

The Visual Odyssey Spinal Health Orientation® Chart Transcript Edited from audio & video tape

It's estimated that only 10% of the people in the US have ever seen a Chiropractor when over 70% of them could directly benefit from your care. There's only one way to appreciably change that statistic, and that's through education. Since our minds are constantly being bombarded by images, the public has become used to high tech communications. Is your message getting through? When we add pictures to your message, we dramatically increase interest and understandability. When we add lights, we add drama, that makes the experience unforgettable. Bringing the information to life is the most effective way to teach. We all remember at least one teacher who did this and it made us look forward to each class.

I'm Bruce Goldsmith, President of Visual Odyssey. Our family of products have been developed, refined and shipped to over 4,500 Chiropractic offices in the last fifteen years. Our experience and contact with so many Chiropractors revealed the need for a thorough patient lecture flip chart that expressed the Chiropractor's unique approach to health. Development of this project began in 1984, and in 1987 the first SHO® Charts were shipped. Over the last three years we've realized that there are other important topics besides those covered in the original thirty pages, so we've continued to develop new pages and there are now almost sixty to choose from. You are in for a delightful change in your patient education program. Your patients will be impressed by your personal interest in them, and your ability to speak to groups. Your enthusiasm will be rekindled each time you make a presentation. It's an opportunity for you to expose others to the most wonderful health profession in the world.

The purpose of this tape is for me to share thoughts with you of how to present Chiropractic benefits utilizing the most dynamic visuals, and well formulated program available today. For this tape, I'll go through each page presently available for the SHO® Chart. I'll describe their purpose and capabilities, and give you some suggestions on what you could say about each one. You'll find that many pages can be used in more than one way, so be creative in applying these graphics to fit your philosophy and focus. When using this chart system, relax and allow your own level of emotional enthusiasm to surface.

Where to use a SHO® chart.

Not only is the SHO® Chart system flexible within the lecture, it can also be effective in your office. Take it out of the closet between classes and place it in conspicuous locations such as the reception room, treatment rooms, therapy suites, consultation room or report room. This way it reinforces what was learned in class, and stimulates conversation. The best part is, you could show a different page each day for two months without repeating.

How to get them to come to the lecture.

Before getting started, let's deal with one of the most common complaints I hear about doing classes. That is, "How do I get them to come to class? Well, I think you should commit yourself to the fact that if you really want loyal patients with good retention, they need to attend the class. It should be mandatory. To accomplish this, during the report, say, "There are many things that I can show you to help you get this problem under control faster, such as proper back care, exercises and nutrition. Are you interested? Well good. Now during the office hours I'm quite busy tending to my other patients, so I can schedule you for this free Spinal Health Orientation® Tuesday evening, or a week from Wednesday after your adjustment. Which would be better?" I think that it is important to not present this to your patients as a class, lecture, talk or workshop. Afterall, most of us don't want to have to work at learning. Simply describe this as a part of your patient's treatment.

Alternative phrases.

We've chosen the phrase Spinal Health Orientation® because it's not intimidating. Other approaches are Dr. Kerby Landis' phrase, "Special Report", and Dr. Larry Markson calls it, "A Special Consultation". There's no need to discuss with the patient how many other patients will be attending, just focusing on the fact that this will be an uninterrupted opportunity for you to discuss their problem and how to care for it. Another obstacle that keeps Doctors from doing group presentations, is the fear of communicating with an audience. This chart helps solve that problem in two ways. First, there will be a graphic external focus for your audience that shifts their stare away from you. And more importantly, your train of thought is maintained by simply flipping to the next page.

The chart is available with a built in tabletop easel. This folding stand holds it all together. Custom order the pages with or without our easel, at anytime. You can place the pages in your chart or hang them throughout your office.

When you first receive your SHO® Chart, you'll find the Cover page is the first page. Before you begin using it, however, you may want to place the Cover page all the way to the very back. This is where the lecture begins.

The chart flips from back to front.

II. A typical SHO® Chart presentation.

Page A- Health is

The first page is a definition of health. This gives you the opportunity to redirect people to realize that health is a matter of complete physical, mental and social well being, and not just merely the absence of disease or infirmity. Too many people judge their own health based upon whether or not they're in pain. We need them to understand that this is not what health is all about.

