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UNITED CHIROPRACTIC ASSOCIATION

ISSUE 65 | WINTER 2022/23

PRINCIPLES

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RECONNECTING
THROUGH
RESEARCH
Ryan Seaman

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Hate Selling But Want to Help More People and Make More Money?



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My Journey Into the Art, Science and Philosophy of Chiropractic



MEET THE UCA TEAM

YOUR UCA HEAD OFFICE TEAM AND CONTACT POINT



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CHIROPRACTORS

PRESIDENT'S REPORT



Welcome all to the Winter 2022/23 UCA 33 Principles Magazine.

Gratitude and service are two key elements that are often discussed when building the foundations of a successful practice, and one could argue they are the foundations of a fulfilling life. I felt it would be appropriate to open this edition of 33 Principles with an acknowledgment to Her Majesty, Queen Elizabeth II who served for over 70 years. Whilst the British monarchy can be a contentious issue for some, the dedication the Queen showed to a commitment made at the age of 21, during a turbulent and tragic time for her family, is miraculous in so many ways. The heat and glare of being in the public spotlight is a demanding place to be. Inevitably, there will be the odd misstep amongst all the great work and highlights. I think we can all learn a lot from her ability to self-reflect the highs and lows of everyday life.

Due to the GCC's draft educational standards review and consultation, I have spent more time on social media than I would ordinarily do. I am disappointed to see comments suggesting that the UCA and other Alliance members do not represent the memberships in the way some would expect us to do so. Let me assure each and every member that we robustly make the case for Chiropractic every time the need arises. Doing so however does not mean we always get our own way, nor does it mean others who are invested in the profession share our view or indeed even understand it. We know from members that regulation of the profession is something they wish to maintain and

as such it proves a challenging marriage to navigate; the Educational Standards Review highlights this.

I was fortunate enough to visit one of the UK educational institutions and get a behind-the-scenes look at the course structure, the concept and thinking behind it. I also gained a refreshing perspective that educationalists face from their stakeholders. I would like to thank Daniel Moore and Teesside for the opportunity and welcoming me for the day. Daniel has certainly embedded some exciting aspects to the course structure from integrating adjusting from the early years to external placements within Chiropractic practices. It was time well spent and provided me food for thought. In part because we know from the majority of members from all associations, that they would like to see a unified profession. To do that, we have to be able to have frank, honest, robust, respectful and transparent conversations. During this visit, I feel we both exchanged knowledge the other didn't have.

On my drive home, which was several hours and in the dead of night, a handful of things played on my mind. I love Chiropractic. I was fascinated by the concept of the nervous system's impact on a person's health from the moment that I met a chiropractor when I was 14 years old. Like so many of you, I have witnessed health miracles within practice that I cannot explain and with my own mother's passing at the start of 2020 from leukaemia, triggered in part by a tetanus shot, know that medical science is certainly nowhere near having all the answers. So, the problem therefore lies in how do we square this to a point where a middle ground can be struck? In my view, it is not by ignoring our history, nor is it by dismissing out-of-hand major premises upon which Chiropractic was based. Equally those of us insisting these remain cannot pretend this is an easy fit within a regulated healthcare profession. We have to work together to advance the profession and come up with solutions to problems posed. Indeed, I'm sure there is a multi-circle Venn diagram which has the tiniest of overlap points and I believe that if there is one group by name, membership and expertise that can hit it, it will be the UCA and our AUKC partners.

So, how to start? First, we need a solid base, a mandate and the right people.

As many of you will know, the UCA has recently purchased a beautiful new home in Hove. It provides significant security and longevity for the financial position of the association. This was a challenging feat and from the practicalities of getting it across the line, I would like to thank both Veronica Hope and Melissa Sandford for working tirelessly to complete the undertaking.

In the last few months, the UCA has surpassed 1000 members. This is an incredible achievement for an association which people have to make a conscious decision to join, based upon values they believe in and share with the organisation. Regarding having the right people, the experience not just within the UCA board but also the membership is superb. Sarah Graves-Wood has settled in brilliantly at UCA HQ and we welcome Max Beaton who you may have already seen on our social media. The engagement I have had personally with UCA members over recent times has been wonderful. It showcases the breadth and depth of talents within our membership, not just at an executive level, so I would like to thank them for their input. I hope to see many of them join the board over coming years as there will always be an inevitable change of the guard as time progresses.

The UCA and the profession has a bright future, and I am grateful and thankful for the opportunity to have my hand on the tiller for a while longer.

I hope you all have a wonderful festive season and a happy, healthy and prosperous New Year.



MARC MUNCILA
President, UCA



**I HAVE WITNESSED
HEALTH MIRACLES
WITHIN PRACTICE
THAT I CANNOT
EXPLAIN...**

STUDENT **REPORT**

CHIROBUDDY IS A HIT!

BY **CHRISTIAN CASWELL**



**CHRISTIAN
CASWELL**

UCA Student Liaison
Officer

We are pleased to report an increase in student members over the last year. This has been due to our consistent output of content each month on the ChiroBuddy program and our Growth Series.

We have also supported the largest number of first-year graduates taking out insurance for their first year in practice. This has been something that we have actively worked to improve via the creation of our 'Student to New Graduate' video.

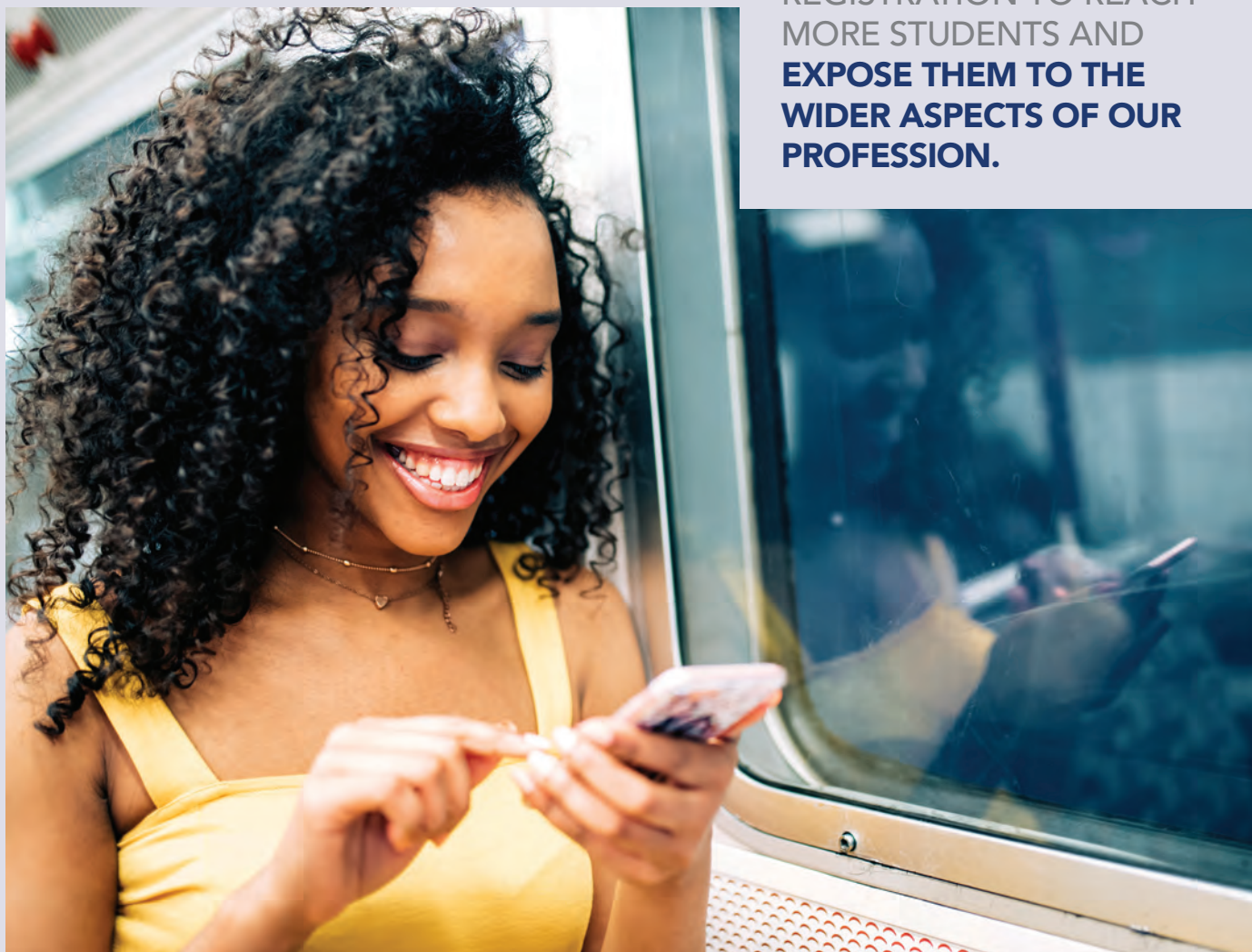
The ChiroBuddy program has hosted a great range of speakers over the year, and I would like to thank everyone who has contributed. We are going to run this again next year and already have speakers lined up. We aim to increase attendance and

registration to reach more students and expose them to the wider aspects of our profession.

We are looking forward to reaching more students, growing our student membership and consistently providing great content to help influence the profession from the inside out.



WE AIM TO INCREASE
ATTENDANCE AND
REGISTRATION TO REACH
MORE STUDENTS AND
**EXPOSE THEM TO THE
WIDER ASPECTS OF OUR
PROFESSION.**



CHIRO MEMBER NEWS

Jack and Nicola Cleeve

► Congratulations on your new baby. Ada Sophia Cleeve was born at 1202 on 11/07/2022.

Dad loved giving Ada her first adjustment and William loves his new baby sister!



Rebecca and Andy Mitchell

▼ Congratulations on bringing Lily Grace into the world on the 27th August.



Charlie and Karina Herbert

▲ Millicent Marjorie Cherry Herbert born August 13th, sister to Malon. A huge congratulations.

Katie and Callum Graham

◄ Congratulations on the birth of baby Arthur Thomas on 5th September weighing 11lb 12oz!



Christine and Rob

▼ Congratulations on the birth of baby Oscar – a big brother for beautiful Naomi.



Ed and Hayley Ballinger

▲ Welcomed Adelia Irena Ballinger into their family on 19th August. Congratulations to you both.

Sophie Rumbelow

▲ Congratulations on her wedding.

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GCC GUIDANCE ON CONSENT

BY PAUL MCCROSSIN B.APP.SCI (CHIRO)
HEAD OF PEER AND ETHICS

In July the GCC published an updated version of the 2016 guidance on consent. This appears to have partly been driven by some of the Fitness to Practice hearings of recent years. It is very important to read the new guidance, as you will need to review your procedures around consent.

The main principles remain the same in that for consent to be valid it must be voluntary; the individual must have enough relevant information so it is informed, and they must have the capacity to give consent. Consent is also an ongoing process and not a one-off event which means as you progress through care, you will need to gain further consent, such as when you introduce or recommend a different type of care, assessment or procedure. Consent can also be withdrawn at any time.

There are some notable areas where the guidance has been updated and expanded.

INTIMATE EXAMS AND/OR TREATMENT

The previous guidance from 2016 refers to removing a patient's clothing as does the updated guidance. However, the title of the section implies that in doing so such an examination or treatment is therefore intimate. This adds emphasis on how important it is to be respectful, of a person's privacy dignity, personal and cultural beliefs. Clear

communication is very important regarding what you are intending to do and why when it comes to disrobing for assessment or care and if you are contacting near intimate areas. A notable addition is the requirement to document that you have gained consent to disrobe a patient. This will help to protect you as a practitioner in the case of a complaint and consider adding a check box or section to your examination forms to record this.

CHAPERONES

Specific mention of offering a chaperone in relation to intimate exams and care is made in the updated guidance. This can safeguard you the practitioner as well as the patient. It is also recommended that any discussions and decisions about providing a chaperone be documented. This is particularly important if a patient declines a chaperone if you feel it is appropriate and you take the decision to continue an examination. There may be circumstances where you decide to not proceed with an exam without a chaperone for your own safeguarding. If so, this will need to be sensitively explained and documented. It may be a matter of the patient being a minor who you feel does not have the capacity to give consent due to their age and you need to have a parent or guardian present or if the patient is vulnerable in some way. It may be the case that a male Chiropractor routinely offers a chaperone to female patients as a courtesy and in most cases, this is declined. However, they are happy

to conduct an exam. In this case, it should be noted.

Safeguarding yourself as a practitioner is also an important consideration whether you are male or female. One of the advantages of an open or semi-open plan format is that it provides added safeguarding for the patient and practitioner. This does not generally apply however for the initial exam as in most instances they are conducted in closed rooms. I have been contacted by female members and/or their teams who have felt intimidated by male patients often regarding wanting to continue care or be cared by them. This is difficult to foresee and must be handled sensitively and documented. Do not be reluctant if you are uncomfortable caring for a patient to recommend or refer them to another practitioner either in your practice or outside, as you deem appropriate.

DOCUMENTING CONSENT

You may have noticed a theme in the guidance of documenting your discussions and actions. Whilst the previous guidance made recommendations on recording consent, the updated guidance is more specific in that it states that standard consent forms that do not detail what was discussed are unlikely to be seen as adequate. As such a simple sentence saying I consent to treatment or an examination is not enough. On the other hand, a full-page consent form that sets out difficult to understand statistical risk and references to research which is then presented to the patient at the end of the report of findings without a discussion can also be seen as inadequate. In my opinion something in between this for obtaining and documenting valid consent is ideal. Having an individual discussion with the patient and providing them with the information they need to give valid consent is the key point. A signature then confirms that this discussion has taken place. It is acceptable to have a standard statement outlining what you would normally discuss such as options for care, natural history, risks and benefits and care recommendations. If there is anything else discussed this can be added.



GAINING VALID CONSENT PROTECTS BOTH YOU THE PRACTITIONER AND YOUR PRACTICE MEMBER AND IT DOES NOT HAVE TO BE ONEROUS...

