

OPTIMAL HEALTH UNIVERSITY™

Presented by Robert Grace, DC & Jared Wiskind, DC

Chiropractic Costs Less

Is money your excuse for not getting healthy? If so, you're not alone. Many people sacrifice their health for monetary reasons. However, although health is priceless, you don't have to go broke trying to stay fit.

Chiropractic allows patients to jumpstart their way into wellness at reasonable rates. Chiropractors, like your doctor at Duluth MultiCare, are committed to helping you achieve optimal health — without spending a lifetime paying for it. In fact, the prevention-oriented approach of your doctor at Duluth MultiCare can actually save you money over the long term!



An Ounce of Prevention. . .

Your doctor at Duluth MultiCare aims to save patients money by focusing on prevention. This comprehensive approach, which includes nutrition, exercise and stress reduction, seeks to eliminate risk factors that predispose patients to costly chronic ailments.

Specifically, chiropractors correct dysfunctional areas in the spine called **vertebral subluxations**. This condition is characterized by restricted spinal movement or misaligned bones (vertebrae).

Vertebral subluxations are linked with a plethora of conditions, such as headaches, back pain, neck pain and os-

teoarthritis. Preliminary scientific evidence also suggests that vertebral subluxations may have a negative effect on the immune system (*J Manipulative Physiol Ther* 1992;15:83-9).

Doctors of chiropractic correct vertebral subluxations with gentle and effective maneuvers called **chiropractic adjustments**. Chiropractors also work to ward off future vertebral subluxations through postural modification and alignment training.

In addition, your doctor at Duluth MultiCare may suggest strategies to improve your workstation ergonomics and avert sports-related injuries. By preventing biomechanical dysfunction, chiropractors help patients avoid injury and disease — saving them from pain and expenses down the road!

Pocket-Draining Drugs

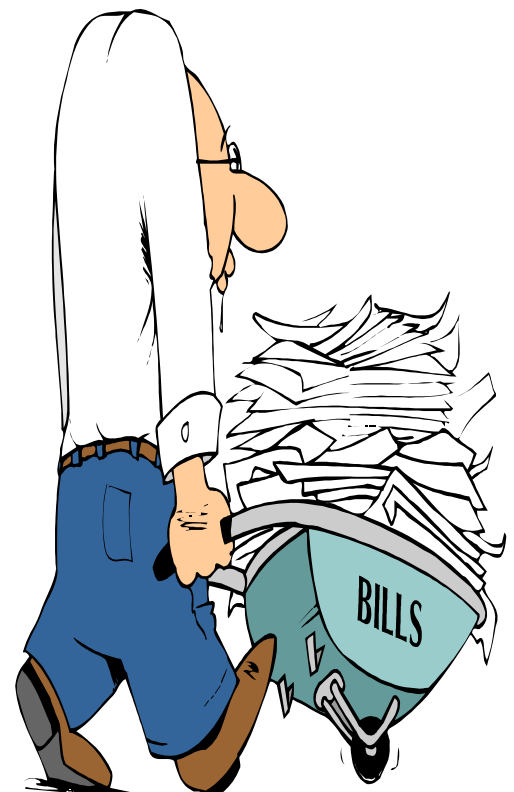
Chiropractors also save patients money by reducing their need for pain medication. Many drugs merely mask pain without addressing its underlying cause. In contrast, chiropractic goes to the root of the problem, helping patients live pain-free without the use of medication.

Have you ever estimated how much money your family spends on pain medication per year? If not, calculate

it now. (Take care to include over-the-counter drug costs, which alone can reach monumental sums.) Chances are you're spending more on covering up pain with drugs than it would cost to treat your family to a year's worth of preventive chiropractic care!

Kid Concerns

If you're a parent, you know how costly childhood health issues can be. As with adults, the most effective strategy for cutting expenses due to childhood sickness is to focus on prevention. Regular chiropractic check-ups can help you do that by putting your child on the fast track to long-term wellness.

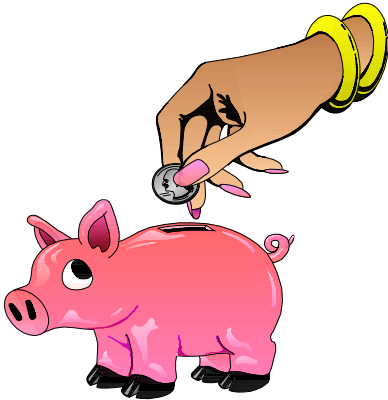


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Studies Show Chiropractic Costs Less

A growing body of scientific evidence indicates that chiropractic care is often less expensive — and more effective — than medical options. Below is a sampling of this groundbreaking research:

- + In a recent study comparing chiropractic to traditional medical approaches to low-back pain, chiropractic was found to cost less when chiropractors were the first doctors visited (*Med Care* 1996;34:191-204).
- + Miron Stano, Ph.D. and colleagues at Oakland University poured over data on 395,641 patients with one or more of 493 different conditions. Roughly one quarter of these subjects were cared for by doctors of chiropractic. The study found that "patients receiving chiropractic care experienced significantly lower health-care costs." Specifically, chiropractic patients saved approximately \$1,000 each over a two-year period (*J Manipulative Physiol Ther* 1993;16:291-9).
- + One study looked at 3,062 workers' compensation claims for low-back pain. The analysis compared the cost per case of claims treated by medical practitioners to similar claims cared for by chiropractors. The study concluded that the compensation costs of claims for injuries treated by medical practitioners were 10 times the costs of those handled by chiropractors (*J Occup Med* 1991;33:847-52).



Scientific research indicates that children who are brought up under chiropractic care experience fewer ailments, which, in turn, saves medical expenses. One study compared 69 children under chiropractic care with 71 children under medical care. Investigators found a "definite correlation between chiropractic care and superior health."

They write: "This study has shown that children raised under chiropractic care are less prone to infectious processes such as otitis media (middle ear infection) and tonsillitis, and that their immune systems are better able to cope with allergens such as pollen, weeds, grasses, etc., as compared to children raised under allopathic care. There is also a significant decreased history of antibiotic-therapy use among the 'chiropractic' children, which indicates a lower susceptibility

to bacterial infections as a result of greater immune system response." (*J of Chiropractic Research* 1989;2:101-3).

Money-Saving Motion

Chiropractors work diligently to get their patients up and moving as soon as possible following injury, allowing patients to return to work sooner. Resuming regular work activities as soon as possible following injury not only saves patients money by reducing the number of missed paychecks, but it also wards off chronic pain — saving more money down the line.

One study found that low-back pain patients with a history of the condition who sought relief from chiropractic missed an average of 9 days of work. On the other hand, patients with similar injuries and histories who were treated medically missed an average of 34.5 days.

The study concluded that "it is suggested that chiropractors are better able to manage injured workers with a history of chronic low back problems and to return them more quickly to productive employment (*J Manipulative Physiol Ther* 1991; 14:231-9).

Don't Let Financial Issues Get in the Way of Your Family's Health

Your doctor of chiropractic is committed to providing affordable care for every member of the community. If you're concerned about finances, talk to your clinic's office manager about payment options. And always consider the long-term savings of focusing on prevention. Don't let your budget keep you from taking control of your health — schedule a chiropractic checkup today!

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This week, take a moment to give somebody special the gift of health.