Page D- Six facets of health

Health has six basic components to it. And to be totally healthy, you have to dedicate yourself to proper exercise, good posture, good nutrition, restful sleep, a positive mental attitude and a well balanced spine. (Of course you want to spend a little time on each of these topics with your patients explaining how exercises should be done properly, how good posture reduces stress, and how nutrition is a matter of, you are what you assimilate.) We also want people to realize that the body heals itself while sleeping and that no one ever gets well unless they really want to. The most important aspect from a Chiropractor's point of view, is a balanced spine. The nervous system controls all function in the body, and we'll talk more about that in a little while. Please remember, don't wait for problems to develop. Keep you body in tune. Stay healthy through regular Chiropractic checkups.

Page S9- Thomas Edison

This quote has been attributed to Thomas Edison. "The Doctor of the future will give no medicine, but will interest his patients in the care of the human frame, in diet, and in the cause and prevention of disease." Of course this is a very important consideration with respect to what health really is. This is the basis for Chiropractic care.

Page S17- Good nutrition

One of those six components we talked about a moment ago was nutrition, and we want you to understand that the common belief these days is that the more fresh fruit and vegetables you eat, the more whole grains, and the leaner the proteins you eat, the healthier you'll be. Of course it's also important to avoid a lot of the junk foods, and we give you some good examples of junk food here, so that it's easy for you to get on the right track to nutrition.

Page 3- Getting in and out of bed

(It's at this point in the talk that we start to make the patients responsible for their own health care. For instance, when you come to this page, you can tell your patients,) I bet you didn't know that there is a proper way to get out of bed in the morning. But in fact there is, and the reason for that is because your abdominal and back muscles are relaxed since you've been sleeping all night. It's important to not stress them when you first get up. One way to do that, is to use your arms as much as you possibly can, keeping your back straight, and let gravity help.

Page S1- Rest of your life

There are also proper ways to lie when sleeping. This is one example of how to sleep on your side and on your back properly. You should always support the neck. Notice that in this position, people with wide hips, should have a pillow between their knees to help keep their spine as straight as possible. If you fall asleep watching TV like that, or you're sleeping like this, then you're aggravating the condition that you might have at this time. It's very important that you apply these kinds of principles because you spend a great deal of time in bed, and of course, you are responsible for helping us help get you well.

Page S7- Don't wreck your neck

The neck requires a lot of extra consideration. We tend from day to day to take advantage of our neck, and to use it improperly. For instance, in this picture we're dealing with the fact that a lot of people will turn their heads too quickly when they're driving a car. If you must look behind you when you're driving the car, use your rear view mirror, and turn with your shoulders as much as you can. The other pictures of neck abuse are obvious.

Page S6- Daily dangers

There are many daily chores, that if performed intelligently, won't aggravate or create back problems. For instance, how many of you have ever seen anybody do that? That's very hard on your neck. If you continue to do it, you're going to have neck problems. There's a proper way to lift everything. If you lift with your legs and use common sense, you'll be able to avoid some problems. If you work at a desk all day, be aware that there are proper ways to sit. Sit with your feet in front of you, slightly elevated. Use a lumbar support, and make sure that everything is set at the proper height. Be creative and you'll come up with alternative ways to do every job to alleviate back problems.

Page S11- Poor and proper posture

If you must lift a large weight, see if you can break it into two or more loads. Try not to lift too much above your shoulders, especially if you have a neck or shoulder problem. If you must stand in one place for a long period of time, use a small foot box for a foot stool and alternate which foot is up so that you can relax your back. Here's a tip for people who use a vacuum, use your legs. Don't stand in one spot and reach by twisting and over extending your low back and shoulders. Instead, walk with the machine and use smaller motions. This method will not only reduce the risk of injury, it also reduces fatigue.

Page S20- Load on your lumbar

Don't slouch. Keep your shoulders back and your chin up! This is a very common posture problem seen in all age groups. It could be a bad habit that has developed over a period of time or, a symptom of emotional or physical insecurity. Slouching could also indicate spinal misalignment or some other structural problem. Ask any woman if she enjoys wearing high heels. The pain that they experience in the low back can be excruciating, not to mention the stress it puts on the discs in that area. Keep your heels low and your spine in line. Pregnant women and the all too familiar "beer belly" have something in common, lumbar stress. Some exercises can alleviate stress and minimize discomfort. If you're interested, I can cover those with you later.

