN HOUR)

SPEAKER: CHAD MADDEN, BREAKTHROUGH COFOUNDER AND PRIVATE PRACTICE OWNER

Chad Madden is the Co-Founder of Breakthrough and Owner of Madden & Gilbert PT. Since opening his private practice in 2003, Chad has scaled it across 6 clinic locations and recently received a valuation of $16.5 Million. Through Breakthrough, Chad helps hundreds of chiropractors and physical therapists get consistent patient visits. Chad is the author of 3 Books: Pain Free Motion™ for Your Lower Back: Relief without Medications, Injections and Surgery; Killer Marketing Secrets; Back to Normal.

Most chiropractors I talk to fall into one of two categories. 1) You wish you could do more marketing but you feel time-starved and not sure where to begin or 2) You do some marketing, but you want to get more consistent — if only you had the time. No matter which group you fall into, time is the major obstacle. Yet marketing is vital to your success. That’s why I want to share a time-saving 12-month marketing calendar that generates consistent, predictable patient visits. Over the last 5 years, I 4X’ed the value of my practice with the strategies included in this tool.

You’ll get:
• A 12-month marketing calendar template that saves hours of time
• 6 marketing strategies have proven successful for hundreds of owners
• Clear next steps for generating consistent patient visits year-round

Sponsored by: Breakthrough
FACT ➤ Medray lasers are some of the most powerful lasers made.

FACT ➤ The Medray T3 — 45w of power.

FACT ➤ The Medray T3 has three waves, 810, 915, 1064 in continuous or pulsed modes.

FACT ➤ One of the most technologically advanced lasers found anywhere.

FACT ➤ The T3 is one of the strongest lasers on the market at any price.

FACT ➤ Fully priced at only $23,995 — compare the Medray T3 with any laser on the market today.

FACT ➤ Price includes Medroll and STAR hands free therapy and adjustable cart.

Accuflex Tables & Lasers ..................................................... 7, 43, 76
AMI Docs .................................................................... 23, Outsert
Aspen Laser Systems .......................................................... 55
Avant Wellness Systems ..................................................... 35
Body Balance System .......................................................... 51
CBD CLINIC ................................................................. 17
ChiroFusion ................................................................... 59
ChiroPlanet .................................................................... 73
Chiropractic Economics .................................................... 74, 75
Concierge Coaches — The Chiro Event ............................ 27
Cutting Edge Lasers .......................................................... 38
Dee Cee Labs ................................................................. 4-5, 63, Covertip
Designs for Health .......................................................... 9
Dovetail Ridge Farm ........................................................ 74
Eclipse Software .............................................................. 45
Erchonia ....................................................................... 29
Ergo-Flex Technologies ..................................................... 78-79
EuroMedica .................................................................... 15
Fenix Nutrition ............................................................... 19
Foot Levelers ................................................................ 13, 60, 80
Foundation For Chiropractic Progress ............................. 57
Functional Medicine University ....................................... 74
gammaCore .................................................................... 47
IR Technology LLC .......................................................... Insert
KDT Decompression Systems & Technique ....................... 44
KT TAPE ....................................................................... 32
Massage Magazine Insurance Plus ................................... 77
Mineralgia ....................................................................... 74
Natural Immunogenics ....................................................... 36
Parker Laboratories, Inc ..................................................... 41, 72
Performance Health .......................................................... 25
Physician Services ............................................................. 53
Physician's Strength .......................................................... 61
Professional Co-Op ............................................................. 37
RockTape ....................................................................... 39
Sombra Wellness Products ................................................ 31
Standard Process .............................................................. 2-3, 33
Stirling Professional ........................................................... 65
Synergy Professional .......................................................... 54
The Miracle Wave ............................................................. 74
The Verne Bintz Company ............................................... 49
TruGen3 ......................................................................... 11
Volume Practice ............................................................... 74

(573) 745-1086  •  drg4000@att.net
medraylaser.com
Integrated Massage Therapists Deserve More

And we’re here to give it to them. With one affordable liability policy that comes with everything massage therapists need.