DISCUSSING RISK

Chiropractic care is very effective and inherently very safe with serious adverse events being very rare. It is naturally easier to discuss the benefits however we must also inform of any risks even if unlikely for consent to be valid. The *Montgomery v Lanarkshire Health board* case in 2015 made it clear that healthcare practitioners must disclose what would be seen as “material” or important to the person by any reasonable person in their position no matter the risk. We should not be afraid of discussing the risks to care and of not having care as most patients that have had medical care will have had experience of such discussions and will be expecting it. In relation to Chiropractic care, benign transient effects are more common such as soreness. By explaining to patients that they may experience more common responses to care such as soreness, tiredness, headache or feeling lightheaded then if a patient experiences any of these symptoms then they are less likely to complain and be distressed. It can build trust in that you have foretold how they may feel.

The Royal College of Chiropractors have a useful summary of the possible adverse effects of Chiropractic care.

When discussing the probability of a risk occurring it is best to use a combination of numbers and words as patients can attach varied meanings to words such as rare or common. The Royal College of Obstetricians and Gynaecologists have a useful risk table in their patient leaflet on discussing risk.

Verbal Description	Risk	Risk Description
Very Common	1 in 1 to 1 in 10	A person in a family
Common	1 in 10 to 1 in 100	A person in a street
Uncommon	1 in 100 to 1 in 1000	A person in a village
Rare	1 in 1000 to 1 in 10,000	A person in a small town
Very Rare	Less than 1 in 10,000	A person in a large town

The risk of serious adverse events from Chiropractic care are so rare it is hard to quantify however based on the above table they would be in the “Very Rare” category.

Gaining valid consent protects both you the practitioner and your practice member and it does not have to be onerous as it is something we will all be doing already. In view of the updated guidance review and refine your procedures, and implement them. It will soon become second nature and remember consent is a conversation that should not be difficult however done well it will prevent more difficult conversations later on.



PAUL MCCROSSIN

Paul McCrossin has been in practice since 1995 and is a past President of the UCA having been a member of the executive since 2001. As head of Peer and Ethics he provides advice on avoiding and managing complaints and is regularly instructed to provide expert opinion in fitness to practice hearings. He was UCA Chiropractor of the year in 2010 and recipient of the Stuart Rynsburger award for service to Chiropractic in 2022.

CHIROPRACTIC CARE IN MY COMMUNITY



CHIROPRACTIC EDUCATION NEEDS TO REACH OTHER DEMOGRAPHICS IN THEIR NATIVE LANGUAGES.

BY TARVEEN AHLUWALIA

After 15 years of being a serial Associate, I bravely decided to start a side hustle in West London, in June 2020. In hindsight, it was a bold move in the midst of a pandemic. I rented a room part-time and started treating a handful of people I knew. In the beginning, I didn't feel it was appropriate to advertise my services, I was mindful of who came into the practice as COVID was rampant within the local vicinity. I focused on each patient exceeding their expectations and trusted that if they benefited from care they would refer their loved ones, which they all did.

I started noticing that most of my referrals didn't know about Chiropractic. When I asked about prior care they were visiting a few 'usual suspects' in the community, the Instagram influencer claiming to be a Chiropractor/Osteopath/Physiotherapist but not registered as any of the above, a second generation healer providing services near a local house of worship, and a manual therapist working out of a beauty salon. The common complaint being lack of improvement of what the patient was seeking help for and feeling taken advantage of by someone who is not properly qualified in anything.

Last November I received over 10 referrals that had visited one of the above "providers" in the community. I decided I needed to come out of isolation and start promoting Chiropractic within the



Punjabi community. My practice is located in an area with a large south Asian demographic. According to the 2011 UK census, Punjabi is the third most spoken language in this country. Fortunately, I am bilingual in Punjabi and can comfortably communicate in Hindi and Urdu as well.

Initially, I considered a radio advertisement for my services, however, radio advertising is very expensive. At a fraction of the cost was an opportunity to do paid radio appearances. I used to appear on the radio regularly when I practiced in Calgary, Canada so I had previous experience. To begin with, I decided to do a six-part health series at the beginning of 2022. I polled my patient population and asked which Punjabi radio station I should approach. The charitable ethos of Panjab radio aligned with my values and they were very open to having a Chiropractor on air. Panjab Radio has approximately 400,000 listeners per hour. The first week I started by introducing Chiropractic, the response after that show was overwhelming. There were over 50 inquiries from all over the country. The following week as soon as we went on air phone calls started flooding in and we spent 2 hours answering questions about how Chiropractic could help with various musculoskeletal problems.

After that show the host/owner of the radio station asked if I would be interested in a monthly radio appearance, to which I agreed. Over the last five months the number of people who have come to our clinic from all over the country has been incredible. This increased awareness has motivated me to step out of my comfort zone and do postural screenings at community events like Mela's (festivals), mini-shopping bazaars, cultural events and religious events.

In hindsight, I regretfully admit I have not been a huge fan of spinal screenings, all sorts of negative connotations come to my mind. However, when it comes to expanding my reach in sharing the Chiropractic message to the Punjabi-speaking community, I had the option of considering modern-day social media/SEO marketing or traditional radio/in-person events. These initiatives have allowed me to organically plant seeds of health education. In the South Asian community word of mouth referrals, powered by the *Auntiepreneur/Unclepreneur* phenomena (much to the younger generation's disdain, older Asian men and women who enjoy making other people's personal and professional business their own to share) has served our practice well, it is light years ahead of social media platforms and much more cost-effective.

We have been humbled with the response of people that have come through our clinic for treatment and the improvements in their lives. These individuals in turn have introduced other places and events where we promote Chiropractic care to the community.

I feel in the South Asian community, appropriate health advice is often limited and not delivered by professionals that are appropriately regulated. With the growing diversity of population in the UK, Chiropractic education needs to reflect that and reach other demographics in their native languages.



**TARVEEN
AHLUWALIA**

Tarveen graduated from Palmer West 2004, practiced in USA, Canada and UK for the last seven years.

She currently owns a private practice in Hayes, Middlesex.

THE UNFAIR ADVANTAGE IN CHIROPRACTIC

BY DR. AARON MORRIS

The questions in our lives determine the quality of our lives. Which questions, and whose are determining the quality of yours?

“I have no idea what she just did, but I know that I want more of it.”

“I don’t know what he’s doing, but I know that I want my loved ones to have it too.”

“Why hasn’t anyone told me it’s possible to feel this good?!”

Are those the dominant thoughts repeating in the heads of your patients every time they get up from your table? What if they were?

How would it feel to have absolute confidence in yourself to deliver life-changing adjustments every time you step up to the table? How would it feel to have a practice that is fun and fulfilling, that grows naturally and easily from the inside out because you know that you know that your people will get great results under your care?

For most chiropractors, that’s not reality. We feel stuck in practice. We know something is missing, but we suffer a paralyzing knot of anxiety. Our patients don’t ask those wonderful questions, and we end up asking ourselves far less empowering ones:

“Where is my next new person going to come from?”

“Will they start care?”

“Will they get good results?”

“How can I keep them under care?”

Many chiropractors experience a deep void in their practice life; they just don’t know how to be ‘successful’. This void has created a huge demand for coaches and consultants who have flooded the market with products that promise to teach the perfect Day 1, Report of Findings, and retention scripts that will get people to start and stay under care forever.

Some of these products are great! They help chiropractors get busier in practice because they propose the right things to say and do in order to influence people to make better decisions. This is valuable, but I wonder if it’s enough and if it’s sustainable.

Procedures are important pieces, but they’re not the entire picture. What if we’re forgetting the central piece of the puzzle? What if there were a piece that brings about healing and turns practices into magnets that people love going to?

That thing exists. It’s deceptively simple and powerful, and all the greats have tapped into it since the inception of our profession.





My partner at Syntropy, Dr. Patrick McMahon, and I were fortunate enough to be shown this missing piece as young chiropractors. Our past 45 years of combined efforts have been spent obsessing over it, bringing it to our practices, and eventually creating a framework to teach it to over 7000 chiropractors around the world. Here it is: **our success in practice lies in our ability to help move people out of a state of threat, into a state of ease.**

People seek our care for many reasons: usually pain or other health problems that stop them from living a great life. Most of these issues are caused by their nervous systems being chronically amped up and locked into an inappropriate state of stress. People are more disconnected, more rushed, and more stressed than ever. Their lives are chaotic. They're living in emergency mode, simply trying to not drown. They stay glued to their desk, ignoring their bodies' natural urge to get up and MOVE. Because it's socially unacceptable to sprint around the office to dissipate their nervous energy, they put on a happy face and act as though everything is fine. One foot on the gas pedal and the other on the brakes, this is the picture of modern subluxation. It is reported that 90% of all medical visits are due to chronic stress and poor habits: it's obvious that living in emergency mode is incompatible with our health.

Excellent chiropractic adjustments are the answer. The main effect of adjusting somebody is to help them move out of threat and into ease. This shifts them into a healing state where they're more resourceful, more connected, and more at peace, resulting in a better overall life experience.

In order to effectively move our people from threat to ease, there are two things we must consistently do well. And when we do, we have an Unfair Advantage:

Masterful Adjustments. This means having the absolute confidence that you can deliver the undeniable experience on the table on command, every time, without fail. Being able to do this requires a lifetime of training.

Drop In. This is primary. It involves working on yourself so that you're able to be so present and so coherent that people innately want to be around you.

Being Dropped In is a state of ease. It's staying in the present moment, maintaining clear and coherent energy, keeping the front of our body open, and staying aware of our state. This deep awareness engenders trust and allows for enhanced perception when we are checking and adjusting people. Most of our patients come in with aches and pains, but what they're really after is peace. Dropping In and staying Dropped In allows them to get there.

In order to help somebody move out of threat and into ease, we need to be in that same state ourselves. Why?

Our prime motivator is safety. We constantly scan our environment for threats, consciously and unconsciously. The basic question is, "Am I safe?" This non-stop scanning, combined with an overactive sympathetic nervous system, creates a barrier of distrust between us and the people we take care of. Our first job is ensuring our people feel safe, which cannot be faked. The best script in the world is rendered useless if you are unable to energetically transmit safety to your people. They need to feel that they're safe with you, not threatened by you. If you're in a rush, feeling stressed, have a knot in your gut, tight hands, worried they won't like you, worried they won't start or continue care, then they will perceive you as threatening. A lack of personal awareness and a lack of being Dropped In will cause the interaction to fail. Their threat detector will go off and they'll move away from you. They're looking for order and certainty in a chaotic world. If they don't find it, they'll keep looking elsewhere.

On the other hand, people are innately attracted to us when we're clear and coherent, even though they might not know why. They simply want to be around us, and they want those they care about to be around us. While this may sound incredibly esoteric, there are easy and practical ways to work on Dropping In that can and must be trained.

When we're consistently able to be present and when we know, without a doubt, that we can deliver the goods every time we lay our hands on somebody, our scripts, communication and procedures are that much more powerful. Miracles are the norm and growth happens easily and naturally. I am convinced that this is the path to creating more joy, fulfilment and true success in practice.

No matter where you are in your journey, or what technique you use, Syntropy Chiropractic Training exists to help you get better than you ever thought was possible.

IT IS REPORTED THAT 90%
OF ALL MEDICAL VISITS ARE
DUE TO **CHRONIC STRESS**
AND **POOR HABITS.**



**AARON MORRIS,
D.C. (CO-FOUNDER
SYNTROPY):**

After graduating from Life West 20 years ago, Aaron moved to Barcelona, where he built one of the busiest family practices in Europe. In 2012 a near-fatal illness inspired Aaron to transform his life. He now runs a simple and joyful 'Zen Practice': a low-overhead, high-fulfilment chiropractic centre. Aaron has a gift for connecting with people and bringing out the best in them.



**PATRICK
MCMAHON, D.C.
(CO-FOUNDER
SYNTROPY):**

Is a graduate of Parker College of Chiropractic and currently practices in Barcelona. A self-professed chiropractic nerd, Patrick is a consummate student of anything chiropractic. Equally fascinated by science, philosophy and art, Patrick has a gift for synthesizing differing world views.





SYNTROPY
CHIROPRACTIC TRAINING

MOST CHIROPRACTORS ARE BORED, BEAT UP, AND BURNT OUT...

- Do you ever feel that your patients are underwhelmed?
- Are you consistently getting internal referrals?
- Are you wiped out, sore, or even hurt after a busy day?

IT DOESN'T HAVE TO BE THAT WAY!

- Make **miracles the norm**, rather than the exception!
- Watch your **referrals explode**, when patients feel the difference!
- **Feel energized** at the end of the day + add years to your career!



**JOIN OUR TRAINING AND LEARN TO DELIVER THE
UNDENIABLE EXPERIENCE. EVERY TIME.**



Heathrow | June 9-11, 2023
Full Spine + Occipital Lift

+7000 Chiropractors Trained | +100 Events | 45 Years Experience



LUMBAR OBLIQUE PLANAR X-RAYS

**BY MRS NATALIE THRING, BACH APP SCI MRT(DR)
RADIOGRAPHER BY TRADE AND DIRECTOR
OF RADIOGRAPHIC QUALITY MANAGEMENT
SERVICES LTD**

LUMBAR X-RAY REFERRAL

In primary care, lumbar acute low back pain is not routinely imaged unless red flags like radiculopathy or spinal stenosis and back pain associated with progressive neurological deficits are present. For more information regarding red flag signs and symptoms, please see the current online NICE guidelines regarding conditions of particular concern and related red flags, which can require urgent MRI referral instead of planar x-ray imaging.

Chiropractic use of x-rays incorporates considerations such as measurement of physiology and planning of suitable treatment, identification of any contraindications to physical manipulation and the diagnosis of any underlying conditions in spinal pain presentations (such as 0.2-6.6% incidence of fracture or 0.2-3.1% incidence of other serious pathology). The more experienced chiropractors working with x-ray

may well also have experienced identifying significant unsuspected pathologies in patient x-rays in the absence of any presenting red flags...

Chiropractors must comply with the Ionising Radiations (Medical Exposure) Regulations 2017 Regulation 11 and are required to use their own clinical experience to determine when imaging will be justified, considering when imaging outcomes are likely to impact on clinical management, if there is recent relevant imaging available, and what type of imaging is most appropriate (and if the medical exposures to x-ray ionising radiation can be avoided where MRI is appropriate for example) to comply with professional good practice standards.

It should be determined that the conditions under investigation cannot otherwise be detected using non-ionising diagnostic techniques, such as MRI, US or blood tests before resorting to the use of x-ray exposures for diagnosis. Reference to the employer's referral guidelines in each facility is also advisable as well as any iRefer from the Royal College of Radiologists where that specifies relevant referral criteria.