Page S5- Dont's and do's

Too many people sit in overstuffed chairs. That's very bad for your posture and can create all sorts of back problems. If you're lifting weights, try to do it as evenly as possible and bend with your legs. Your back was not meant to lift weight bending sideways. On those occasions where you must bend over, distribute the weight as evenly as possible to lift without aggravating or creating a back problem.

Page S2- In/Out of car

Getting in and out of a car is another example of how to avoid injury. Everyone thinks they know how to get in and out of a car, but if you have a back problem, you'll realize that the typical approach of climbing in is just too painful. Why wait until you have a back problem? It's very simple just sit down, swing your legs in, and you'll avoid the aggravation of spinal problems.

Page 2- How to lift

Here we're showing a person lifting properly. He's maintaining the three curves of the spine and lifting with his legs. Let's look at this section of the spine. We see that these discs are in between these bones, and we have nerves coming out of these holes. By lifting this way, the pressure is distributed evenly among those discs, and that's appropriate. But if we lift like this, the discs aren't doing any of the work, and he's "jamming" the spinal bones in this area. This will potentially irritate the nerves, tear the discs, and cause all sorts of problems. These three curves play a very important role in the body. They allow the body to absorb shock.

Page 5- Spinal curves are like a spring

These three lateral curves act like a spring, they compress with each and every step. If there were no curves in the spine when viewed from the side, then we would have any shock here transmitted all the way up the back. For a perfect example of this, take your finger and hold it out straight. (I recommend that you have your patients do this in class), Jam your finger into the palm of your other hand. You'll feel the shock all the way up your arm. Now, bend the finger a little bit and do it again. You'll see that all of the shock is absorbed by the curve and not transmitted further up. That's why the spine has these three curves to it when viewed from the side. But we're not born with those curves...

Page 6- Development of curves

...when the baby's inside it's mother, it has what we call the "C" curve. It's not until the baby's born that it begins to develop these other curves. These curves are developed as a result of the muscles and bones getting stronger. There are some things that can happen inadvertently during this developmental process, that can affect the normal development of the spine.

Page S8- Baby your back

Unfortunately, too many babies are born with the head and neck used as a handle. When that's the case, we can create some severe problems in the neck and spine. It's also very important to not force a baby to walk too quickly, if you want these three curves to develop at their proper stage. Here's something that a lot of people are unaware of, this is a form of whiplash. Throwing a baby into the air and catching them, stops their body abruptly, but their head whips forward. It's like driving a car into a wall. The baby may seem to be enjoy it, because it doesn't seem painful. But, you may be exposing the infant to constant micro-trauma. (Little problems that can get worse and worse over time). That degeneration in the cervical spine at the age of fifty or sixty might very well be the result of this kind of activity at a very early age.

Page 4- Progression of scoliosis

What happens when the curves don't develop properly? This is called scoliosis. Scoliosis is when there's a side to side curve of the spine when viewed from the back. Unlike the curves we talked about before, this is not desirable. Viewed from the back, the spine should be straight and the shoulders and hips level with the floor. If this problem is left undetected and uncorrected, it frequently gets worse. It's important to get your children in for Chiropractic check ups so that we can see whether or not there is any scoliosis developing. By finding this early, we can often prevent it from progressing to this degree.

Page 11- When ligaments stretch and tear

Let's take a closer look at a spinal disc. We use the analogy of a golf ball. The disc is between each of the hard bones of the spine. If you were to peel the covering off of a golf ball, you would find very tight rubber bands. We've represented that here. If you were to have some sort of trauma, a whiplash injury or an injury from lifting or twisting, you could stretch and tear those rubber bands. We call those rubber bands ligaments, and their purpose is to hold these two bones tightly together in the proper position, but allow for some movement. If tearing and stretching has already taken place, we might end up with the ligaments being somewhat loose, when the trauma is over. As a result, there may be some dysfunction in the way these bones move. If we take this bone off and look down inside the disc...