Comprehensive insurance with MASSAGE Magazine includes:

- $2 million/$3 million professional and general liability coverage
- $2 million annual product coverage
- $1,000 stolen or damaged equipment coverage
- Online continuing education courses
- Over 450 different modalities and services covered under the same limits
- Access to an insurance marketplace that includes group rates on dental and vision, ACA health options, and telehealth coverage
- Over $700 in annual savings via exclusive member benefit discounts

Only $169/yr

Get instant coverage in 3 minutes online: MassageMag.com/CECovered

Talk to one of our licensed agents today: 800-324-0077
AUTOMATED LATERAL FLEXION

21 FULLY-AUTOMATED PROTOCOLS

FOUR PATIENTS PER HOUR

Scan with your phone to learn more

ergoflexttechnologies.com

855-823-8722

*ERGO-FLEX Technologies makes no claim to diagnose, treat, cure or prevent any disease.
GET YOUR PRACTICE BACK ON TRAC

Better results for them and you.

What Doctors Say

“Show me another piece of equipment that gets a higher ROI and I will purchase it.”
Dr. Tony Deramus, DC, CCSP

“People love it and it’s really helpful for those really stiff individuals, discogenic pain and for general stretch/decompress pre SMT.”
Dr. Sasha Zevenhuizen, DC

“What Patients Say

“When I get off the Back On Trac, the pain is gone. I wouldn’t trade it for the world. In fact, I’d take it home if I could.”
Patient in North Carolina

“The traction and sideways movement of the Back On Trac is exactly what I need. It is very helpful.”
Patient in California

"After the first session my back felt really good! I've been glad to come back for follow-up treatments. Each one has shown marked improvement. I don't want to stop!"
Patient in Mississippi

Dr. Rob A. Mayer, DC
Foot Levelers
KIOSK
SCAN - EDUCATE - STABILIZE

The Foot Levelers Kiosk helps you provide the best possible care. It saves time so you can spend more time adjusting your patients.

01 Get your patients **engaged** and **educated about custom orthotics while** in the reception area

02 Review the patients’ **custom Report of Findings**

03 **Instantly** place orthotics order to **stabilize their foundation**

Learn More about the Kiosk
800.553.4860

Good for your practice and **GREAT** for the environment

Scan here for more info on the Kiosk

www.FootLevelers.com
Congratulations to Dee Cee Labs for 60 Years of Dedication to the DC Community
Providing Professional Products Since 1962

#1 Ranked
Pain Relief Supplement

#1 Ranked
Natural Relaxant Supplement

#1 Ranked
Disc Lesion Supplement

Highest-quality ingredients and formulas ensure optimal health for patients

Call us toll-free at 1 (800) 251-8182 or visit us online www.dclabs.com

Flip the Page for the Best Supplement Offer in 60 Years! plus see pages 4-5, 63 for more information.
In celebration of Dee Cee Labs supporting the chiropractic community for over 60 years, we have two special offers for a limited time.

DC’s that already have an account with Dee Cee Labs can scan this QR code for a special offer on your favorite products as a thank you for your loyalty.

DC’s that are NEW to Dee Cee Labs can scan the QR code below for FREE samples of our most popular products listed below.

Thank you!

Welcome to the family!

---

**Formula 303**
For patients that suffer from:
- Muscle Spasms
- Leg Cramps
- Stress
- Restless Sleep
- Muscle & Tissue Pain
- Much More

Our Top Selling Formula 303
Natural Relaxant

---

**Disc-Gard+**
Our professional high-potency manganese Disc-Gard+
- A target nutritional approach for managing disc lesions.
- Fast dissolving
- 10 key ingredients
- Guaranteed potency

---

**Stress Plus**
Arrest the stress with our top-selling formula
- Stress Plus, an everyday B-Complex
- Stress Formula with E, C and Biotin plus Valerian Root, Passiflora and Magnesium

---

Assist your patients between visits with natural solutions.
FREE ACCESS:
NEW PATIENT CALCULATOR.

STEP 1
HOW MUCH INCOME DO YOU WANT TO MAKE?

STEP 2
ENTER YOUR TYPICAL CASE OR VISIT VALUE.

STEP 3
THIS IS HOW MANY NEW PATIENTS IT WILL TAKE!

ACCESS IMMEDIATELY!
NO OPT-IN!

AMIDOCTORS.COM/CALCULATOR-COVER
ACCESS IMMEDIATELY!

NO OPT-IN!

AMIDOCTORS.COM/CALCULATOR-COVER