

#702 Beginning Chiropractic Care

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FADE UP ON PATIENT BEING GREETED AT THE FRONT DESK OF AN OFFICE BY A STAFF MEMBER. PATIENT IS GIVEN A CLIPBOARD WITH NEW PATIENT PAPERWORK TO BE COMPLETED AND IS SHOWN TO A CHAIR IN THE RECEPTION AREA.

VOICE OVER ANNOUNCER

This short video can help you understand chiropractic and what to expect on your first visits to our office.

DISSOLVE TO COMPUTER ANIMATION SHOWING NERVOUS SYSTEM ANATOMY. AS TISSUE OR ORGAN IS MENTIONED NERVE PULSES GO TO THE ORGAN WHICH STARTS THE LUNGS BREATHING, FOOD MIXING IN THE STOMACH, AND THE HEART STARTS BEATING.

Chiropractic is based on the scientific fact that your nervous system controls the function of virtually every cell, tissue, organ, and system of your entire body. Bending, lifting, and turning depend upon the proper function of your nervous system, as does breathing, digestion, or fighting off an infection. Your nervous system controls everything. That's why your chiropractic doctor is so interested in your nervous system.

ANIMATION SIMILAR TO CURRENT VIDEO ONE.

Your body is controlled by the computer-like organ of the brain. The brain is protected by the skull and communicates with the tissues and organs of the body through the spinal cord, which is housed in the moving bones of the spinal column. Pairs of nerve roots branch off the spinal cord from between each spinal joint to service the entire body. A feedback loop, back to the brain, monitors the function of every tissue and organ.

ANIMATION SHOWING SUBLUXATION

However, spinal bones can lose their normal motion or position due to trauma, repetitive motions, poor posture, emotional stress, drugs, alcohol, and many other causes. This can affect the nervous system control and function of associated organs and tissues.

SUPER: VERTEBRAL SUBLUXATION COMPLEX

This is a common condition. Doctors of chiropractic refer to this as the Vertebral Subluxation Complex, or more simply, a subluxation.

OFFENDING BONE RESTORED TO BETTER POSITION, AND IMPROVED NERVOUS SYSTEM FUNCTION OCCURS.

The chiropractic approach to better health is to help normalize spinal structure and function, improve nervous system integrity, and allow your body to heal itself naturally.

CHIROPRACTIC COLLEGE FOOTAGE SHOWS COMPLEXITY AND SOPHISTICATION OF CLASSES AND TRAINING.

This natural approach to better health is the unique domain of chiropractic doctors. After completing the necessary undergraduate studies, today's doctor of chiropractic completes an additional four years of post-graduate education at a recognized chiropractic college. This curriculum emphasizes anatomy, physiology, and radiology, and includes thousands of classroom hours in the biological sciences.

SUPER: CHIROPRACTIC DOCTORS ARE WELL EDUCATED

Upon graduation they have become experts in spinal adjusting techniques, diagnostic imaging, nutrition, and other aspects of holistic health care. Chiropractic doctors are well educated.

DISSOLVE TO TAKING NOTES IN LARGE SEMINAR CLASSROOM.

After passing rigorous national examinations and still further testing by licensing boards, your doctor is uniquely trained in the detection, reduction, and prevention of the Vertebral Subluxation Complex.

DISSOLVE TO MONTAGE OF MAGAZINE COVERS, SUCH AS JMPT, CLINICAL CHIROPRACTIC, CHIROPRACTIC SPORTS MEDICINE, ETC.

Then, each year, your chiropractic doctor takes post-graduate courses, attends seminars, and reads journals to stay current on the latest scientific data.

ORIGINAL PATIENT IS NOW IN THE EXAMINATION ROOM AND TYPICAL CHIROPRACTIC EXAMINATION PROCEEDS.

Completing your case history sets the stage for a thorough examination. Testing your reflexes, muscles, posture, and the way you turn and bend, can help identify the exact location and effects of the Vertebral Subluxation Complex.

TYPICAL X-RAY EXAMINATION PROCESS IS SHOWN.

Many doctors further confirm these findings with X-ray views of the spine.