Page 12- Disc nucleus

...we see that like some golf balls, there's a liquid center. That liquid center is called the nucleus. If some sort of trauma affects the disc's ligaments, that disc no longer contains the liquid center with the integrity that it's supposed to. The weight of the bones and the rest of the body push down, and force the liquid center to move in the direction of the weak ligaments. If it moves toward the front, you might have localized pain. If it moves toward the back, it could put pressure on a nerve. If it does that, you might have pain or irritation somewhere distant from the actual problem, because the nerves are designed to send signals throughout the body.

Page 13- Motion of disc (sponge)

The disc relies upon a sponge-like pumping action for fluids to transfer in and out. Like everything else in the body, we need to get nutrition to the area and waste products out. It's this sponge-like pumping action that does that for the disc. If there's a problem that affects the normal range of motion and function of the joint, then the disc is not able to get the full pumping action. It can't possibly be as healthy as it was designed to be.

I've just touched on some of the bio-mechanics of the spine: The importance of the curves, the development of the curves, things that can go wrong, and the function of the disc. Chiropractors are interested in restoring all of these functions, but we're even more interested in what the spine protects. The spine is designed to protect one of the most essential structures in the body - the spinal cord. Let's see what happens in development, from the point of conception...

Page 8- When life begins

... with a fertilized egg and cellular division. That division continues until something differentiates. Suddenly, there's something there which makes it more than just a mass of cells. That first thing, is a very primitive nervous system. It's the primitive brain and the neural streak. The reason why the nerve system is the first thing to develop is because it's responsible for bringing the spark of life to each cell of the body. As a matter of fact, off of each of these areas of the nervous system, are little buds. Those buds become the organs of the human body as further development takes place.

Page C- Nervous system (house)

Nerve energy is not something magical or etherical. It is in fact, electrical energy coursing through the body. The purpose of the brain and nerve system is to control and coordinate the function of all tissues, organs and systems in the body. This is a basic electrical circuit. We have a light out in front of the house, and electricity coming from a generator at some distant source. The electricity comes into the house and then is distributed out to the light. If something were to happen in the front yard to cause a short or a discontinuity in this wire, symptomatically we'd think that the light bulb had just burned out. But if we replace it with a working bulb, and we don't get light, there's a pretty good chance that the problem is somewhere else along the line. What if the problem is in the transformer? Would you climb up a utility pole to find out? No. To correct this problem, you'd call a professional.

Page 7- Tomato and rock

Let's talk about this in the form of a simple living organism. A tomato plant for instance. This seedling, has the potential to be the plant that we see here. Sometimes during the life process, things can interfere with the normal potential. Such as, a rock on the stem. Not enough to break the stem, but enough to push the plant over and to impede some of the energy flow that normally goes up and down the stem. The longer that rock is there, the greater the chance the organism has to adapt to the interference. By adapting, the potential of this plant is no longer this. When this happens, we want to remove this interference as quickly as possible. We want to support the organism physically and nutritionally, so that it can approach it's original potential. No matter how minor the interference, if it's allowed to remain, it will affect the organism because it must adapt and that moves it further and further away from the original potential. Now, let's talk about this energy flow within the human body.

Page S13a- Spine & spinal cord anatomy, S13b- (overlay)

Here's a front, rear, and side view of the spine. Notice, here are the curves of the side view I showed you earlier. Also, notice how straight this spine is from the rear and the front views. Is this a healthy spine? Yes. Not only does it allow us to stand upright, it also allows for flexibility. Most importantly it also allows the nerve energy to go from the brain, down and out throughout the entire body. We call this nerve flow from above - down - and inside - out. (S13b) When we take a look at the structure, we realize that each of these levels, have nerves coming out. Sometimes things will go wrong that affect the normal function of the spine.

Page S12- Range of motion

Sometimes the normal range of motion becomes restricted. The joints may be locked or fixated. This puts extra pressure on the discs above and below the affected area because it forces their movement to compensate for the immobility. The exaggerated motion of the spinal bones may lead to added wear and tear on the discs. It may also, irritate nerve roots, blood vessels and lymphatic vessels. This may cause pain and possibly affect certain organs. Chiropractors are trained to locate these fixations and restore normal function.