REFERRING LUMBAR OBLIQUE X-RAYS

This view, used for pars interarticularis demonstration, will not often be performed in modern hospital imaging departments – there is a preference for cross sectional imaging modalities such as MRI or CT, and where MRI is diagnostic, it is of course the preferred modality of choice so as to avoid any unnecessary ionising radiation exposures.

While the preference might be use of MRI where practicable, if there isn't expedient or affordable access to MRI scanning, then the pars interarticularis anatomy may still be a suitable reason to refer for planar x-rays. If referring your patients to other another chiropractic clinic for lumbar x-rays, rather than a hospital for MRI, you may still wish to indicate "± Obliques only if required" following review of the routine Lateral projection, which may provide the required diagnostics. This may help avoid

unnecessarily increased ionising radiation dose.

As always for any direct primary beam irradiation of the pelvis, also consider possible pregnancy status for any patient of childbearing age, where this is relevant.

OPTIMAL EXPOSURE FACTORS

With the obliquity of the body, the thickness of the patient increases; the primary radiation beam must pass through more tissue. If the kV is kept the same, then the optimal mAs will thus need to be higher than that selected for the PA/AP view to maintain an optimal image quality.

If higher contrast bony details are desirable, the kV should be dropped to 70 – 75 kV. This would require a corresponding increase in mAs to maintain optimal image quality. Refer to the local DRLs for direction on set mAs based on thickness and then multiply by the factor shown below if also choosing to reduce kV.

Table 1: Required increase in mAs (if lowering kV selections)

Original kV 80	Selected kV	Increase mAs by factor of	Original kV 85	Selected kV	Increase mAs by factor of	Original kV 90	Selected kV	Increase mAs by factor of
	70	1.3		70	1.5		70	1.7
	75	1.14		75	1.3		75	1.4

Example: If the indicated factor above is 1.3, then 130% as much mAs will be required to achieve equivalent transmission at the lower kV.





then the articular facets form an angle of 30 degrees to the midsagittal plane. If the region of interest is higher in the lumbar spine instead, only then the steeper angle of 45 will better correspond with the interarticular facets¹⁴ for a normal patient.

Usually, the inferior lumbar spine is of more interest for the oblique view, with L5-S1 being the most common site for spondylolisthesis (and L4-5 being the next most common¹⁵).

A 30-degree radio-lucent sponge positioned between the bucky and patient may assist in obtaining the required angle while utilising the posterior oblique view. Lean the patient against this sponge so it is held in space if used, but also position the feet shoulder width apart for a stable base of support and ask the patient to breathe in, then breathe out and then hold their breath out for the duration of the exposure.

RADIOGRAPHIC ANATOMY AND PATHOLOGY

The neck of the “Scottie dog” is the pars interarticularis. If this “Scottie dog” appearance is achieved, then a fracture in that anatomy looks like a dark collar around the neck of the dog. The ear at the top of each level is formed of the superior articular process and the front leg from the inferior articular process. The nose is formed by the transverse process and the eye is formed by the pedicle end on.

Diagram 1: “Scottie Dog”

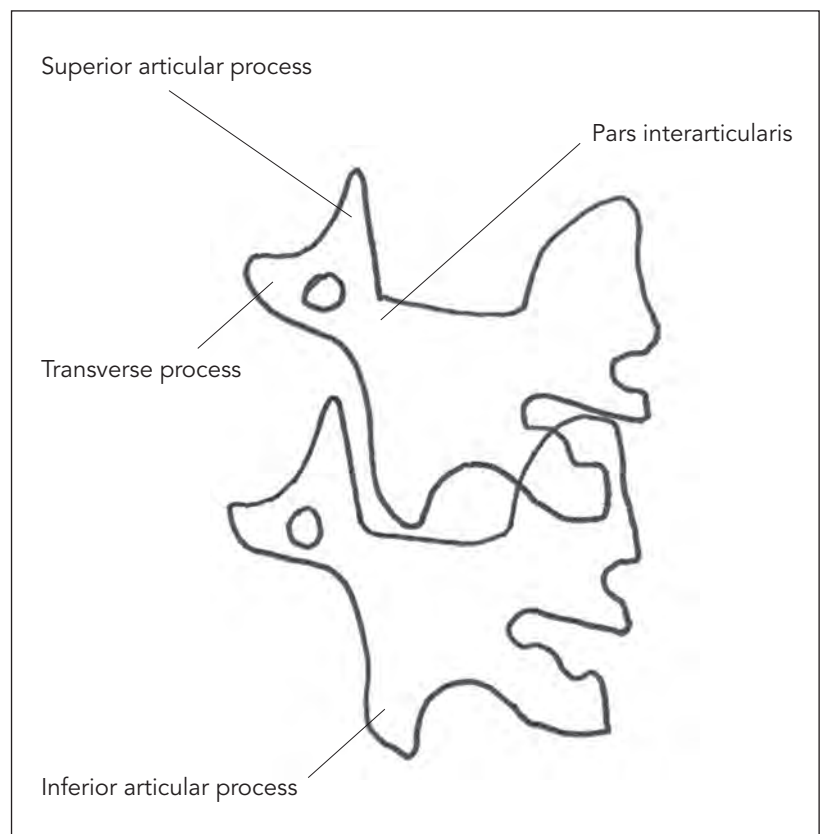
CENTRING, POSITIONING AND COLLIMATION

To avoid significant magnification of the anatomy, use a Right or Left Posterior Oblique (RPO or LPO) where the posterior aspect is in contact with the bucky and the side closest to the detector is being imaged. If using anterior obliques instead the raised side will be imaged and there will be significantly more magnification¹¹.

Collimate to at most a 15 cm wide and 30 cm long field of view on the bucky panel front. Shorten the length of the collimation where limited vertebral levels are required for diagnosis. This will significantly reduce scattered radiation and aid in improving resolution and thus image quality and diagnosis¹².

If conducting the exposure in this posterior oblique orientation, centre in line with the middle of the clavicle on the raised side laterally¹³. Centre vertically on L3 to demonstrate L1-L5 or lower to demonstrate only L3-L5 with a tighter collimation field.

When aiming to demonstrate zygapophyseal joints, the angulation required does vary depending on the presenting patient physiology, but between 30-45 degrees can be taught for positioning. If the anatomy of interest, in a patient with normal curvature and angulation, is the lower lumbar levels,



Pars interarticularis defects relate to spondylolysis and/or spondylolisthesis – if the neck of the Scottie dog has the appearance of wearing a collar with a dark radiolucent strip evident, then a pars interarticularis defect can be diagnosed¹⁶.

If the desired “Scottie dog” is not apparent on the planar image, with a failure to demonstrate the interarticular surfaces well, then the patient position may need to be adjusted to improve visualisation as follows.

Table 2: Required re-positioning if poorly demonstrated

Appearance	Corrective Action
Pedicle (eye) is too far anterior on the vertebral body and the transverse process (nose) appears elongated	Patient not obliqued enough – steepen angle to achieve required positioning
Pedicle (eye) is too far posterior on the vertebral body and the transverse process (nose) appears shorter than it should	Patient too far obliqued – reduce angle to achieve required positioning

LIKELY DOSE DETRIMENT

Imaging departments performing a non-ionising MRI cross sectional scan will have no radiation dose detriment.

It has been demonstrated that spinal imaging of an average patient of 70 kg ± 20 kg can produce patient effective doses of around 0.2 – 6.0 mSv for a standard hospital lumbar spine exposure. For the average middle-aged patient, this will result in a dose of 1.3 mSv¹⁷ which is equivalent to an additional lifetime risk of cancer of 26 millionths to the exposed patient; if of reproductive age, there is also an additional five in a million risk of some heritable effect being passed onto the next generation.

Using the same risk calculations based on likely ESD calculations, a well optimised chiropractic spinal facility using an efficient modern detector would be expected to have an effective dose of around 0.5-1.0 mSv for a two view Lumbo-Pelvic exposure.



WHILE THE INCREASED RISKS TO THE PATIENT ARE SMALL FOLLOWING USE OF THE LUMBAR SPINE OBLIQUES, IT IS MEASURABLE.



Table 3: Lumbar x-ray view doses and risks for patients around 70 kg ± 20 kg

Smaller patient habitus			Larger patient habitus		
View / thickness	ESD (mGy)*	Effective dose (mSv)**	View / thickness	ESD (mGy)*	Effective dose (mSv)**
AP / 17 cm	0.32	0.070	AP / 25 cm	3.63	0.470
LAT / 25 cm	1.14	0.251	LAT / 34 cm	6.74	0.992
OBL / 29 cm	0.53	0.117	OBL /	2.39	0.526 x 2

* ESD: Entrance Surface Dose (one way to measure directly administered dose)

** See reference factor for Lumbar x-ray projections in HPA-CRCE-028 Table 7 page 18.

If utilising two additional oblique views the patient effective dose may be an additional 0.2 – 1.1 mSv, or a total increase in dose of up to 173%. This takes the total additional lifetime risk of cancer for four views from a factor of 0.000026 up to a total factor of 0.000045 for the average patient. In comparison to an expected cancer rate of 1:2 in the modern population (a factor of 0.5) the total dose would still be considered to be “very low” as for the first two planar x-rays alone¹⁸.

Utilising an anterior oblique view, where the front side of the body is in contact with the bucky panel front, the gonad doses are reduced by 13-22% for the ovaries or 54-66% for the testes¹⁹ and so have a lower increase in the total effective dose to the whole body. While this view will result in a lower effective dose than for the AP view, there will also be visible magnification of the spinal anatomy.

CONCLUSION

With oblique lumbar spine imaging producing a measurable increase in radiation detriment, the lateral lumbar projection should first be utilised for the initial attempt to diagnose any visible pars interarticularis defects, when MRI imaging is inaccessible and x-ray diagnosis is required.

While the increased risks to the patient are small following use of the lumbar spine obliques, it is measurable.

If Lumbar oblique views are required for diagnosis after an initial review of the Lumbar Lateral x-ray, then steps to ensure well optimised diagnostic potential and minimised dose / potential risks are as always required. Collimate views tightly, and ensure the kV is selected for optimal contrast and the mAs is accurately adjusted for patient thickness, considering the optimal signal to noise ratio on the digital image.



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NATALIE THRING

Natalie Thring is invested in working with the chiropractic industry to support clinical safety for patients requiring x-ray imaging. She specialises in compliance documentation and clinical auditing solutions. Natalie is also a radiographer and radiation specialist, working with certified RPAs/MPes for over 16 years. She provides health and safety update training, dose and image quality optimisation, and other quality management services.

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3 THINGS I LEARNED FROM SIGAFOOSE

BY DR. STEW BITTMAN

I am incredibly honoured to write this article for the UCA Magazine due to my connection with this organization and some of its long-standing members. I spoke at the 1st and 2nd (ever) Chiropractic Essentials Seminars, way back in 2000 and 2001.

I was only allowed to speak in 2000 because my friend and mentor Dr. Jim Sigafoose insisted on it (I apparently earned my way back onto the program the following year).

It seems fitting to dedicate this article to “Sig” by sharing some of the things he said and taught that’ve made a huge difference for me, both in my practice and my life. May they do the same for you.

1. “ACT AS IF”

Sig frequently told a story about a time when he was 8 years into practice, seeing 17 people per day (please note: I’ve had a long dislike of the term ‘patient’). A salesperson came in and Sig said he didn’t have time for a sales pitch because he was seeing 80 people a day. The man left and Sig went back into his office. He started to think about adjusting 80 people a day and what that would mean, including the opportunity to feed his family.

From that moment on, he started thinking, acting, speaking AND FEELING as if he was seeing 80 people a day. If someone at a seminar asked him how many people he was seeing, he’d say 80, because that’s how many he was “seeing” (he always said that

if they’d asked him how many he was adjusting, he would’ve said 17, but they never asked him that).

He not only visualised 80 a day, but he also worked his procedures around 80, and he actually moved his body through the process of adjusting 80, including speaking to them, hugging them and scheduling new appointments for them, even though only 17 were actually there in physical bodies.

As you may have already guessed, it was only a matter of a few weeks before all 80 were there in their physical bodies. He kept increasing the number he was “seeing”, and reality kept catching up, until he had the biggest solo practice in the world, adjusting 500-600 people per day.

You might think that adjusting phantoms is crazy. You certainly might not want to take care of 500-600 people per day. But for me, his approach was a beautiful expression of the “act as if” principle. I used pretty much his exact formula to create my own dream practice.

My daughter Ari, who was perhaps 6 or 7 years old at the time, saw me adjusting folks who weren’t there, and from then on, she insisted that I adjust the troupe of imaginary friends that she had at the time. She would sign them in, and I would give each one all the love and presence I could muster – 3 visits per week.

As Sig would say, whatever it is we want to achieve, we have to see it first in our mind’s eye; we have to BE that kind of person in our consciousness 1st, before we can actually DO and HAVE it.



STEW BITTMAN

Dr. Stew Bittman is beloved in the chiropractic community around the world. He has spent 40 years in chiropractic, practising for 24 years (12 of those with a box on the wall), and more recently coaching, speaking and leading workshops. Stew spent 15 years learning, travelling, speaking and teaching alongside the great chiropractic leader, Jim Sigafoose, and since then has brought his own unique brand of wisdom and love to the chiropractic world. In addition to being one of the most perennially popular speakers at ChiroEurope and at the In8 Summit in Australia, Stew is the creator of the "Chiropractic from the Heart" workshops, which have opened the hearts of thousands of people internationally and taught them that true success starts with a free and open heart. Stew also does a weekly podcast called "Stew-on-This", sharing his life experiences and his love for mankind through messages of wholeness, peace, love, compassion, support, and humour.

2. "LET INNATE RUN THE SHOW"

B.J. Palmer was a huge mentor for Sig, though they never met in the flesh. One of B.J.'s later books is titled, "Giant vs. Pygmy", referring to Innate Intelligence vs. Educated Intelligence. You can clearly see which one B.J. preferred to depend upon, and Sig passed this teaching on to us. He always called it, "Innate." It's fitting that he and Innate were on a first-name basis.

Jim Sigafoose lived this principle as well as taught it and inspired me to do the same. For instance, whenever we traveled together to a new city, he wouldn't let me ask for directions to a cafe, he'd make me follow my gut (or perhaps my nose) to find it.

He was big on Innate "thought flashes" and visions that came to him, and he shared many stories about amazing things he manifested in his life that were first revealed to him from within. He encouraged us to meditate, journal, listen to the "wee small voice", and then to act on those things before we intellectually talked ourselves out of it.

