

what's new MOVING OFF THE BONE!

✓ CHIROPRACTORS: MOVING OFF THE BONE!

How do you explain your Chiropractic miracles?

For many decades now the Chiropractic profession has been telling the public that they "align the spine" and this leads to better health but the scientific community has struggled to support this through research. This has created the perception in the market place that chiropractic is for bad backs through the way the profession talks to patients and by the types of public awareness programs they run.

The Chiropractic theory has been that irritation of nerve root structures due to poor alignment of spinal bones causes altered nervous system function that leads to people's symptoms. In most peoples mindsets this only explains back pain and struggles to explain all the miraculous changes that chiropractors see and patients experience on a daily basis in other aspects of health and quality of life.

What neurophysiology research does suggest is that the Chiropractic adjustment has a positive influence on brain function. Re-organising abnormal neurological patterns to allow the inherent recuperative powers of the body to work at their peak level.

With recent studies indicating that 80% of society's illness and disease have stress as the major contributing factor and other studies suggesting chronic stress alters nervous system function. There now may be a new basis to explain the success chiropractic has had on health and quality of life for millions of people over more than 100 years.

A theory that more aligns with the current research is that the chiropractic adjustments influence is on the nervous system, especially brain function and not the position of spinal bones.

What does this mean for Chiropractic practice? A communication change! Stop explaining what occurs with an adjustment in terms of the spine and the alignment of bones and begin educating patients and the public that the influence chiropractic care has is on health and quality of life through the nervous system.

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This does not mean that there has to be a change in the way an adjustment is done necessarily but it should lead to changes in practice procedures, the way we examine and talk to patients. The types of history taken, testing required may change from focusing on X rays looking at bones out of alignment to testing neurophysiologic functions like EEG's, heart rate variability, hand temperatures and skin conductance.

One of the most exciting aspects of a shift in thinking is that the scientific community has already done the research and accepts how altered nervous system function lowers health and negatively affects quality of life. The foundation the chiropractic profession needs to establish in the mind of the public is the positive influence the chiropractic adjustment has is on the nervous system. That chiropractic is about the nervous system.

As this happens not only will the public's perception of chiropractic change from that of back pain specialists but will grow to one where chiropractors are the professionals seen for all health and quality of life issues. This will occur as the public grasp the importance of their nervous system working at its peak allowing for optimal health and quality of life at all ages. Whether it's a baby with colic, reflux, otitis media or a child with asthma, ADD, learning or behavioral difficulties or an adult under stress struggling with depression, diabetes, gut dysfunction or heart disease.

So to better explain the miracles seen through chiropractic adopt a higher understanding of what occurs and learn a new language that communicates the importance of regular chiropractic care for all members of the family regardless of age or level of health.

How can you achieve this? Chiropractic Equity Offices has developed the NeuroInfiniti, a state of the art, computerized Stress Response Evaluation that measures with research quality your patient's neurophysiological state. Including EEG, sEMG, HRV, heart rate, respiration rate, skin conductance and hand temperatures. Follow this up by each chiropractor learning the neurological language and procedures necessary to shift the perception in your patient's mind making chiropractic care a part of their long term health and peak quality of life solution.



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