Page 9- Subluxation (Page 9A is an alternate version specifically for Activator Doctors)

A subluxation, is a spinal bone (vertebra) that's out of it's optimal position. The normal function of the spine is affected. With a subluxation, you can't get the proper spring-like action to take place in the curves. We talked about the importance of the disc's normal sponge-like pumping action. These discs are wedged and they're under a great deal of pressure, they're not getting that normal pumping action. They can't be possibly as healthy as they should be. This is the nerve. It's not transmitting as much energy as it could. As a matter of fact, remember I said that nerve energy is electrical energy. Well, if we were to take a volt meter, and put it on this nerve, we'd find that it would be sending out plenty of voltage. But if we did the same thing to this nerve, we might find that there's a lot less nerve energy taking place as a result of that subluxation. Like our electrical analogy, it's very important that you call on a professional to get in there, detect where the subluxation is, and then corrects it.

Page S19- How do I get subluxations?

How do we get subluxations? We already learned that we can get them at birth. We've also talked about some things people do improperly that can create and cause problems. On the job injuries, car accidents and sports injuries might also be a cause. There are so many reasons for the occurrence of subluxations that it would be impossible to list them all. Keep in mind, that to keep your body in tune, you need to know whether or not you have subluxations. We want that nerve energy flowing through your body as freely as possible.

Overlays - Page (01 Brain & Nervous System to O-7 Dermatomes)

(O-1) This is a rear and a front view of the body. We're showing the brain and spinal cord. This is the first thing to develop in the body.

(O-5A) We all know that we have organs in our body, and these organs all have their own specific function. We have a heart for pumping blood, lungs for processing air, a stomach for getting nutrition from food, etc. These organs function properly by communicating with the brain.

(O-5B) They communicate with the brain (via the spinal cord) through special nerves called the Autonomic Nerves. These nerves send signals from the brain to the organs, and allow the organs to send signals back. This dialogue process is how the body is able to function properly.

(O-2) The brain and central nervous system are so important that they're protected by the skull and the spine.

(O-3) The skull and the spine are also attached to our skeletal structure, so that everything moves together.

(It's at this point that you might want to take your audience and pair them up to teach them very quickly, how to do some simple exams on their "patient" so that they can see the importance of the spine, shoulders and hips being straight, etc. By doing this, you get them active and you get them to begin to notice other people's posture. When they leave your office, they'll be so excited about Chiropractic that they'll show off their new knowledge to family and friends.)

(O-4) Coming out from each of these levels we have another part of the nervous system, these are the peripheral nerves. These nerves perform a very different function from the nerves that control the organs.

(O-6) The peripheral nerves allow the brain to communicate with muscles. For instance, in order for me to take my hand and to move it over here to the chart, the brain must send a signal down my arm, and out to the appropriate muscles. Some muscles contract, other relax, and my arm moves in a voluntary action.

(O-7) We have more nerves that come out through those muscles to the surface of the skin, and this is the basic mapping of those nerves. Right here on the palm of the hand is the seventh cervical nerve. This nerve has the job of allowing me to know what's going on on the palm of my hand, and sending those signals back up to the brain. The brain will process that information and determine if it's a touch or some other sensation. If my hand needs to respond to heat or a sharp object, then the brain will send signals back down to the muscles, so I can move my hand away quickly. This is an involuntary or reflex action. Again, done through the nervous system that goes in and out through the neck.

Page 10a- Iceburg & 10b- Aspirin

(10a) What do most people do when they have a subluxation? Most people, unless it was trauma, aren't aware of their subluxation until they have pain. We tend to be a society that focuses very heavily on pain. It's one of our major motivating factors. You must understand that pain is really just a symptom. And as such, it's frequently just the tip of the iceberg. Here we have the subluxation, or the cause, and here we have the pain. Most people do what they're told to do. They listen to TV, and TV tells them if you have pain you should cover it up with drugs or aspirin.

(10b) As a result, they cover up the pain, and do nothing for the cause. If the cause is a subluxation, I think you can easily see that this is a mechanical problem that requires a very specific mechanical solution that only a Chiropractor can offer. (go back to page 9 or S19) A generalized chemical solution is not going to be able to resolve the problem of a subluxation. Drugs may be convenient and inexpensive, but there's a much greater cost to taking the symptomatic approach and hiding the pain.