I've followed this teaching religiously and as a result, I've been able to make a series of bold, beautiful and seemingly crazy choices in my career, such as doing the "box-on-the-wall" for the last 12 years I practiced.

Folks, unless you're already living it, the practice and life of your dreams hasn't been created yet. Since you'll never find the instruction manual outside of yourself, perhaps it's time to start letting Innate run more of the show. That's exactly what Sig would've said.

3. "IT DOESN'T MAKE ANY DIFFERENCE"

As opposed to #s 1 and 2 above, I never heard him say this phrase onstage, but he said it often, especially in reply to someone's request for guidance on an obstacle or challenge. When it was me with the obstacle or challenge, I didn't always appreciate this reply, but he was always right.

I'm pretty sure his intention for saying it was to remind us to not "sweat the small stuff", and that just about everything is small stuff. He was reminding us to keep our focus on what really makes a difference: love, serving, family, friends, fun, etc. He was reminding us that we tend to get bogged down in minutia, over-thinking and over-analyzing and we are considerably weaker as a result.

But there's something else implied in the phrase "It doesn't make any difference" that has made the biggest difference in my life, whether Sig meant it this way or not: IT doesn't make any difference, but YOU and I DO! As Ralph Waldo Emerson said, "What lies behind us and what lies before us are tiny matters compared to what lies within us."

Sig's simple words taught me that you and I are bigger than the circumstances, the appearances, the fears and the obstacles!

You and I make a difference simply because we hold an intention to serve through chiropractic. You and I make a difference with every moment we spend expressing or experiencing what really makes a difference: Innate. When we let Innate run the show we tend to experience and express love, joy and peace – and those always make a difference.

You make a difference with every adjustment, and with every word and act of kindness and connection, because you help strengthen the web of love that connects us all and is more real than 99.99% of the small stuff, we get wrapped up in.

If we all knew we made more of a difference than we tend to think, we'd have a much fuller gas tank for practice and life and all the inevitable bumps and forks in the road. We'd be making more empowered choices based on our highest values. We'd be less moved by fear and rhetoric and more by love and inner guidance.

I can't think of anything that would've made Sig happier or would have a greater impact on chiropractic and the world.



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HOW TO CREATE RAVING FANS

BY SARAH WALLER

If you are a chiropractor and a practice owner, I salute you. Taking care of patients is a commitment and takes a lot of mental bandwidth. But as you know, a new world of responsibility opens when running a practice; from staff to marketing, finance, customer service, data protection, the list goes on. I'm sure the appearance of my grey hairs that my husband loves to spot have been accelerated since running our practice and becoming a chiropractor! But with all that aside, it's worth it. Running a practice is rewarding and provides an incredible opportunity to help people with their health, in person and from afar.

But is there more you could be doing to help people with their health journey? To not only highlight the importance of all things chiropractic, but to support that process with other areas of health?

There certainly is, and what I will be sharing has the potential to help you support people on a different level, enhance your practice and make you stand out from the rest.

SO, HOW DO YOU STAND OUT?

The art of writing. I know that word will make many of you recoil and want to stop reading. "Writing?! I didn't train to become a chiropractor to spend more time writing!" I hear you, but please bear with me, I'll explain what I mean.

Writing allows you to connect with people whilst they are at home in their slippers with a cup of tea in hand. It enables you to offer value, without physically having to spend more time with the person, and helps to build trust and create a community, resulting in your patients raving about you and your practice to their friends. Writing can also enhance your retention, because your community are engaged and inspired, and it allows you to remain at the forefront of their minds even if they stop caring.

HOW DO YOU CREATE THIS IMPACT?

Through a blog. A blog is an excellent way to communicate. It usually forms a page on your website and is aimed to offer readers insight into areas that can help them. If it is updated regularly with relevant information, it enhances the searchability of your website too (formally called Search Engine Optimisation or SEO), and according to branding experts at Blog Works, research shows that companies who blog actively have 126% better lead growth.

You may be wondering why that is important. Well let's say you have written a blog on 'back pain', and someone is searching for a health care provider in your area, by typing in 'back pain'. The search

engine is more likely to present your page first over your neighbours. They will then take the time to look at your website, including your blogs. Before deciding, it is reported that 47% of people will go through 3 to 5 blog posts before getting in touch. If you have added value, it means a new patient for you, and an opportunity to change a life.

The good news is that writing a blog doesn't have to be complicated but there are certain things to consider.

HERE ARE 3 WAYS TO MAKE YOUR BLOG STAND OUT:

1. CONSISTENCY: We all know if people stick to a regular schedule of care, they get better results. And the same is true for writing a blog. Imagine if you were exploring a new service, you would likely check out their website to see what they are about. Your blog is an integral area that new customers will look at, they want to see what you offer. It also provides an opportunity to give value before they step through your door or make contact. This is why consistency is key. I see so many sites where one or two blogs have been written, and then it stops. Years pass by and nothing has changed. But if you really want to maximise your impact, weekly is the way to go.

2. BE CLEAR AND GET TO THE POINT:

When it comes to topics, think of frequent questions you get asked and conditions people come in with. Words are wonderful, but they can cause confusion if not used right, so be sure to stay on topic and get to the point. Bullet points and lists are helpful tools to use when providing tips. We are blessed to be in a profession that encompasses health, and that provides so much to talk about. But like any other content, if you are writing about specific conditions and how chiropractic can help, be sure to stay within the guidelines of the Advertising Standard Agency (ASA).

3. MAKE IT HUMAN: Yes, we are health care providers and need to be professional, but it doesn't mean you need to sound like a robot or bombard people with words that make their heads hurt. Make the blog relatable by adding stories, keep it light-hearted and dare I say it, even fun at times! People want connection and to see that you care. Something that can help is to write like you are speaking to a friend.

Once you have written a blog, the amazing thing is, it is more than just a blog. It can be used in multiple ways to save you time and enhance your reach.





IF YOU ARE NEW TO BLOGGING, I ENCOURAGE YOU TO GET STARTED TODAY.

MAXIMISE YOUR CONTENT WITH THESE 3 STEPS:

1. WEBSITE: As I have already covered, create a 'blog' page on your website and keep it updated with your latest blog. Given enough time and consistency, you will have created a resource section that is valuable to existing and new patients.

2. SHARE IT VIA EMAIL: If you have an email list, share the blog with your community so they are the first in the know. If you don't have an email list, I encourage you to create one. You take care of people each day, all of whom will likely provide an email address. However, in line with data protection regulations, make sure you get their consent to 'opt in' to receive additional emails as technically it is marketing (an easy way to do this is creating a section on their health history form when they first visit your practice, but it can be done at any stage).

3. REPURPOSE THE CONTENT: Your blog is full of content that can enhance people's health. Take some of the information, along with a photo that would be relevant, and share it on other platforms, such as Facebook and Instagram. This provides another opportunity to engage with your community, and if you have done the hard work of writing the blog, you might as well use it to its full potential.

Writing a blog does take time and effort, there is no way around it, but I know first-hand how valuable it can be, which is why I am so passionate about writing and helping you get started. Sharing weekly blogs has accelerated our practice, but more importantly, has impacted the health of others, achieving far more than what could have been done by only taking care of people in person. I promise you, if you start blogging consistently, you will have members of your community looking forward to your emails, and they are the ones who will keep you accountable if you miss a week! A good problem to have, and a sure sign of a raving fan.

If you are new to blogging, I encourage you to get started today. If you have a blog that is currently dormant, bring it back to life!

Head over to www.sarahwaller.com/uca where you can get access to a FREE blog to get you started and learn more about my 'done for you' Blog Service to save you time and help you stand out from the crowd.



SARAH WALLER

Sarah is a chiropractor and creative writer. The founder of 'Thrive with Writing', her passion is to help others thrive through writing and shared experience. Thrive With Writing is a done for you blog and newsletter service that is bespoke for the chiropractic profession. If she is not writing you can often find Sarah reading, exercising or enjoying the great outdoors with her husband Tom and dog Zorro.





THE AUSTRALIAN SPINAL RESEARCH FOUNDATION

RECONNECTING THROUGH RESEARCH

BY RYAN SEAMAN

We've had an amazing and productive year here at the Australian Spinal Research Foundation (ASRF). The COVID-19 pandemic has had a significant impact on our community, with a variety of challenges being faced by our members, researchers and supporters, not the least being a loss of connection. However, our tribe around the globe is nothing if not resilient, and we are delighted to see things returning to some equilibrium. We have an amazing team, consisting of a dedicated, voluntary Board of Directors and a group of colleagues with great passion and commitment.

The UCA and its members have supported the ASRF for a number of years, but for those of you who aren't familiar with our work, we are a global research foundation that has, over the last 45 years, funded or co-funded over 245 research projects, costing in excess of \$2.8 Million AUD. We investigate the impact of chiropractic care on the quality of life of an individual and the wellbeing of their community, and our mission is to fund and facilitate research, and educate chiropractors, communities and peak bodies on the effectiveness of chiropractic care. We are a non-profit organisation, who are supported through the generosity of our members, donors, commercial supporters and fundraisers. We don't receive funding from governments or other politically motivated

institutions, and therefore our research direction is not influenced by outside entities. Rather, we use a unique 2-stage process for assessing which projects we fund, based on our Research Agenda.

Each year, we call for Expressions of Interest that align with our Research Agenda, and those EOI's are then put through a vigorous evaluation by our Clinical Advisory Panel and Research Committee, before moving through to the full application stage, whereby the applications go through the 2nd review process. Based on recommendations from our Research and Working Committee team, the ASRF Board then approves the most highly rated projects for funding.





RYAN SEAMAN

Dr Ryan Seaman is a Murdoch University graduate who now owns his own family-based practice in Loxton South Australia. Having previously held many roles on various boards, Dr Seaman enjoys serving the profession by applying his skills and knowledge to further the Foundation's impact. He believes Chiropractic to be the greatest profession in the world, and that good science is the best way to move the profession forward.

Dr Ryan is proud of the Foundation's in-depth grant approval process and feels this process is adding some of the most clinically relevant and best quality science to the pool for our profession. He is looking forward to leading our Foundation's capable team and creating more research, faster, for our profession. We as practitioners see many things in practice that the science has yet to define or explain, and therefore research is currency when in discussion with Board and Government. The greater depth and breadth of understanding of the Vertebral Subluxation, the better our profession will be.

In the past couple of years, we have approved some exciting projects:

- *Acute effects of chiropractic care on pro and anti-inflammatory cytokine levels in multiple sclerosis* – Assoc. Prof. William Reed, The University of Alabama.
- *Impact of a corrective model of chiropractic care in immune cell phenotype and function* – Assoc. Prof. Jonathan Little, The University of British Columbia. (Funded by the UCA)
- *Investigating the immune status of new and long-term chiropractic patients* – Dr Heidi Haavik, New Zealand College of Chiropractic.
- *Automated pupillometry to assess the effects of chiropractic care on the autonomic nervous system: A feasibility study* – Dr Imran Amjad, New Zealand College of Chiropractic.
- *The effects of chiropractic adjustments on prefrontal cortex activity and acute stress: A pilot study* – Dr Nitika Kumari, New Zealand College of Chiropractic.

While some of the projects have experienced delays due to the pandemic, we are starting to see some interesting outcomes coming through, which we are excited to share with our tribe over the next few months. We are currently in the middle of the 2022 Grants Round, with several exciting projects having been submitted.

In addition to our annual Grants Program, we launched the inaugural ASRF Case Report Project in 2021, which is designed to capture our communities' stories and transform them into much-needed case reports focusing on the effects of chiropractic care on things like stress, immunity and adaptability. This has been a huge success and was funded through our annual ASRF *Hero Month*, where practices around the world raise funds for research throughout March by doing a range of activities. The 2021 ASRF Case Report Project has resulted in 30+ Case Reports, which is an incredible addition to the global body of chiropractic research:

- 7 pieces on chiropractic, stress and immunity.
- 7 pieces on chiropractic and adaptability.
- 1 student-led literature review on immune function.
- 1 piece on Motor Neurone Disease
- 1 student-led literature review on paediatrics
- 4 case-series', spanning 19 case reports

We now have the pleasure of exploring and developing the brilliant new case studies that have come in through the 2022 project. Exciting stuff!

In addition to our research activities, we have been busy working on sharing research outcomes with our members and the chiropractic community and continue to create ways for our supporters to financially contribute to ongoing research. We were thrilled to recently announce the re-introduction of live events, in addition to continuing to build a suite of online events that are accessible to our global audience. The ASRF has been famous for our amazing events in the past, as a conduit for helping our community to grow, learn and connect. We are so excited to be able to continue this great tradition. We kick-started in-person events with our *Dynamic Growth Experience* in Melbourne, which saw around 120 people gather to learn from some incredible speakers, and to connect again with their tribe.



In essence, the last year has been all about growth and re-connection, and we eagerly anticipate more of the same in the coming year!

We would like to take this opportunity to thank the United Chiropractic Association, for collaborating with the ASRF and for financially contributing to our research, including the funding of Assoc. Prof. Little's research project mentioned above. The UCA are one of our most generous research supporters – we are grateful for our ongoing partnership and look forward to continuing to work with their team and connect with you, their members. We'd also like to invite UCA members to join the ASRF if they are as passionate about chiropractic research as we are! You can find out more about us via our website: www.spinalresearch.com.au, or use the QR Codes below.



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B12 – AN EPIDEMIC OF MISDIAGNOSES AND MISSED DIAGNOSIS

BY SIMON BILLINGS DC

Vitamin B12 (cobalamin) is a non-toxic, water-soluble nutrient which is the rate-limiting factor in two critical enzymes in the body. B12 can profoundly affect energy production within the mitochondria and methylation affecting the production of myelin and neurotransmitters plus an accumulation of the toxic and highly inflammatory intermediary homocysteine. The inflammatory nature of homocysteine and the effects of decreased myelin production before overt demyelination occurs, creates a sustained low-grade inflammatory response with a relative hyperexcitation of the peripheral and central nervous system. In a clinical setting, this then creates a relative exaggeration of existing symptomatic neuro-mechanical dysfunction and diagnosed/undiagnosed macro/micro tissue damage. The effects of inflammation on neurotransmitter production (reduced serotonin production, increased quinolinic acid production)

also create a tendency towards mood & behavioural changes often diagnosed as anxiety & depression. Additionally, the decreased mitochondrial output creates low motivation which is often misdiagnosed as “depression”. Deficiency/sub-optimal cellular levels of vitamin B12, via its metabolic effects through two key enzymes, creates a unifying cause of persistent pain, depression/anxiety & fatigue. This gives us the opportunity to affect the root cause of all three rather than viewing them solely through the lens of association, as done with the biopsychosocial model. The vitamin B12 and back pain connection is reflected within the scientific literature in terms of treatment of acute and chronic spinal conditions with the administration of B12 (often with other B vitamins). Chiu et al showed a 32% drop in chronic low back pain with B12 injections over a two-week period compared to placebo. (It is worth noting that the patients had no form of blood test to assess B12 status.)



