

OPTIMAL HEALTH UNIVERSITY™

Presented by Dr. Michiel Rorick

Chiropractic: Effective, Affordable & Cutting Edge

As more and more people seek chiropractic care and researchers continue to investigate its effectiveness, chiropractic is emerging as a highly effective, affordable and cutting edge health-care option.

And it's only going to get better — the Council on Chiropractic Education (CCE) is implementing new standards at chiropractic colleges to ensure that future generations of chiropractors continue to provide patients with the best possible care.

This “call to action” encourages doctors of chiropractic to address more than merely issues involving the back, muscles and bones. For instance, chiropractors are concerned with how frequently patients suffer from illness, what types of maladies they suffer from and how to boost patients’ immune systems (Chiro & Osteopath 2006;14:23).



Wellness Education From Dr. Michiel Rorick

The chiropractic approach to wellness focuses on education and prevention. That's why once each month, we present an *Optimal Health University™* focused on cutting-edge research.

A founding principal of chiropractic is that the mind, body and spirit are connected. Therefore, during the other weeks of the month, we offer topics on how to prevent additional physical, chemical and emotional causes of *vertebral subluxations*.

Chiropractic care centers on the correction of dysfunctional areas in the spine termed *vertebral subluxations*. This condition is linked with an array of disorders, including asthma, ear infections, back pain, carpal tunnel syndrome and headaches. Dr. Rorick uses gentle and effective maneuvers called *chiropractic adjustments* to correct vertebral subluxations and prevent recurrence.

The Proof Is in the Popularity

Based on its growing popularity, chiropractic is obviously highly effective and on the cutting edge — a glimpse of the future of health care.

For instance, a survey conducted by the Centers for Disease Control and Prevention asked participants why they chose to use holistic therapies and whether they found these therapies helpful. Of those surveyed, al-

most half had used holistic therapies in the past year, including chiropractic.

The reasons for choosing holistic therapy, including chiropractic, varied from a desire to treat or prevent a disease to simply a desire “to promote their overall health.”

Whether you are looking to stave off a particular condition, or improve general well-being, you are in good company. Eighty-three percent of complementary and alternative medicine (CAM) users appear satisfied with their therapy. Those are great odds.

And Dr. Rorick wants you to know that chiropractic isn't just increasing in popularity with patients; state agencies and policy makers are taking note. “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.” (*Ann Intern Medicine* 2002;136:216-27.)

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Those with health insurance aren't the only ones benefiting. "Over two dozen states cover chiropractic treatment under Medicaid." (*JAMA* 1998;280:795-802.)

As one recent study concluded, "Given its apparent popularity and potential effect on the health of the population, CAM use is an area that should be monitored by the public health community." (*Am J Public Health* 2002;92:1598-600.)

Unfortunately, insurance coverage for chiropractic still has a long way to go and is often flawed. In some cases, insurance companies make it nearly impossible for ethical doctors to collect payment. Or, they limit the number of visits to such an extent that patients will not benefit from the cumulative and preventive effects of chiropractic care. That's why many doctors of chiropractic choose not to file insurance claims.

However, these doctors work to make care cost effective for patients. In addition, patients benefit from reduced costs associated with improved health, such as eliminating the need for expensive medication. Regular chiropractic care may also increase work

performance and reduce missed work days due to illness.

The Proof Is in the Pennies

Chiropractic care is also proving to be more cost effective than traditional medicine.

For those who seek CAM in addition to more traditional forms of medical care, it is interesting to note that "CAM and chiropractic often offer lower costs for comparable results compared to conventional medicine." (*Chiro & Osteopath* 2007;15:2.)

The speed of recovery is one reason why chiropractic is so cost effective. One report found that "multidisciplinary, government-based studies in the United States and Canada determined that spinal manipulation is effective for treatment of lower-back pain and costs substantially less owing to greater speed of recovery." (*Am J Public Health* 2003;93:522-3.)

Chiropractic is also more affordable because it eliminates the need for expensive medication. When the cost of regular chiropractic care is compared with the costs, both physical and fi-

nancial, "of nonsteroidal anti-inflammatory drugs (NSAIDs) for the same or similar problems," chiropractic care emerges more effective.

"*The New England Journal of Medicine* called NSAID events a 'silent epidemic,' with an estimated 16,685 deaths a year attributed to these drugs." (*Am J Public Health* 2003;93:522-3.)

And, according to a 10-year, multicenter trial, researchers found that chiropractic care was significantly more effective than medical care, with 29 percent improvement when compared with hospital treatment. Patients who started with chiropractic care and continued found that chiropractic was overall more helpful than traditional hospital care (*BMJ* 1995;311:349-51).

Another study, which involved 60 doctors of chiropractic and 111 medical doctors, found that "acute and chronic chiropractic patients experienced better outcomes in pain, functional disability, and patient satisfaction." Findings from this study also showed that, in comparison with traditional hospital treatment, "chiropractic care appeared relatively cost-effective for the treatment of chronic LBP [low-back pain]." (*J Manipulative Physiol Ther* 2005;28:555-63.)

Stick With What Works

Stay on the cutting edge of health care with chiropractic. This revolutionary form of health care is becoming so popular because it's cost effective and it gets results. Spread the word!

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