Page 14- Degeneration of the cervical spine

This is the cervical, or neck spine and this is the jaw. Right after an injury, like whip-lash that can take place in a car accident, you can have multiple subluxations. Many of these bones are out of their normal position as a result of the trauma. We're showing a little bit of red in these nerves to indicate pain. It's true that you can take drugs and hide the pain. (Hide the red with your hand.) That makes it easy to assume the problem is resolving itself. But, unless we restore the normal curve that's supposed to be there, for that normal spring-like action we discussed, what's going to happen?

Like the tomato plant, the spine is going to have to adapt to this interference. If left alone or covered up with drugs the disc will thin even further and degenerate. Finally, you might even have fusion of the bones. If you come into the office and we see that some of these physical changes have already taken place, that tells us that this problem has been here for quite a while.

Page 15- Degeneration of the lumbar spine

This is the normal curve of the low back spine. Here, is a subluxation as a result of injury. This is causing the disc to bulge and that's putting pressure on this nerve. It's very likely that this person would be feeling pain, for instance, running down the leg. When in fact the problem is in the area of the low back. Again, we see that spurring and degenerative changes have already started to take place, we know that this is a problem that has been here for a while. It's not reasonable to expect that just a few visits to a Chiropractor can take a spine showing this degeneration and revert it back to a normal spine. As a matter of fact, you may never be able to get from here, back to here. But, if you discontinue care, you are allowing this degeneration to continue. As it does, you'll notice the nerves will eventually start to give up. The result? Atrophy. Then, it gets worse. The problem can actually begin to travel up the spine. It's very important to think about your body in terms of what's actually wrong, and go after the cause, not just the symptom.

Page S10- Now that you're all grown up

Here, are three different types of structural problems. One shows the spine becoming immobile, another has to do with the bones becoming porous and therefore easily breaking, and finally we show spurs developing. All of these types of degeneration are the result of many years. We all know people who, as they get much older, have a quality of life much less than they would really like it to be. The key is to remain active, eat well and make sure that you have no subluxations.

Page S3- Pain in the athlete & S4- Athletic aggravation

Chiropractic isn't just for people who are in pain, or for people who have injured themselves. Chiropractic helps everyone maintain an optimum level of performance. That's why so many athletes frequently use Chiropractic care. The 49ers have had tremendous success. What you may not know is that the 49ers rely upon Chiropractic to keep their bodies in tune. Keep in mind that you might have injured yourself years ago through some sort of professional or amateur sport. Chiropractic care is not just to keep you performing at your peak, but to try and help you regain the health you may have lost.

Page S16- The road to recovery

Let's talk for a moment about the Chiropractic treatment program and how it works. When you first come in to a Chiropractor, you might find that if the problem has been there for a while, there's going to be a lot of work to do to get you to your full potential. It's a rocky road. You'll probably experience moments where you'll plateau and moments when you'll make a little more progress. You might even re-injure the area, or experience more pain than you had before as a result of the healing process. Don't attempt to interpret temporary setbacks and diagnose yourself. Don't drop out and assume Chiropractic isn't working for you. Instead, stick with the program, tell us about anything that occurs, so we can monitor it and make sure we're adapting the treatment appropriately. Frequently patients give up right before they reach the most significant break through. When they return a few months later, they expect a miracle. Please, don't quit! You may be just about to make some of your best progress. I'm not interested in plateauing, I'm interested in getting you back to what we call "recovery of your maximum health potential." Once you're at that level, our challenge is to help you maintain it.

Page 16- Hot and cold treatments

There are times during the treatment program, where it might be appropriate to provide additional relief through cold or heat treatments. Sometimes dry heat is not as effective as wet heat. There may also be times where it's appropriate to use electrical heat or stimulation. If this is the case, we'll do it here at the office, teach you how to do it at home, or refer you to another qualified professional who will provide you with those services.

Page E- Phases of care

Let's go through the phases of care. When you first came in, we were interested in relieving or eliminating as much of your pain as we possibly could. We did that, by adjusting any vertebral subluxations we found. Then we worked to stabilize or reduce the spinal joint and disc involvement that was a result of your subluxation. Let's break this down into 3 steps.