CRITICAL ISSUES AROUND TESTING FOR B12 LEVELS

In 1849, Thomas Addison described a lethal condition in which sufferers developed severe neurological symptoms (pins and needles, numbness, ataxia & eventually paralysis), psychosis, and glossitis (sore tongue). The patients also had obvious anaemia and it was thought the symptoms were related to this, & thus it became known eventually as “pernicious anaemia”. Due to its historical association with anaemia, it is common for medical doctors to screen indirectly for B12 deficiency via a full blood count looking for megaloblastic anaemia (raised mean cell volume MCV/macrocytosis). Unfortunately, there are two key issues which makes this unreliable:

- If the patient has been taking folic acid, this will normalise the blood cell appearance and create a false negative. This is not simply due to supplements but also due to the widespread fortification of foods with folic acid and has been shown by some authors to lowers rates of macrocytosis in patients with proven B12 deficiency. (Wyckoff)
- Slowly reducing B12 levels will affect the energy production in the mitochondria and the methylation pathways before it can create macrocytic anaemia (if ever).
- This is reflected in the UK guidelines, “the absence of a raised MCV cannot be used to exclude the need for cobalamin testing because neurological impairment occurs with a normal MCV in 25% of cases.”

Thus, many patients have been told they are not B12 deficient but never had their actual levels assessed.



DUE TO ITS HISTORICAL ASSOCIATION WITH ANAEMIA, IT IS COMMON FOR MEDICAL DOCTORS TO SCREEN INDIRECTLY FOR B12 DEFICIENCY VIA A FULL BLOOD COUNT...



BLOOD TESTING FOR B12 DIRECTLY ALSO HAS NO ‘GOLD STANDARD’

Total/serum B12 contains both the active/usable fraction (holotranscobalamin) and the inactive fraction bound to a carrier (holohaptocorrin). The inactive fraction can be between 70-90% of the total B12 measured. So, patients with strong clinical symptoms of B12 deficiency and levels in the low normal range may well be physiologically deficient but declared ‘normal’.

Laboratory ranges can vary but many will consider under 160 pmol/L (216 ng/l, pg/L) to be a cut-off for confirming deficiency. However, many clinicians and some researchers feel there is a large grey zone between 160-500 pmol/L which in some patients could represent functional deficiency on a cellular level.

We do now have the ability to measure the active fraction only, but conclusive cut-off points to define deficiency are not currently possible. One of the criticisms of blood testing for B12 is that it is just that, a reflection of B12 in the blood, not the cell. It is within the cell that it is used for energy production and methylation of myelin and neurotransmitters. Thus, the following two tests can be used to confirm B12 issues on a cellular level:



SIMON BILLINGS

Simon is the founder of the Academy of Chiropractic Nutrition, a system of nutrition & functional medicine for Chiropractors. Delivered online, its focus is the interface between the metabolic side of health and the neuromechanical system, to allow Chiropractic care to work optimally. He subsequently developed the IN-Health supplement range of nutraceuticals to support Chiropractic care. A graduate from the AECC in 2001, in clinical practice Simon splits his time between Chiropractic care and a virtual clinic for nutrition/functional medicine.

- Homocysteine is a valid and reliable intracellular/functional marker of methylation. However, it is not specific to B12 and can reflect reduced levels of B6 and folate. Levels over 10 $\mu\text{mol/L}$ are widely considered to be high and thus a reflection of low B12, B6 &/or folate.
- Methylmalonic acid (MMA) is an intermediary molecule in the mitochondria which builds up as B12 levels drop and spills out into the urine and blood, indicating a relatively low B12 level.

These frequently start to increase as B12 levels drop into the clinical grey zone of 500-160 pmol/L . Thus, in my clinical practice, given the uncertainty about B12 blood levels, if the patient has symptoms suggestive of B12 levels affecting cellular function, unless he/she wishes to undertake further testing with homocysteine & MMA, a trial of sublingual B12 (to avoid malabsorption issues) is a reasonable course of action.

This is reflected in the UK guidelines, which state that “in the presence of discordance between the test results and strong clinical features of deficiency treatment should not be delayed, to avoid neurological impairment.”

To us as chiropractors, missing a diagnosis of a functional B12 deficiency may mean the difference between a successful treatment for low back pain or a failure. But to the patient, as the deficiency progresses, it could be the difference between life, disability and death.

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HATE SELLING BUT WANT TO HELP MORE PEOPLE AND MAKE MORE MONEY?

HOW TO ALIGN YOUR SUBCONSCIOUS TO MAKE SELLING EASIER – ENABLING YOU TO MAKE A BIGGER IMPACT & BE WELL REWARDED FOR IT

BY CLAIRE TURNER

“Yes sorry, it *IS* very expensive” are the words you don’t want to hear coming out of your CA’s mouth. But in their defence, when you hired them, they probably weren’t expecting selling to be part of their role.

There. I’ve said it. **SELLING!** Shudder and cringe!

Apart from *money*, **selling** is one of the most highly charged words around. It conjures up images of sleazy car salesmen. Pushy Reps, only in it for the commission. Grannies being robbed of their life savings on their doorsteps. A big **anti-sales** event for me was when I bought my first car. I can very clearly remember being made to feel foolish and taken advantage of. There have been plenty more including (but not limited to) a double-glazing Rep who knew all the tricks in the book and completely fleeced me – just before the company went bankrupt. There was also a time when I tried to sell the idea of me as a girlfriend, by asking a boy at school out ... only to be rejected (albeit very nicely, but still).

Everyone has a sales horror story, and that includes times when you’ve tried (or been told) to sell. That awful, yawning pit that opens in your stomach when it comes to having to ask someone for money, or to block book appointments in advance, or RECALLS.

It’s all **selling**.

And it’s not just the CA’s that can struggle with it. I’ve seen **PLENTY** of DCs crumble into a twitching mess when doing the Report of Findings. Or when, during the Progress Exam, the client states that they feel fine, and they’ll be in touch when they need you. We’ve had Associates almost talk themselves out of giving the best recommended care schedule cos they didn’t want to “upset” the client.

SO, WHY DOES SELLING FEEL SO BAD?

Well, for one thing, if you don’t want to do it, the likelihood is you haven’t practiced. You don’t pop out of the womb ready and able to sell ice to an Eskimo. It’s a learnt (and learnable) skill. And because it’s not something you’ve practiced, you’re probably not that good at it. And in fact, some people are very proud of this, because it reinforces that they’re **NOT** a salesperson! But even if you’ve invested in How To sales courses (for yourself or your Team), it’s still being resisted. And that’s because, under it all, are **limiting, subconscious beliefs** about sales and/or money. Hiding like a toad in a hole, watching you reinforce them every time you try to sell.

(This is usually the part where a few brave souls declare that, actually, they’re fine with sales and selling and that there’s no issue at all. These are the ones who have **HAD** to sell. Who give themselves a

pep talk and rely on sheer bloody determination and willpower to get them through. Which is *exhausting* and you live with almost constant fear that at some point the determination will run out.)

Now, if you found yourself nodding along to my earlier description of a salesperson, that right there is a limiting belief or several. Based on your own experiences, or on the experiences of people around you. And because you hate being sold to and have been made to feel uncomfortable, ashamed or repulsed in the past – you’re hardly going to inflict that on others, because you’re lovely. You don’t want to make others feel as bad as you did. Which leads us into what can be either a powerful selling motivator or – more often – a bloody great hurdle.

You and your team are in the healing arts. You help people. That’s probably why you got into chiropractic. Pretty much all DCs have a “*Chiropractic found me*” story, where they were helped and now want to help others. But unless you **sell** the idea of chiropractic and its numerous benefits, you’re not helping anyone. Least of all yourself. It’s a real Catch 22 scenario. You need to sell to help as many people as possible, but there’s a big part of you declaring that selling is BAD! So, if you do it – **you’re** BAD. And what if you get rejected?! What if they say no?! Or confront you?

Well obviously, that means that you’re a terrible person, a terrible chiropractor and that you’re clearly undeserving and not good enough. Or at least that how it feels. And no one wants to feel that. “So,” whispers your subconscious seductively in your ear, “if you don’t try to sell you can’t be rejected”. Genius! And whatever your thoughts and feelings around selling, you can bet your bottom dollar your team feels similarly.

I’m now going to add a cherry on the top... If you have a limiting belief about money (i.e., all wealthy people are horrible), how likely is it, do you think, that you’re going to allow yourself to take an action that’ll turn you into a wealthy person?

And here’s a few sprinkles... If you identify as a Healer (for example), and you have a limiting belief that all Healers should be poor because they should do everything for free, if you allow yourself to sell and make money that will threaten your very **identity**. And if you’re not that... who the hell are you? Which is scary and your subconscious won’t let you do that to yourself.

So, you can spend as much money as you want on the How To courses, but unless you and your team identify and release the blocks, it’s a waste of time. And your inbox will just be a graveyard of unopened sales courses.



THE EMOTIONS YOU FEEL
AROUND SELLING OR
MONEY ARE
**REPRESENTATIVE OF YOU
GOING INTO A STRESS
RESPONSE.**





Ask me how I know! *“Well, that’s just great Claire, thanks for making me feel terrible. Now, what can I do about it?”* I’m so glad you asked!

The emotions you feel around **selling** or money are representative of you going into a Stress Response. So, what you need to start with is something that can reduce stress extremely quickly. Ideally in under ten minutes because you’re a busy person. Then you need a technique that can be used to find and release the limiting beliefs that are buried in your subconscious.

If only there was something that did BOTH! May I introduce you to... *throws back curtain to trumpet fanfare and swinging floodlights...* **EFT**.

EF who now?! EFT stands for Emotional Freedom Techniques (often called Tapping for reasons that will become obvious) and is a nifty, evidence-based technique that has been clinically shown to reduce the amount of adrenaline in your blood stream in ten minutes or less, and after 1 hour can give you a 43% reduction in cortisol (as opposed to the standard 19%).

But the benefits of EFT don’t stop there. Research* includes its effects on our genes. It has been shown that a single, hour-long EFT session has a profound outcome on the expression of 72 genes associated with the suppression of cancer tumours, regulation of type 2 diabetes insulin resistance, immunity from opportunistic infections, antiviral activity, synaptic connectivity between neurons – to name but a few. It has also been shown to regulate inflammation and immunity. Exciting research has

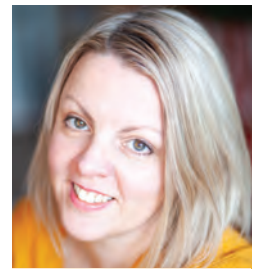
also been conducted on the effects of EFT on the central nervous system. Showing reductions in anxiety (40%), depression (35%), PTSD (32%), pain (57%) and food cravings (74%). There were also increases in happiness (31%) and the immune system (61%). With significant improvements in resting heart rate (8%), systolic blood pressure (6%) and diastolic blood pressure (11%). But I must confess, I never really considered any of that. Cos the biggest benefit for me and my clients is that **it helps you break through blocks so that you can create the life you want.**

So, to get you started, I’d like to give you a gift that will help you to reduce your resistance to sales... *even if you hate the idea of selling!* (Value £60). You can access that by scanning the QR code and entering a couple of details. You’ll then receive a copy of that guide into your email, along with a link to a video that tells you much more about EFT and how to do it. Just to pre-warn you, it looks really weird. You’ll probably feel a bit silly doing it. But I urge you to suspend your disbelief and give it a go. It’s using this technique that moved me from Corporate to having my own business. And helped to create a six-figure chiropractic business along the way.

Isn’t it time YOU Tapped Into Your Personal Power? After all, what have you got to lose? Except a few limiting beliefs?

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CLAIRE TURNER

Having been wooed by her other half’s profile on Plenty of Fish (*“I’m a chiropractor and I crack myself up”*), Claire found herself moving from her corporate background into the Chiropractic lifestyle.

Starting as the Membership Secretary at the UCA, she then assisted Danny opening Crawley Chiropractic Centre.

As their Team grew, Claire realised that no amount of “How To” courses or trainings seemed to be able to make their Front Desk feel comfortable with the sales and money side of the business...including herself! As an EFT Coach, she quickly realised that without addressing the subconscious beliefs that were actively sabotaging the selling of pre-payment plans, advanced bookings and enrolling new clients – every “How To” course would be a waste of money.

Since then, she’s worked with a number of chiropractors and their teams to decrease stress around selling and money by removing the subconscious blocks that create a limiting emotional response. Enabling Chiropractic teams to feel more confident and more at ease – leading to higher conversion rates and more income – which turn enables more people to be served. And who doesn’t love that?!





MY JOURNEY INTO THE ART, SCIENCE AND PHILOSOPHY OF CHIROPRACTIC

BY TOBY COLLIVER

I've been a chiropractor for over 20 years now, having graduated from the erstwhile AECC. Before that I completed an MSc in Anatomy at the University of Edinburgh.

When finally I qualified I went straight into an associate position in a high-volume practice. It was full-on but a great experience and was the first step in my journey as a professional chiropractor.

My early years were all about the SCIENCE of chiropractic. I went to many technique seminars and dutifully read various studies and publications, just like my two degrees had taught me to.

I began to feel very detached from my patients though and saw them as mechanical objects to fix rather than people.

When I became embroiled in the BCA mass complaint farce from the end of 2009, I realised that I was in danger of falling out of love with chiropractic.

So, I turned up at Chiropractic Essentials in 2011: there my eyes were opened, and my heart was warmed.

Thus began my PHILOSOPHY phase. It was when I realised that all my deep held beliefs actually aligned perfectly with chiropractic all along! As a bonus, I had also finally found my tribe.

