



# Wellness News Network™

Your Source for Health & Wellness Information

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## Chiropractic: On the Forefront of the Healthcare Revolution

**Presented by:**

### Introduction

Once again, CHIROPRACTIC is on the cutting edge of healthcare, working to develop ways to promote wellness that include the entire community.

Complementary and alternative medicine (CAM) is finally being recognized by government agencies and insurance providers who realize that this healthcare revolution is far from merely a “trend”.

As patients continue to enjoy an elevated level of wellness through CHIROPRACTIC care — and continue to communicate their satisfaction with others — governments and policy makers are taking note.

Studies looking at chiropractic utilization demonstrate that the rates vary, but generally fall into a range from around 6% to 12% of the population, most of whom seek chiropractic care for low back pain and not for organic disease or visceral dysfunction. CAM is itself used by people suffering from a variety of conditions, though it is often used not as a primary intervention, but rather as an additional form of care. CAM and

chiropractic often offer lower costs for comparable results compared to conventional medicine.

— Chiropractic & Manual Therapies

“As of 2002, more than 50 percent of health maintenance organizations (HMOs), more than 75 percent of private health care plans, and all state workers’ compensation systems covered chiropractic treatment.”

— Annals of Internal Medicine

Those with health insurance aren’t the only ones benefiting. “Chiropractors can bill some insurance companies directly and most countries cover chiropractic treatment under their medical or extended medical benefits either partially or 100%.

When the cost of regular chiropractic visits is compared to the costs, both physically and financially, of nonsteroidal anti-inflammatory drugs (NSAIDs) for the same or similar problems, CHIROPRACTIC care is clearly more cost-effective

CHIROPRACTIC is also safer. Healthline.com states “About 40 percent of people 65 years and older

### QUESTION:

“CAM” stands for:

- A) Came and Mandated
- B) Complimenting Annoyed Mothers
- C) Complementary and Alternative Medicine

### ANSWER:

C) Complementary and Alternative Medicine

### QUESTION:

What does *The New England Journal of Medicine* call the “silent epidemic”?

- A) A new serial killer
- B) Overuse of nonsteroidal anti-inflammatory drugs
- C) Carbon emissions
- D) A mysterious flu that causes deafness

### ANSWER:

B) Overuse of nonsteroidal anti-inflammatory drugs

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fill one or more prescriptions for an NSAID every year. About 60 million NSAID prescriptions are written each year. NSAIDs cause an estimated 41,000 hospitalizations and 3,300 deaths each year among older adults.

There are two schools of thought when it comes to the treatment of musculoskeletal problems. Some people prefer to seek traditional medical care, using their primary care doctor for a referral to an orthopedist or neurologist and the eventual seeking of pain medication. Others prefer an alternative approach, using chiropractic care to avoid pain medication and surgery. Knowing that these are the two main approaches to managing musculoskeletal pain, researchers have committed to determining which of the two may help more.

A recent study published in the journal Spine compared the efficacy of these two treatment pathways and tried to determine which care pathway would bring about the best outcomes. At the conclusion of the study, 94% of patients who had sought out chiropractic care had seen a 30% reduction in lower back pain when measured at the fourth week of the study. On the other hand, 56% of patients who had sought out traditional medical care were able to attain the 30% reduction in pain. Many studies are able to identify how effective a certain treatment may be by measuring pain outcomes at a certain point in time over the course of the treatment's administration, and this study is able to tell us exactly how chiropractic care compares to medical care at the same time throughout treatment.

This bodes well for the future of

chiropractic care as there are many people who are skeptical of this discipline of alternative medicine and do not believe that it can help them. With more research of this kind, we can hopefully convince people that traditional medical care may not always be the best solution. In addition, with more insurance plans beginning to cover chiropractic services this means increased access for patients. On top of that, many professional athletes have been touting the benefits of chiropractic, encouraging fans in their communities to check it out.


## Patient-Centered, Hands-On Care

Chiropractic care is a patient-centered, hands-on healing approach that improves your musculoskeletal health and function by manipulating - gently and purposefully - affected structures or areas in your body. The very nature of chiropractic care creates an intimate healing environment that fosters healthy dialogue between patient and practitioner.

Your chiropractor will use this environment and the time he or she has with you to learn more about your specific health situation and concerns.

Do you have a friend or loved one who is curious about chiropractic? Ask at the front desk for a copy of our Wellness News Network handout to share with the people you know!

## Quote to Inspire



*"The first  
wealth  
is health"*

*- Ralph Waldo  
Emerson*

"While other professions are concerned with changing the environment to suit the weakened body, chiropractic is concerned with strengthening the body to suit the environment"

— B. J. Palmer

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