Step A. Restore integrity to the joint function - get the bones back in their proper position and restore range of motion.

Step B. Rehabilitate the connective tissue - those rubber bands or ligaments that we learned about earlier (by rehabilitating the stabilizing tissue, we help maintain whatever integrity we're able to restore.)

Step C. Help your body balance the nerve impulses. Remember the voltmeter that I talked about earlier? The body can now function more efficiently, to help you regain your maximum health. We want to maintain your level of optimal improvement, and prevent future disease.

Prevention is easier than restoration, and with periodic check-ups we can keep small problems small.

Page S15- Worker's woes

Chiropractic is extremely effective at helping to keep you on the job. We keep your down time to a minimum by maintaining your body like you should maintain your vehicle. It's very important to see your Chiropractor regularly if you rely upon your body for your income and your family's health and well being.

Page S18- It takes time

It can take time to correct a back problem. A Chiropractor is a lot like an Orthodontist. You initially have teeth that are crooked, the Orthodontist puts braces on your teeth to adjust them into a more efficient position. Then the Orthodontist fits you for a retainer. The retainer helps your teeth hold the correction while the healing process is taking place. If you take the retainer off, or don't wear it as long as prescribed by your doctor, you'll frequently lose the correction. Your teeth will move themselves back to their original position. Chiropractic works the same way. After we reduce or eliminate the subluxations, we must regularly monitor your condition to maintain the correction. That's why it's so important that you come in for checkups on a regular basis.

Page B- Follow through

What do we do? And what are your responsibilities with respect to Chiropractic? We correct vertebral subluxations, help restore the normal nerve function, and help the natural healing process of the body without the use of drugs or surgery. As a patient in our office, you have an obligation as well. You must follow-through on the care that we recommend for your individual case to get the benefits you've come here for. Get your family in for checkups. Do you remember that scoliosis page? If we have a problem like that and don't detect and correct it early, it can get much worse. Please, make appointments now for yourself and your loved ones. We don't want these problems to get worse. Think about the tomato plant. If there's any interference, no matter how minor, the longer it's there, the greater the chance the problem may become permanent. Finally, tell your friends about how Chiropractic has helped you.

Page S14- Put out the fire

Basically, it comes down to this, a subluxation is a lot like this house on fire. You can either be "cause oriented" and try to put out the fire, or you can be "symptom oriented" like most drugs are, and disconnect the alarm. What do you think will happen to this house if we rip out the smoke detector? In this particular scenario, you might decide that you have enough insurance on the house and you want to rebuild. If that's the case, fine, let it burn down. But, when your health or the health of someone you love is concerned, it makes a lot more sense to try to put out the fire, doesn't it? That's what we're talking about with Chiropractic care. When you have a subluxation, it makes much more sense to go after the cause, rather than merely treat the symptoms and let the problem go unsolved.

(After you show this page, it's time to ask the patients in your class for their commitment. To do that, explain to them that on their way out, they should pick up the special packet that the CA has at the desk for them. At that time, they should discuss with the CA, friends and relatives they have with problems and complaints that might respond to Chiropractic care. They should set up an appointment for those people so that they can receive the benefits of Chiropractic care.)

Can you see the power of controlling your presentation with such vivid graphics? Should you see anything that would be appropriate for your practice, please use the Visual Odyssey SHO® chart brochure for pricing. 35mm slides, and a mini 8”X10” chart with a flippable case that turns into a table top easel, are also available. Call, 800-541-4449 to place your order. Bring the Visual Odyssey experience into your practice today.

III. Information on Neuropatholators®

To further turbo-charge your practice, consider how the Neuropatholators® will rapidly deliver the Chiropractic message to all of your patients day after day, year after year. These shouldn't be hidden in your report room. If you have only one Neuropatholator® System, get it into a high traffic area, where you can be with patients as they explore the benefits of Chiropractic. This interchange of teaching them to use the Neuropatholators®, and later, catching them as they discover their nervous system, will strengthen your bond with them and unfold referral possibilities.