I was definitely less stressed and more at ease in practice as a result, however I was still missing some balance and was struggling to find my identity within chiropractic.

At school I had been obsessed with comics and had envisaged I would end up being an illustrator. But I was steered towards sciences due to better employment prospects. I therefore ended up suppressing my artistic side for so long I had almost forgotten about it.

Around 2016 I started to dedicate some of my free time to sculpting, with my main inspiration being the amazing human body. I had always been naturally comfortable working in three dimensions, my previous anatomy knowledge was useful, and my hands had become pretty skilled by now after touching so many bodies for so many years!

I sculpt original pieces mostly in clay. A mould can be taken of the clay which is then used to produce editions. It's a process largely unchanged since Ancient Greece! It allows more people to own the work – a bit like prints of paintings. But unlike prints, individual casts of sculptures cannot be mass produced: each one is done by hand and takes time and skill.

I also carve unique pieces in stone which can't be reproduced.

My first few sculptures were of figures in various poses – I love classical sculpture like you might see in Athens or Rome.



I was also interested in statues and busts of famous people and often thought how it must be such an honour to be represented in this way. Think of Nelson on his column. I remember seeing a terrible statue of Cristiano Ronaldo (it made international news it was so bad!) and thought that I could do a much better job.

However, everyone says that sculpting someone's portrait is extremely difficult without seeing them in the flesh, as normally you need to take many measurements and be able to see and photograph them from every angle.

When I created my bust of DD Palmer, I obviously only had a handful of random photos taken from the internet to go on. I think I have represented him well considering. Perhaps innate helped?!

Making him was a special experience. It was like he started to come alive as I formed him in clay, and reminded me that he was very real, and that chiropractic is very real. It was the link I was looking for between my professional persona and my creative side I had wanted to express.

And now of course, I could see the ART of chiropractic!

The triumvirate was complete!

My realisation that came from this is that, as chiropractors, we are all creatives.

We perfectly combine our knowledge and skills to help express life and health – the ultimate creation.

And the great thing is we get to do it for other people. We help reveal their underlying potential so they can bring their own gifts to the world.

It's like when an old painting is found in an attic, and it's taken to an expert. They gradually peel off the layers of paint and find a hidden masterpiece that was there all along.

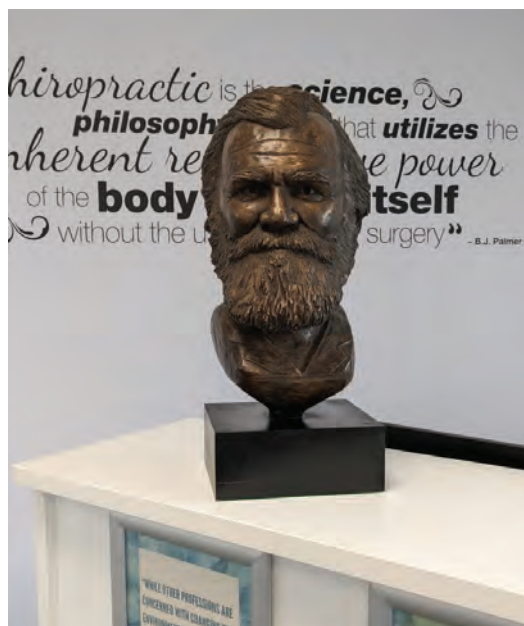
I've always considered it a privilege to lay my hands on a person and have them trust me to adjust them. Now I have more certainty in what that means for them, by piecing together those three key elements – science, philosophy and art.

DD in particular was a phenomenal thinker and had a big picture perspective. We are so lucky to have had him as our inspiration. Even though times have moved on and technology may now show up errors in some of those thoughts, his groundwork lay the solid foundations of the distinct profession we have today.

For this reason, I believe we should keep his memory alive and not forget our history.

I am personally grateful that he taught us about how chiropractic is so much more than just a therapeutic intervention. It has helped shape my view of the world and how I live my life. It's given me permission to express other aspects of my personality which would have no place in most other professions.

I also see this as my way of giving back to the profession.



If I can help to remind people to guard the sacred trust well, as BJ said of his father's legacy, then my hope is that the essence of chiropractic has a much better chance of survival for generations to come.

Each bust is lovingly cast to order in solid resin, with a bronze powder coating to finish. That means they are substantial pieces – weighing over 10kg and built to last for many decades. They are presented on an integral black resin base and some people choose to add a small presentation plaque to the front which I can easily arrange. They are individually numbered as each one is produced, so all are unique.

This year I donated two busts of DD to the Scotland College of Chiropractic. One looks out over the reception foyer, while the other was sold at auction during the Edinburgh Lectures to raise funds for the college trust.

Currently there are copies of DD Palmer gracing clinics in Hove, Swindon and Aberdeen. They also occupy pride of place abroad – including France, Germany, Netherlands and Finland, plus several in the United States.

If you too would like to be reminded and inspired on a daily basis, I'd encourage you to join this growing number of chiropractic offices and proudly display the face of our founder.

As I consider the UCA to be the heart of chiropractic in the UK, I have a special price for members – saving you £200. Plus, for every order I will donate £50 to the Scotland College of Chiropractic Trust in your name.

Please contact me for enquiries and orders, and check out my website for examples of my other work: www.tobycolliversculpture.com

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**I BELIEVE
WE SHOULD
KEEP HIS
MEMORY
ALIVE AND
NOT FORGET
OUR
HISTORY.**



TOBY COLLIVER

Toby Colliver DC is a full-time chiropractor with his own practice in Cobham, Surrey. He is also a part-time sculptor and has had pieces exhibited at galleries in Surrey and London. He has a passion for music and plays drums in a covers band.

Be inspired by our
Founding Father -
with this **stunning
portrait bust** of
D.D. Palmer.

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Chiropractic Trust.

Several editions are already in offices and colleges around the world including
England, Scotland, France, Germany, Finland, Netherlands and the United States.



DATES FOR YOUR DIARY

Make a note of the great events and promotions the UCA head office have planned for 2023.

SOCIAL MEDIA & MARKETING FOR CHIROPRACTORS WITH ANGUS PYKE
January & February

CHIROBUDDY EPISODE 1
18th January

CHIROPRACTIC & PREGNANCY WORKSHOP – MODULE 1 WITH KELLY MCLAUGHLIN
4th February

SEMINAR WITH INGER ROUG
21st February

CHIROBUDDY EPISODE 2
22nd February

SPRING CONFERENCE
18th March

CHIROBUDDY EPISODE 3
19th April

GROWTH SERIES EPISODE 1
26th April

CHIROBUDDY EPISODE 4
17th May

GROWTH SERIES EPISODE 2
31st May

CHIROBUDDY EPISODE 5
21st June

GROWTH SERIES EPISODE 3
28th June

CHIROBUDDY EPISODE 6
19th July

GROWTH SERIES EPISODE 4
26th July

CHIROBUDDY EPISODE 7
16th August

GROWTH SERIES EPISODE 5
30th August

CHIROBUDDY EPISODE 8
20th September

GROWTH SERIES EPISODE 6
27th September

CE 2023
21st-22nd October

CHIROBUDDY EPISODE 9
15th November



GLUTEN-FREE SPINACH AND RICOTTA LASAGNA

YUMMY LAYERS OF SPINACH, RICOTTA AND TENDER VEGETABLES WITH PUMPKIN INSTEAD OF PASTA FOR A GLUTEN-FREE VERSION OF THIS FAMILY FAVOURITE!

Yields: 6 Servings

Prep Time: 15 mins

Cook Time: 45 mins

Total Time: 1 hr

Difficulty: Intermediate

INGREDIENTS

1 butternut pumpkin, cut into thin slices

Spinach and Ricotta Layer

500 g ricotta cheese

2 large handfuls of spinach, diced finely

1 tbsp Changing Habits Nutmeg

Changing Habits Seaweed Salt to taste

Changing Habits Pepper to taste

Vegetable Layer

1 tbsp olive oil

2 cloves garlic, minced

1 brown onion, diced

200 g mushrooms, diced

1 capsicum, diced

1 zucchini, grated

400 g diced tomatoes

2 tbsp tomato paste

1 tsp Changing Habits Rapadura Sugar

1 tbsp dried oregano

Small handful of basil leaves, chopped

Changing Habits Seaweed Salt to taste

Changing Habits Pepper to taste

1 cup water

1/4 cup grated cheddar cheese

1/2 cup grated parmesan

Garnish

Extra basil leaves, chopped finely

DIRECTIONS

1. Preheat oven to 180 degrees celsius.
2. Line an ovenproof wire rack with baking paper, spread the sliced pumpkin out on it and cook for 15 minutes.

Spinach and Ricotta Layer

3. Place the ricotta, spinach and nutmeg in a bowl and season with salt and pepper. Mix well and set aside.

Vegetable Layer

4. In a large fry pan over a medium-high heat, add the oil, onion and garlic and cook until soft and fragrant.
5. Add the mushrooms and capsicum and cook for a further 2 minutes before adding the rest of the ingredients for the veggie layer (apart from the cheese).
6. Bring the mixture to a boil and then turn down to a medium-low heat and simmer for 10 minutes or until the sauce thickens. Remove from heat.

Assembly

7. In an ovenproof dish, add a layer of the veggie mixture, then the pumpkin and then the spinach and ricotta mixture. Continue to layer until the ingredients are used up, making sure the top layer is the veggie mixture.
8. Sprinkle with the cheese and bake for approximately 35 minutes. Turn the oven onto grill and cook for a further 5 minutes.
9. Garnish with the chopped basil and serve with a simple side salad.



Online: To check out this recipe and other fantastic mouth watering dishes from Cyndi O'Meara, Changing Habits, go to: www.changinghabits.com.au



Spring Conference 2023

The Art, Science and Philosophy of Chiropractic

Saturday 18th March

Radisson Red Hotel, Heathrow

SAVE THE DATE

UCA



ce CHIROPRACTIC ESSENTIALS 2023

Saturday 21st and Sunday 22nd October

Hilton Birmingham Metropole

SAVE THE DATE

UCA

CLASSIFIEDS WINTER 2022/23

PLACING AN ADVERT

If you'd like to place an advertisement please contact:

UCA, 158B Church Road, Hove, BN3 2DL

Telephone: 01273 324857

Email: contact@unitedchiropractic.org

The UCA reminds all advertisers that they must comply with the Advertising Standards Authority rules and the recruitment classifieds must also comply with laws on discrimination. We will make best effort to point out where adverts may fall short of legislation, but ultimately, the responsibility will rest with the person placing the advert.

ADVERTISING COSTS AND CLASSIFIED TERMS

FIRST 50 WORDS: £45 – UCA Member, £75 – Non Member
(Plus 50p for every additional word)*
INCLUDES: Advertising on website for 90 days and next edition of the magazine.

*Payment must be received in advance

CONTACT US FOR HALF PAGE AND FULL PAGE ADVERT PRICES AND SIZES.

ASSOCIATE/CHIROPRACTOR REQUIRED

WE'RE HIRING! NEW GRADUATE AND EXPERIENCED CHIROPRACTOR ASSOCIATE ROLES AVAILABLE!

If you are looking for growth and development + a busy patient base, look no further.

What we offer

- GCC and association fees paid for the first year
- A full-time position with potential earnings of 40-65%
- Friendly and supportive team with socials
- Career progression with Junior, Intermediate and Senior levels
- Senior DCs expand into leading seminars, mentoring, and training
- Fully computerised with Clinic Office in a 5-star environment

What we are looking for

- Passionate and motivated to help people of all ages improve their health
- Willingness to learn, grow and develop their skills
- Wants to be a part of a fun and supportive team
- Someone who believes Chiropractic is a lifestyle choice

Application Instructions Please send your CV to ying@thechirocentre.com

ALIGN 4 LIFE GIVES YOU THE CHANCE TO HAVE A TRUE WIN-WIN PROFITABLE ASSOCIATESHIP WITH THE OPPORTUNITY TO GAIN SIGNIFICANT EQUITY IN OUR HIGH-END KENT CLINIC.

If you want to see lots of patients, work with a great team, earn a great income, and be rewarded with significant equity in the business, then we are a truly unique career opportunity,

.....especially if living in one of the sunniest most beautiful parts of the UK only 30 mins from London is your preference!

We are passionate about teaching and mentoring vitalistic health care and making practice fun.

Align 4 Life will give you world class clinical and business coaching as your success is our number one priority!

We will provide hands on one-on-one training with one of only 2 advanced certified Chiropractic Biophysics (CBP) practitioners in Europe.

Align 4 Life DCs typically earn more than £90,000 per year. A basic salary of £26,000 will be given from day one to give you financial security.

Email us on cbpclinic@gmail.com to find out more or check out our website www.align4life.com

EXCITING ROLE FOR CHIROPRACTIC ASSOCIATE

An amazing opportunity to work in a very vibrant practice located in the heart of Notting Hill. You will see many interesting patients in one of London's hippest areas.

We are looking for someone passionate about Chiropractic, who enjoys manual adjusting and can bring their style to our practice. Having a holistic approach (looking that the whole spine/person) is key and understanding exercise principles also helps.

You will walk into a practice where you don't have to advertise or find patients. We are very busy, have a waiting list for new patients and now really need a new team member to come onboard. You will also see many of our existing patients and your room to grow is limitless. This is an amazing opportunity and the first time we are advertising for an associate.

We have not put any finer details, as we feel that if this resonates with you, you will contact us, and we can discuss this further.

Please call our practice: 020 8960 5485

or

email us: chiro.alchemy@gmail.com

RARE OPPORTUNITY – NEW ASSOCIATES REQUIRED

Beach House Chiropractic located in the affluent coastal town of Worthing, West Sussex has Associate Positions available to suit both Experienced Chiropractors and New Graduates. An attractive package is being offered with flexible terms. Bosting an incredible reputation, the Chiropractic Clinic has a team of four Chiropractors, supported by Sports Massage Therapists and a Physio. A professional admin team fully staff the Clinic.

Find out more about this exciting opportunity here www.beachhousechiropractic.co.uk/associate-position/

GROWING WEST LONDON MULTIDISCIPLINARY CLINIC HIRING A CHIROPRACTOR

Seeking:

- New graduate or experienced Chiropractor
- Self-motivated, good communication skills, motivated individual
- Growth mindset

We're offering:

- Weekly mentorship/coaching sessions in technique, case management and office procedures
- Percentage based remuneration

If you're interested, send a cover letter and CV to doctortarveen@gmail.com

AN OPPORTUNITY HAS COME UP TO JOIN OUR TEAM!

