

# OPTIMAL HEALTH UNIVERSITY™

Presented by Dr. Peter Hobson & Dr. Yaron Robinstein

## Create a Success-Oriented Work Environment With Chiropractic

*"I'm so tired this morning, I was up all night coughing."  
"I haven't been to the gym in so long, I feel so wiped out."  
"I've gained so much weight and I keep eating junk, I feel like a lug."  
"I have such a headache, I can't concentrate on this project."  
"My back is killing me, it's tough to sit still at my desk."*

Sound like your office? We all know people struggling to live healthier and stay fit — and feeling the effects at work.

Your doctor at Hinterland Chiropractic is asking patients to return to the office armed with help for your ailing officemates. You can transform a negative work environment into a positive one. Share the information below with your colleagues and help spread the word about chiropractic. And, in turn, make your office a more productive, fun and rewarding place to spend your days.

### The Root of the Problem

How are chiropractors, like your doctor at Hinterland Chiropractic, different from other doctors? They go to the root of the problem. Chiropractors focus on the causes of health issues, not the symptoms. By addressing the

factors underlying challenges to wellness, chiropractic allows the body to heal itself — instead of simply covering up symptoms while the condition continues to worsen. It is this concentration on causes that makes chiropractors prevention-oriented healers.

Your doctor at Hinterland Chiropractic works to identify any potential concerns and stop discomfort or disease before it starts. So even if you're not in pain, regular chiropractic checkups can help catapult you to optimal health.

### Your Personal "Healthy Lifestyle Coach"

Doctors of chiropractic know that the key to a vibrant life is maintaining a healthy lifestyle. But sticking to a nutritious diet and exercise plan is a monumental challenge for most of us, especially those of us with packed work, family and social schedules.

At this chiropractic office, we study the physical and psychological factors that help maintain healthy lifestyles, and your doctor at Hinterland Chiropractic will introduce you to unique and effective strategies for living healthy (even with your crazy schedule).

This chiropractic approach to wellness begins with spinal health. Chiropractors identify areas in the spine where movement is restricted or bones are slightly out of place. These dysfunc-



tional segments, known as **vertebral subluxations**, are linked with a vast array of health challenges from headaches to carpal tunnel syndrome to infertility. Chiropractors correct vertebral subluxations with safe and gentle maneuvers called **chiropractic adjustments**.

A chiropractic wellness care plan will also help you develop a diet, stress-reduction and exercise plan that will work for you.

### Stop Workplace Aches & Pains — Without Drugs

Not only can chiropractic ward off disease and discomfort, but it can also alleviate many conditions that affect workplace productivity. And with chiropractic, you avoid potentially harmful drugs. Read on to learn more.

#### Back Pain

You probably hear a lot about back pain — especially in offices where employees spend a good part of the day hunched over the computer. Backache is a colossal problem, affecting an estimated 90 percent of the population at some point during their lives. For many people, their first visit to a chiropractor stems from a bout with back pain.



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## Beyond Pain

Thirty-five patients with gastrointestinal ulcers underwent chiropractic care or traditional medical treatment. Chiropractic patients healed 10 days faster than medical patients (*Journal of Manipulative & Physiologic Therapeutics* 1994;17:310-3).

In one experiment, 21 patients with high blood pressure were split into three groups. One group underwent chiropractic care, one group received placebo and a final group went untreated. Following adjustment, blood pressures dropped among subjects in the chiropractic cohort, yet no change was evident in the other two groups (*Journal of Manipulative & Physiologic Therapeutics* 1997;11:484-8).

A study found that specific immune markers called polymorphonuclear neutrophils, or PMNs, may be affected by adjustments. In the experiment, PMN levels increased significantly 15 minutes following adjustments — compared with levels immediately prior to adjustment and levels at 30 to 45 minutes post-adjustments (*Journal of Manipulative & Physiologic Therapeutics* 1992;15:8-9).

This particularly annoying condition can wreak havoc on your daily existence. In one study involving 2,741 low-back pain patients, 80 percent reported that their affliction caused “significant negative effects on everyday life” (*Review Rheumatology* 1998; 65:33-40).

A hefty body of research demonstrates that chiropractic is the most effective way to relieve back pain. For example, one review article analyzed 58 clinical trials. Experts found that patients with acute low-back pain who received chiropractic care were 17 percent more likely to recover within three weeks (*Annals of Internal Medicine* 1992;17:590-8). Another study in the prestigious *British Medical Journal* concluded that “chiropractic almost certainly confers worthwhile, long term benefit in comparison with hospital outpatient management.” (*BMJ* 1990;300:1431-7.)

A study comparing medication, needle acupuncture and chiropractic adjustments for relief of spinal pain syndromes reveals that chiropractic “may be the only treatment modality of the assessed regimens that provides broad and significant long-term benefit.”

Specifically, “5 of the 7 main outcome measures showed significant improvements compared with only 1 item in each of the acupuncture and the medication groups.” (*Journal of Manipulative & Physiologic Therapeutics* 2005;28:3-11.)

### Other Aches & Pains

Research also supports the use of chiropractic for neck and extremity disor-

ders. For example, one study compared chiropractic to physiotherapy for shoulder girdle complaints. Patients who received adjustment healed significantly faster than those undergoing physiotherapy (*BMJ* 197; 314:1320-5). A plethora of other investigations show that chiropractic safely and effectively speeds healing in joints throughout the body, such as the elbow, wrist, knee and ankle.

### Chiropractic: Safer Than Drugs

We’ve all heard of the risk of harmful side effects from pain relievers. Chiropractic is the natural solution. Studies indicate that chiropractic is safer than the drugs used to treat many complaints, including back and neck pain, migraine and tension headaches. One analysis compared chiropractic to non-steroidal anti-inflammatory drugs (NSAIDs) like Advil®, Motrin® and Orudis®. The study concluded that “the best evidence indicates that [chiropractic neck adjustments] for neck pain is much safer than the use of NSAIDs, by as much as a factor of several hundred times. There is no evidence that indicated NSAID use is any more effective than [chiropractic adjustments] for neck pain.” (*Journal of Manipulative & Physiologic Therapeutics* 1996; 18:530-6.)

### Tell Your Coworkers

Are you sick and tired of listening to your coworkers complaining about being sick and tired? Create a healthy office — introduce your colleagues to chiropractic today, and get ready for some refreshingly positive water cooler comments like, “I feel great this morning;” “I’ll help with that project;”

“I’m ready for some new challenges;” “Thanks for introducing me to chiropractic. It’s made a huge difference in my life!”



Become your workplace’s “office angel” — tell your coworkers about chiropractic by sharing this handout with them, as well as all our weekly *Optimal Health University*™ issues.

And, ask your company’s human resources director to plan a wellness lifestyle and goal-setting workshop hosted by your chiropractor. This workshop is offered for free to our patients’ companies as a valuable component of our patients’ care plans. After all, healthier patients work in healthier workplaces!

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