(I'm using a System 13++ Neuropatholator® System. These three charts, the Autonomic Nervous System, the Musculature and Spinal Nerves and the Dermatome and Spinal Nerves, represent a maximum system of all three in one room. This is one very powerful way to get your patients to understand the benefits of Chiropractic care. The reason I call this system a 13++, is that the pluses stand for the eight switches that you see on the Dermatome chart and on the Musculature chart. That means that those charts can be used independently of the Autonomic.)

Remember, many of your patients have been to other health professionals first, and not achieved the results they desire. Now, for whatever reason, they're in your office. You have an obligation to your profession to educate them. Teach them what's responsible for their pain, what Chiropractic can do and what they can do to help.

IV. Information for your R.O.F.

To reinforce your report of findings with the Neuropatholators®, have your patient stand in front of the Dermatome chart. Then, just prior to pressing a button, say, "Let me ask you a question, does this look familiar? or, Is this the area where you have pain?" Then push a button relative to their subluxation. For instance, I'm pushing a button in the lumbar, and showing how the nerves from this area of the spine go all the way down the legs and out to the surface of the skin. Once the patient sees that, they'll not only acknowledge that this represents the pain they have, they'll frequently turn to their spouse or whoever is in the room with them, and say something like, "See, that's the pain that I have! That's what I've been feeling!"

Then, direct them toward the Musculature chart. Explain that the same areas from the Dermatome chart are also responsible for the brain's ability to communicate with the muscles. Communication takes place through the nerve system. Your patient will simultaneously see that pain associated with their subluxation also may involve the Autonomic Nervous System.

As you give this demonstration, it's very important to touch your patients. They hear your explanation, see the appropriate correlations to the problems they have, and because you are palpating the area as you talk, the patient will feel the location of the problem as well. This means you're utilizing three of the major senses, thereby permanently fixing the relative associations in your patient's mind. Neuropatholators® are the only tool that provide you with this kind of instantaneous patient education.

V. Locations

Where should you use the Neuropatholators® to increase your return on investment? We've talked about how effective they are in your report room to explain how the X-ray and exams are indicative of the patient's problems. But, you should also use them long before the report. Use them in the consultation to help explain why you do certain examinations, why you might need to see X-rays, and the importance of some tests. You can also use the Neuropatholators® in the exam room. Play "touch and tell". Show them immediately how tenderness, muscle weakness, or numbness, are actually related to certain areas of the spine. Use them in your treatment rooms, (one of the most exciting places to use your Neuropatholators®) you will elicit patient participation and spontaneous interactivity. Your patient should be taught to push buttons learn what Chiropractic has to offer Don't forget mall shows. If you're in a mall, teaching the general public about the values of Chiropractic, you need the ability to instantaneously demonstrate what Chiropractic can do.

VI. Generate Referrals

As a referral generator, Neuropatholators® have no equal. As patients feel better they may ask questions regarding problems that their friends and relatives are experiencing. They may not ask these questions directly. For instance, if the Neuropatholators® are in a location where the patient can push the buttons, they may ask, "Does this flashing mean you can help people with leg pain?" - or any other area the Neuropatholator® demonstrates that is different from their own problem. Your first response should be, "Why? Do you know someone with that complaint?" If they say yes, ask them, "Where does that person live? Maybe I can recommend a Chiropractor in their area who can take a look at their problem." This way you are only indirectly asking for a referral. If they say the person is local, you might want to offer a complimentary screening or exam as a courtesy to them. Such an offer should always contain a time limit to make sure that they bring someone in.

Make sure that after a few visits, especially if you give a periodic mini-report, that you use the Neuropatholators® again, to review how your treatment plan of adjustments is achieving their desired results. Then, refer to the family health history questionnaire that you most likely had them fill out, and educate them to how Chiropractic might help their brother or father or family members. Always thank them for any referrals they are responsible for, and share with them the benefits their friends have realized by coming into the office. Since the concepts of Chiropractic comes alive when you use Neuropatholators®, it is much easier for your patients to explain your services to others. Visual Odyssey provides a wide variety of dynamic, accurate, stimulating, practice building, patient education materials. With our money-back guarantee, your only real risk is the short time it takes to evaluate the effectiveness of these tools in your practice. Your rewards - patients who follow the treatment program until they are well, not just pain-free; greater patient comprehension of Chiropractic with less effort on your part; and more referrals per patient.

Get started right away, call us at 800-541-4449.

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