Are you committed to world class service, passionate about chiropractic, have the drive to grow personally and professionally and want to work in an empowering team environment?

If the answer is yes, then we could be the perfect place for you!

In return we offer mentoring and training by experienced chiropractors, the opportunity to consistently see 80-100 patients within a 25-hour week, paid GCC, insurance, association fees and a generous seminar contribution annually.

Drop us an email and arrange to come and visit our newly furnished, state of the art clinic situated in the beautiful town of Lindley, Huddersfield, West Yorkshire.

enquiries@thrivewellnesschiropractic.co.uk

www.thrivewellnesschiropractic.co.uk

ASSOCIATE/CHIROPRACTOR REQUIRED

STOP SEARCHING

Your dream job is here.

Dream job checklist:

- Awesome team...
- Incredible Practice Members...
- Tailored mentorship...
- Encouragement and support to be your best...
- Great pay...
- Fun place to work...

Here at Goose Lane and Hollings Lane Clinics, we know that our clinicians thrive and serve the community best when they come to work excited about what they are doing which is why our practice member base is so diverse.

From babies to their great grandparents, grass roots sports teams to professional world champions, we have them all.

Based in South Yorkshire, we are a vitalistic clinic with a big team to allow our clinicians to focus on the people which shows in our 60% referral rate.

Want to know more?

Email: b.reeder@gooselaneclinic.co.uk

Call: 01709 739293

EXCITING OPPORTUNITY – FULL-TIME EMPLOYED POSITION IDEAL FOR A NEWLY OR RECENTLY GRADUATED CHIROPRACTOR.

Are you a qualified chiropractor who is passionate about patient care and would love mentorship from a supportive, experienced chiropractor where you can learn and grow in a friendly and fun environment?

We would love to meet you if so! We have a busy practice based in the beautiful Cotswold town of Winchcombe, close to Cheltenham town and the M5.

- Employed position- benefit from the stability of full-time employment
- Basic guaranteed salary and bonuses- excellent earning potential
- Holiday pay and pension
- Outstanding CA support
- 1-1 Support and mentorship
- We have a great reputation in the area and excellent relationship with local GP's
- Mix of am/pm shifts – great work/life balance
- Excellent initial training and mentorship programs
- Monthly CPD opportunities
- Career progression

We are a wellbeing practice and use McTimoney techniques alongside some other modalities.

McTimoney graduate preferred but all will be considered.

Please email your CV and cover letter to alex@thecotswoldchiropractor.co.uk subject: "Superstar Chiropractor!"

FANTASTIC OPPORTUNITY TO WORK IN A GREAT CLINIC BY THE SEA

We are looking for an associate to join our thriving practice in Peacehaven, 10 minutes east of Brighton. We currently have a surplus of new patients. The right Chiropractor will get busy very quickly.

You will benefit from being part of a supportive and experienced team in our recently refurbished clinic. The clinic has been established for over 15 years and has a great reputation within the community, with a referral-based practice. We also offer a variety of types of massage therapy and are hoping to grow the therapies within the clinic.

This is an amazing opportunity to grow and develop your own practice style, you will be expected to be proactive to build a solid patient base and the clinic owner will help you manage and sustain this.

Immediate start available, self-employed with upgoing commission-based earnings (starting at 50%).

Contact

rachel@peacehavenchiropractic.co.uk

JOIN OUR FRIENDLY SHEFFIELD CLINIC

Full/part-time position for an enthusiastic chiropractor to join our well-established, multi-disciplinary clinic in Sheffield.

Our clinic and team have grown over the last 12 years, offering chiropractic, sports massage and podiatry services to the local community and we have an ever-growing client base.

We are a patient-centred, friendly clinic meaning you can treat your patients how you choose without the pressure of a sales or target-driven environment.

The position is offered on a self-employed basis with an initial 1k per week retainer guaranteeing income. October start date.

To discuss further or to visit the clinic contact Adam 0114 2748674 info@birleychiropractic.co.uk

PART-TIME ASSOCIATE IN SOUTHWEST SURREY

Join our well-established practice in the pretty market town of Haslemere.

Min 12 hrs per week but could be more. Flexibility in days and hours.

You must have a passion for Chiropractic and provide excellent patient-centered care.

The Clinic is committed to sustainability and supporting the local community.

Suitable for an experienced chiropractor or graduate. PRT training available.

Get in touch to find out more. We would love to hear from you!

For further information or to apply contact:

Michelle Carrington

haslemerechiropractic@gmail.com

EXCITING ASSOCIATE POSITIONS AVAILABLE

Due to expansion, we currently have vacancies at our Milton Keynes and Northampton Clinics for full time self-employed Chiropractors.

Our clinics have been established for over 35 years and all have fantastic transport links to London.

We are looking for positive, enthusiastic Chiropractors with great communications skills and a passion for helping others. We are an ethical, highly patient-focused busy group of clinics with a supportive team environment and a culture built on fun and professionalism.

All clinics have brand new digital x-ray facilities, shockwave treatment, low level laser therapy and pain management laser therapy.

Benefits of working with us include a generous salary of up to £80,000 per annum and would suit someone looking to join a busy thriving clinic where they can continue to grow their patient base.

The position would suit experienced chiropractors or new graduates as we offer full support and mentoring to all of our team.

If you're interested to know more please contact julie.driscoll@isischiropractic.co.uk

ASSOCIATE CHIROPRACTOR NEEDED

We are looking for a Chiropractor to slot into our team and take on an overflowing patient base in an established Chiropractic Clinic in Wiltshire, UK.

Do you want to be practicing in a prolific clinic?

We are looking for a motivated, driven, and passionate Chiropractor to become an integral part of our dynamic team, delivering top quality care to a diverse patient base.

Daily duties will include patient examinations, adjustments including spinal rehabilitation as well as growth and maintenance of a patient base.

You will be working with Chiropractors with well over 40 years of experience between them having built this successful, busy, and thriving practice.

If you are a New Graduate this position will provide mentoring and training as necessary.

A dedicated and enthusiastic administration team will support you.

Remuneration as follows;

GCC and membership fees covered (T&Cs will apply)

Potential to earn over £70K+ per year based on monthly retainer and bonuses dictated by performance.

Contact Hannah to apply

01793 316016

info@ridgewayhealthandwellness.co.uk

ASSOCIATE/CHIROPRACTOR REQUIRED

ASSOCIATE POSITION IN LONDON

Based in Northwest London, SpineLab is a leading progressively thinking chiropractic centre whose aim is to get sick people well and keep them that way.

If you are registered chiropractor, who is passionate about caring for people, growing not just professionally but personally too, then there's a unique opportunity waiting for you with us.

The position will suit experienced chiropractors and graduates.

On offer to the successful candidate is the opportunity to join a progressive chiropractic centre, build your own patient base, with a guaranteed basic, a percentage-based bonus scheme, a structured career progression with full team support, 121 mentoring and training

If you are interested, we would love to meet you.

Please send your application to:

Carl Irwin

manager@spinelab.co.uk

OUR FAMILIES NEED YOU!! COREHEALTH CHIROPRACTIC IS CALLING...

We have the perfect opportunity for YOU to come join us and change the lives of children and their families!

Due to MASSIVE demand we are looking for a passionate, full time DC who wants to grow and develop as a confident expert paediatric chiropractor.

We are a busy practice based on the Ayrshire coast and can offer a full-time position with excellent salary, tier 2 visa sponsorship, your GCC fees paid for your first year with us, tons of new patients, a gorgeous, newly renovated practice and world-class mentorship so that you can unleash your full potential!

We are a dynamic positive, fun loving team who support and champion each other at every turn.

We are passionate about all member of our team and about your future in chiropractic. We'd love for you to send us your application detailing why you'd be a great fit for us at chiro@corehealthchiropractic.co.uk.

ASSOCIATE POSITION IN CLOSE-KNIT PRACTICE IN SURREY

Do you love fixing bodies and helping people be their best self?

Do you want to work in a thriving, energetic and supportive practice where you are empowered and encouraged to grow?

Then you will be right at home with us!

There is no requirement for past experience, just a willingness to learn and motivation to grow to be the best practitioner you can be. You will receive plenty of hands-on training, coaching and mentoring.

To find out more or to apply, email careers@spineepsom.co.uk

100+ PER WEEK CLIENT BASE AVAILABLE IN SURREY

100+ per week client base ready to take over

Minimum guaranteed £5k/month salary with the current client base

20 paid days off per year

All insurance and GCC fees paid.

Great work life balance with easy access to London Waterloo in 20 minutes.

Weekly technique coaching with principal Chiropractor who is a qualified AK practitioner as well as trained with Piet Seru and Jean Pierre Meersseman.

Clear achievable targets to progress within the practice.

Do you want to be busy?

Do you want to make an impact?

Want to have 10+ new patients each week ready to be under your care?

Are you looking for a role where you can grow?

Do you want to learn a system that produces reliable and consistent patient outcomes?

Work in a clinic with a proven marketing strategy to provide streams of new clients with systems to increase retention.?

Please send your CV and cover letter to jeremy@westchiropractic.co.uk

DO YOU WANT TO BE THE BEST YOU CAN BE?

Do you want to be part of an exceptional and **vitalistic** clinic in Fulham, southwest London?

There is no need for previous experience, although it'll be seen as a plus, as your willingness to learn and become a superstar will be paramount.

Do you want:

- mentoring and support with both teaching procedures and technique. Over 25 years of experience to share with you.
- to thrive being part of a dynamic and knowledgeable team?
- to have a great work-life balance?
- great income potential?.
- conferences and some association fees paid?
- to work in a fun and busy environment with long list of regular clients who are both local and come from across Greater London and Europe?

Then we are looking for YOU.

Regular marketing procedures, such as advertising, spinal screenings and health talks, are in place with expected participation from the chosen candidate together with the team.

The position includes working both evenings and weekends.

Please apply below with your CV and cover letter telling us why we should be hiring you.

admin@sensushealth.com

RARE OPPORTUNITY TO WORK AND GROW ALONGSIDE OUR TEAM IN STAFFORDSHIRE

We have associate positions available to suit both new graduates and chiropractors who have been practising for a few years and are wondering if there is somewhere where they can further develop their skill set.

An attractive full-time package is being offered with flexible terms. We pay all GCC and association fees and give a significant contribution towards yearly CPD.

The cost of living in an area is low allowing you to live comfortably, afford to buy a home and pay off student debt.

Boasting an incredible reputation, our centre has a team of five Chiropractors, and two Osteopaths who are supported by Massage Therapists and Pilates and Yoga Instructors. We have specialist interest in sports, rehabilitation, neurology and paediatric care and run fun and interactive weekly coaching sessions.

Interested? We invite you to introduce yourself to Centre Director Andy Knibbs at Andy@stokechiro.co.uk

P.S. to get a feel for us – check out our patient introduction video here.

<https://www.youtube.com/watch?v=E7qPo5eHYUk>

CHIROPRACTOR REQUIRED – SWINDON

The Swindon Chiropractic Clinic is looking for an amazing Chiropractor(s) to work within Swindon's longest established Chiropractic Clinic. You will be part of our team, helping us serve our local and surrounding communities with quality chiropractic care.

Our ideal candidate(s) would be enthusiastic, articulate, proactive and can handle a fast-paced clinical environment.

We can offer:

1. A Self Employed/Independent Contractor position
2. Priority allocation and a steady flow of new patients
3. Dedicated marketing and a presence on the clinic website/social media platforms
4. PRT training for new graduate in addition to support and mentoring from experienced chiropractors
5. Fully furnished room, equipment, and supplies provided
6. Competitive commission-based remuneration % £££

The position is on a full-time basis. Starting date negotiable for the right candidate. If you are passionate about chiropractic and patient health, please send us your CV along with a covering letter to christopherbiggs@swindonchiro.co.uk

ASSOCIATE/CHIROPRACTOR REQUIRED

ASSOCIATE POSITION JUST OUTSIDE OF LONDON

We are excited to announce that we are looking for a chiropractor to join our lovely team on a part or full-time basis to take over existing patient base.

We offer:

- Great location with close transport links to London (25 minutes to Kings Cross)
- Completely modern and digital clinic – online booking, online payment, digital note keeping, air-conditioning...
- Clinic has excellent reputation (130 5* reviews)
- Performance-based % pay structure – the busier you are the more you earn
- Very large number of monthly new patients
- Team meetings to discuss patient management and technique tips and tricks
- Front desk team of fantastic clinical assistants to help support your work!
- Diverse patient base with a nice mix out of young and older patients
- Website/social media marketing and stationary package will be done for you

And to get to know us a little more – check out our website as well – <https://hollybushclinicwgc.co.uk>

If this sounds great to you, please email Sophie with your CV and cover letter at sophie@hollybushclinicwgc.co.uk

DC REQUIRED IN BRIGHTON! SUNNY INSIDE AND OUT!

We have an awesome opportunity for an F/T associate to join our team in Brighton & Hove.

Would you like to have a team supporting your growth? Would you like regular weekly training and coaching? A mentor that is actually there and cares for you? A regular influx of new clients!

We will give you a salary with bonus scheme; help towards GCC and association fees; work in a centre with X-rays. Sponsorship available.

We have a dedicated digital marketing person who is itching for us to advertise! We are not doing anything at the moment and still turning away business.

Current associate earning £5-6K a month.

You must be.....

Outgoing and have enough energy to keep up with me!

Open to learning new things and growing

Have a 'can do' attitude

Interested in personal development and natural health

"Have fun but get the work done"

Contact details: Rebecca Nicholas

01273 206868

info@back2balance.co.uk

<https://back2balance.co.uk>

ASSOCIATE REQUIRED TO TAKE OVER AN EXISTING PATIENT BASE

Would suit either an experienced chiropractor or new graduate as part of the RCC PRT programme. We are looking for someone with good patient management and communication skills, together with a warm personality to fit in with both the team and patients.

The position can be tailored to an employed package including paid holiday and pension option, or a self-employed package. Both have good percentage rates of pay, 50% or above.

We are located in North Walsham which is the largest town in North Norfolk. It's a bustling market town with an array of shops and businesses and an increasing population. Close to the historic city of Norwich, it's easily commutable (by bus, train or car) if you like city life. If you prefer a more relaxed and laid-back pace of life, the North Norfolk coast and Norfolk Broads are right on our doorstep too.