SUPER: SAFETY PROCEDURES

Only the necessary views are taken. Safety is assured through the use of high speed films, collimation, filters, and shielding. These pictures can reveal additional information about the location and severity of spinal problems that could be affecting your health.

SAME PATIENT, THIS TIME IN DIFFERENT WARDROBE RECEIVING REPORT OF FINDINGS WITH SPOUSE. SUPER: REPORT OF FINDINGS

Then, at your report of findings the doctor will explain what's wrong, what can be done to help, and how long it may take. If your's is a chiropractic case, a program of specific chiropractic adjustments will be recommended to help improve spinal function and nervous system integrity.

PALPATION, FOLLOWED BY A SERIES OF SHOTS SHOWING DIFFERENT PATIENTS AND DOCTORS DELIVERING ADJUSTMENTS. SUPER: HELP RESTORE MOTION AND POSITION

Chiropractic adjustments add motion to spinal joints that are "stuck" and not moving properly. These help restore spinal bones to their proper motion and position.

SUPER: QUICK THRUST

Sometimes the doctor's hands will be used to apply a quick thrust.

SUPER: CONSTANT PRESSURE

Other times it may call for a slow, constant pressure.

SUPER: PRECISE FORCE

Or an instrument is used to produce a precise and measurable force.

SUPER: SPECIAL TABLE

Many chiropractic doctors use special tables or the force of gravity to help reposition spinal structures. Sometimes several areas of the spine will be adjusted and other times just one area.

MONTAGE OF CHILDREN, NEWBORNS, PREGNANT MOMS, AND SENIORS RECEIVING CHIROPRACTIC CARE. PATIENTS ARE SMILING AND OBVIOUSLY HAPPY WITH THEIR EXPERIENCE. SUPER: NATURAL APPROACH TO BETTER HEALTH

Adjusting approaches are modified to safely help newborns, children, pregnant moms, seniors, and others with special needs who want a natural approach to better health.

SUPER: HIGHLY SKILLED

Some adjusting techniques shift the gas and fluids in the joint, making a slight "popping" sound. The sound has little meaning and can vary with each patient and each visit. There are hundreds of ways to adjust the spine. Your doctor has selected several approaches and become highly skilled in their delivery.

SUPER: CHIROPRACTIC ADJUSTMENTS ARE SAFE

This makes your chiropractic adjustments remarkably safe.

DISSOLVE TO STOCK FOOTAGE OF LABORATORY RESEARCH.

Because of its safety and success, chiropractic care is the most popular form of natural health care. Published reports are documenting the benefits and patient satisfaction:

SUPER: MORE EFFECTIVE

...a Canadian government study has shown that chiropractic care is more effective than conventional approaches to low back pain.

SUPER: TWICE AS FAST

...Florida and Oregon research projects have shown that those consulting a chiropractic doctor for work-related injuries get well twice as fast, and stay well longer.

SUPER: HIGHLY RECOMMENDED

...a U.S. government study revealed that care delivered by chiropractic doctors was highly recommended for acute low back pain.

SUPER: PATIENT SATISFACTION

...even the Journal of Family Practice recognizes the value and patient satisfaction delivered by contemporary chiropractic care.

SUPER: ON GOING CLINICAL STUDIES

...because the nervous system is so important to good health, there is growing interest in the role of chiropractic in helping ear infections, bed wetting, asthma, arthritis, hypertension, and many other problems not commonly associated with the spine.

DISSOLVE TO DOCTOR AND PATIENT AT REPORT OF FINDINGS.

However, if your's is not a chiropractic case, or requires a multi-disciplinary approach, your doctor will refer to other practitioners. Your age, condition, and lifestyle will guide your care schedule, the speed of your recovery, and the length of your care.

SUPER: YOU'LL BE OFFERED CHOICES

You'll be offered choices along the way, and everything will be explained in advance. How long you decide to benefit from chiropractic care will always be up to you.

DISSOLVE TO PATIENT LEAVING OFFICE, REACHING FOR WALLET. SUPER: WELCOME TO CHIROPRACTIC

Along with good nutrition, exercise, and all the other aspects of good health and personal hygiene, chiropractic care has helped millions feel better and enjoy improved health. Welcome to chiropractic.

(Listing of references.)