For more information or to apply, please call 01692 500600 and ask for Steve, or email steve@nwchiropractic.co.uk
www.nwchiropractic.co.uk

ASSOCIATE CHIROPRACTOR NEEDED IN SHEPPERTON, SURREY

A great opportunity to join our thriving clinic in Shepperton, TW17, proudly serving the community for more than 20 years. Currently a team of 2 Chiropractors and 2 Sports massage therapists and 4 wonderful reception staff, we need an extra pair of hands for the workload of regular and new patients. We are licensed sponsors under the Skilled Worker Immigration route. Our principal, Dr. Mika is highly involved with sports chiropractic with FICS on the global arena and happy to provide mentorship and training as required. The position is part time or full time depending on circumstances.

Our website is www.sheppertonchiropractic.com, should you be interested in the position, please email your CV and cover letter to:

Mika Janhunen DC at info@sheppertonchiropractic.com or mjanhunen@gmail.com
or call 01932 429584

JOB OPPORTUNITY IN WOKINGHAM NEAR READING BERKSHIRE

Join us at Wokingham Chiropractic Centre Our family-centred practice was established 28 years ago. Word of mouth referrals provide more new patients than we can manage with the current team.

We are looking for a chiropractor with an interest in SOT who would like to develop that interest under the guidance of an SOT craniopath.

jobs@wokinghamchiropractic.com

AN IDEAL OPPORTUNITY FOR A PRODUCTIVE INDIVIDUAL LOOKING FOR A STABLE, SECURE, AND STIMULATING ASSOCIATE ROLE

We are "Spine Central", a successfully run and well-established clinic in Hampton, London. We provide Natural Solutions for Pain, Chronic Injuries, Posture and Sports Performance. We specialise in structural correction, functional neurology and lifestyle wellness -- providing a thorough, results-driven approach for our patients.

We are looking for you who is interested in helping people from all walks of life recover their physical health and live their best life.

You have proven your willingness to work hard; we will train you further until you can consistently and predictably deliver on the promise of chiropractic. We will support you in ultimately developing yourself into a true expert in fixing body structure problems and injuries.

First year, £45- £70K+ second year £80- £100k+. New grads considered.

Interested? Submit your application now to get more information, and attach your CV with a list of achievements and results in business and other parts of your life - richard@spinecentral.co.uk

WANT TO EARN £60K+, FUNDED COURSES & BE PART OF A DYNAMIC MULTI-DISCIPLINARY TEAM?

Bristol & Newport Clinics

The Medical is looking for Experienced Chiropractors who strive to make the most of themselves, where you can go as high as your ambition takes you.

No restrictions. No limits.

We'll fuel your growth through empowering environments, enriching personal development, and nourishing leadership.

We deliver market-leading career development, investing heavily in your skills. Fully funded external training courses.

Our clinics benefit from leading-edge diagnostic technology, including 3D movement analysis, muscle strength testing systems and Foot Scanners.

- SALARY £45-50K
- UNCAPPED BONUS ESTIMATED AT £10K
- GCC MEMBERSHIP
- PRIVATE HEALTH
- PENSION
- 32 DAYS LEAVE

Interested?

Please forward a copy of your CV and a covering letter to HR@themedical.co.uk

ASSOCIATE/CHIROPRACTOR REQUIRED

ASSOCIATE POSITION / MATERNITY COVER – MID KENT

We are looking for a driven, team orientated Chiropractor to join us in our well reputed and established, busy practice, in Staplehurst, Kent.

Maternity cover is needed ASAP for one of our chiropractors, with potential to stay for longer, there's a steady patient base and opportunity to build your own list with support and mentorship from the clinic director. Full or part time shift patterns can be discussed. A couple of years' experience is preferable but not essential.

Our team of three chiropractors, three massage therapists and four receptionists, all have a strong patient centred ethos with a positive, proactive and individual approach to care. We all have a drive to keep improving our skill set and being a confident adjustor is a necessary skill. Staplehurst is a very busy and expanding village/ town, which provides efficient commuter links to London and to many neighbouring villages. It is situated south of Maidstone.

Please contact Joe at: reception@shcchiropractic.co.uk

CONTACT US FOR HALF PAGE AND FULL PAGE ADVERT PRICES AND SIZES OR VISIT:
unitedchiropractic.org/advertising

ALIGN 4 LIFE GIVES YOU THE CHANCE TO HAVE A TRUE WIN-WIN PROFITABLE ASSOCIATESHIP WITH THE OPPORTUNITY TO GAIN SIGNIFICANT EQUITY IN OUR HIGH-END KENT CLINIC.

If you want to see lots of patients, work with a great team, earn a great income, and be rewarded with significant equity in the business, then we are a truly unique career opportunity,

.....especially if living in one of the sunniest most beautiful parts of the UK only 30 mins from London is your preference!

We are passionate about teaching and mentoring vitalistic health care and making practice fun.

Align 4 Life will give you world class clinical and business coaching as your success is our number one priority!

We will provide hands on one-on-one training with one of only 2 advanced certified Chiropractic Biophysics (CBP) practitioners in Europe.

Align 4 Life DCs typically earn more than £90,000 per year. A basic salary of £26,000 will be given from day one to give you financial security.

Email us on cbpclinic@gmail.com to find out more or check out our website: www.align4life.com

JOIN US IN EUROPE AND ENJOY HUGE SUCCESS – IT'S EASIER THAN YOU THINK

At Willow we will take care of everything, so you can practice in the UK, become a very successful Chiropractor and explore European cities just 1 or 2 hours away

We have a fantastic opportunity for Chiropractors of all levels to join our team of nearly 30 Chiropractors in Southwest England. We love our patients, and we work hard to deliver the best vitalistic care every single time.

It can be daunting to consider a career overseas, but don't worry we have lots of experience in this area and can take care of everything. We have created a package which makes it financially viable for you and we will support you through the whole process to make it as easy as possible.

Get in touch to find out more or check out our careers site:

<https://chiropracticjobs.com/chiropractic-jobs-in-europe/>

It's time to become the great Chiropractor you want to be – and we offer everything required to make that happen! Get in touch with us today (people@willowlife.co.uk).

N8 HEALTH IS A VITALISTIC, PATIENT-CENTRED PRACTICE WITH A FUN-LOVING TEAM. WE ARE LOOKING FOR THE RIGHT ASSOCIATE TO JOIN OUR TEAM AS WE GROW.

Paul McCrossin is a former president of the UCA and has been in practice for over 28 years.

Hitchin is an award-winning market town close to London (25 min to Kings X) and is known for its many independent shops in close proximity to the green open space of the Chilterns.

Our commitment to you:

- Weekly coaching & mentoring from Dr Paul McCrossin on good note keeping, communication strategies and retention
- A supportive team environment in which you are encouraged to learn and grow.
- Employed position with guaranteed minimum retainer & competitive bonus offering potential to earn £40k-£65k in the first year.
- Support for non-EU Chiropractors with sponsorship and coaching on the TOC
- Personal and professional development with UCA conference and seminar fees paid
- Beautiful working environment in a newly refurbished practice
- Multi-Disciplinary approach with dedicated massage room and Pilates studio

Interested? Please email charlotte@n8health.co.uk with your CV

OUTSTANDING OPPORTUNITY AVAILABLE NOW!

We have an amazing opportunity for 1 chiropractor to join our happy team. We are based in beautiful Thame in Oxfordshire near Oxford.

We are right for you if you want:

- The opportunity to start with new clients right away.
- A RARE part time position with the opportunity to make AS MUCH MONEY AS IN A FULL TIME POSITION. MORE MONEY and MORE SPARE TIME.
- You will have a generous bonus scheme
- Recently graduated? Or would you like to expand your skills in general? No worries. You will receive MENTORING AND TEACHING from our excellent chiropractor and SOT Craniopath who will help you develop your skills to new levels.
- You will learn how to run a SUCCESSFUL business from efficient marketing techniques.
- A happy and supportive team who are taking care of the administration for you so you can focus on what you love – chiropractic care.

Interested?

Please forward a copy of your CV with a photo and a covering letter to contact@thamechiropracticclinic.com

ASSOCIATE POSITION AVAILABLE EDINBURGH

We are excited to present this associate opportunity for a friendly patient-focused chiropractor to join our team.

We are based in Penicuik, south of Edinburgh, an easily commutable distance from the city centre.

What we offer?

- A great team environment
- Flexible working hours
- A bustling busy practice, currently overflowing
- Work-life balance

Edinburgh as a city has a lot to offer in terms of social, cultural, sporting and outdoor pursuits. If you can think of it, Edinburgh is likely to have an avenue for it

Due to our considerable community presence and reputation, expect high earnings of £70k + which is likely to grow year on year

Opportunities to up-skill, build confidence in your adjusting, patient- rapport and ethical patient retention

If you would like to hear more, we would love to hear from you.

Email David at:

Info@dbchiropractic.co.uk

CHIROPRACTOR REQUIRED

ARE YOU IN THE TOP 5%?

One of the top 5% Chiropractic clinics in the country

Is looking for a

Top 5% Chiropractor

Is that YOU?

This is a great opportunity for a top Chiropractor to grow in a fast-paced environment and take an active role in the development of our cutting-edge wellness clinic.

Our Chiropractors' growth rate is super high with potential earnings of £120K+ per annum.

We're one of the largest & most successful clinics in England and proud of the fact that our Chiropractors stay with us for many years.

Some benefits:

- Intensive training program.
- 6 months starter retainer
- A generous 'settling in' financial bonus.
- First year paid GCC, UCA and accountant fees
- Great team spirit, friendships & social activities.

Visit us and get a feel of the clinic's amazing vibe and observe our Chiropractors in action, learning how true wellness warriors operate.

We're located in the affluent, lively and trendy town (TV fame) of Brentwood, 20 min by train to Liverpool Street, London.

Interested? Email Hayley
cohenhayley85@gmail.com www.
spinalcareclinics.co.uk

CLINIC/PRACTICE FOR SALE

PRACTICE FOR SALE

Well-established practice over 26 years in the Market town of Wisbech Cambridgeshire. We have a steady flow of new patients, but we have a very loyal patient list some of whom have been under our care since the first month we opened.

This practice is very well-equipped with four treatment rooms, Electrotherapy of Ultrasound, Interferential, Lasers, Digital Scanner, complimentary Massage, sport injuries therapies which operates five days a week with experienced practitioners. Owner of the practice is looking to sell the practice as soon as possible because of family necessity abroad. The practice is presently set in a grand house of Grade 2* Listed which can be purchased under separate contract.

It is located within several free car parks in the centre of Wisbech which is rare in the UK.

For further information Email:

tcchc10@yahoo.com /
drkola41@yahoo.com Or Telephone:
07710212652 / 7718745245.

CLINIC/PRACTICE FOR SALE

CONTACT US FOR HALF PAGE AND FULL PAGE ADVERT PRICES AND SIZES OR VISIT:

**unitedchiropractic.org/
advertising**

EXPERIENCED ASSOCIATE/ PARTNER/PRACTICE PURCHASE OPPORTUNITY

Well-established practice over 35 years in the most prestigious suburb of Bristol. We have a steady flow of new patients, but we have a very loyal patient list some of whom have been under our care since the first month we opened. This practice is very well-equipped with four treatment rooms, Xray facilities, diagnostic ultrasound, bone density screening, an Insight Scanner, Footlevelers Digital Scanner, an Aquamassage machine and a fully equipped rehabilitation gym which operates five days a week with experienced gym trainers.

Are you a successful associate in your practice but you do not really want to start a practice from scratch? Owner of the practice is looking to sell the practice in the next year or two so this position would be ideally suited to someone who is experienced, entrepreneurial, ambitious and hard-working who has financial resources to become involved.

The practice is set in a grand house which can be purchased under separate contract. There is a decent sized car park which is rare in Clifton.

Interested parties should email
hugh@cliftonchiropractic.co.uk for
further information.

BUSY MULTIDISCIPLINARY CLINIC FOR SALE – SOUTH WALES

Very busy, well established (11 years) multidisciplinary clinic for sale in Bargoed, South Wales. Low overheads, including business rates exempt, low competition and high population.

Clinic has in house Podiatry which brings in >£20k / Profit per annum.

Practice manager fully trained in systems; marketing, finances (payroll outsourced) and admin support.

2 full time associate Chiropractors, as well as owner.

Paperless / Digital Patient Records.

Selling due to personal reasons.

Close to bus and train station, parking outside and 4 car parks within a stone's throw of the clinic.

Excellent local reputation. 5 treatment rooms, including Shockwave and Phits Dynamic Gait Scanner.

Average of 28 New Patients a month organic leads, not including promotions.

Please contact:

Claire Rees 07796397209 reesclaire@hotmail.co.uk

WELL ESTABLISHED CHIROPRACTIC CLINIC FOR SALE IN THE EAST MIDLANDS

Well established chiropractic clinic (20 years+) for sale in Mansfield, Notts

Mansfield is a market town, north of Nottingham, next to the M1 motorway and bordering the picturesque Peak District.

Due to a change in circumstances, this spacious and inviting clinic is up for sale.

Most patient referrals are generated via our excellent Google reviews and internal recommendations.

The premises have a large, bright reception, 4 treatment rooms, a disabled toilet, and a kitchen area. It is close to the town centre with onsite car parking.

1 treatment room is being let out full time to massage therapists

There is plenty of scope to expand the clinic to incorporate more treatment rooms.

The front desk staff are enthusiastic, caring, well trained, and offers fantastic patient care.

POA, for further information please
email healthonhand@yahoo.com

EQUIPMENT

2 THULI TABLES FOR SALE

Used Thuli chiropractic portable table, 22 inches (Excellent Condition) £725

Almost new Thuli chiropractic portable tables, 22 Inches (Good Condition) £750

New vinyl, small drop on headpiece, some minor scratches on one of them.

Cervical drops no other drops

Great for students or entrepreneurs.

Contact us for more pictures or information.

T: 0207 976 6648

E: rania@proback.co.uk

ADVERTISING COSTS AND CLASSIFIED TERMS

FIRST 50 WORDS:

£45 – UCA Member

£75 – Non Member

(Plus 50p for every additional word)*

INCLUDES: Advertising on website for 90 days and next edition of the magazine.

*Payment must be received in advance

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402 ELEVATION

Well-built, long-lasting and comes standard with our Total Drop System.

**LIMITED NUMBER AVAILABLE
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