

33

UNITED CHIROPRACTIC ASSOCIATION

ISSUE 60 | **SPRING 2021**

PRINCIPLES

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Understanding Your Client's 'Health Aim'

By **Alicia Leontieff**

WHAT DOES
YOUR BRAND
SAY ABOUT YOU?

Melisa Arilla

THE 12 STAGES
OF HEALING AND
LIVING

Rachael Talbot

REACTIONARY
MODEL vs
PROACTIVE MODEL

David Tennison

THE
UNFAIR
ADVANTAGE

Kirk Gair



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MEET THE UCA TEAM

YOUR UCA HEAD OFFICE TEAM AND CONTACT POINT



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PRESIDENT'S REPORT

Dear Members,

Welcome to the Spring edition of the 33 Principles.

Many of us would have been looking forward to the turn of the year after Christmas. Christmas was low-key and to have a “back to basics” Christmas after the 2020 we have all had was not necessarily a bad thing. Many of us were eating turkey and ham leftovers a little longer than expected due to extended family being ruled out at the last minute particularly for those of us who were in Tier 4 restrictions.

As it happens the turn of the year had a variant and an acceleration of Covid-19 cases and Tier 4 restrictions merging in national lockdown from January. So, I think we can all be excused for thinking 2021 has started with more of the same from 2020 and in some ways worse as we have been in lockdown in Winter and this is the third one. So, in an environment of balancing the overwhelm experienced by the NHS and protecting the vulnerable with the challenge and loss of our civil liberties we have forged on.

In conversations with members I have seen how the current pandemic has caused internal conflict with our individual values around health, civil liberty and the role of the state to varying degrees. Vaccination and whether we play a part in helping to administer them as part of the NHS program has been challenging particularly with some of the communication from the GCC and RCC. The irony is that this program will be part of the way back to life as we knew it. We believe that whether a member wants to participate as a volunteer, be prioritised to receive a vaccination or choose not to are personal choices which should be respected either way. We have done our best to navigate through this representing the views of the broad spectrum of members we have to be balanced however remain true to what we are, a profession that is founded on providing quality natural healthcare without the use of drugs and surgery. Vaccination is not part of the scope of Chiropractic practice and we can best help by continuing to provide quality Chiropractic care in such times of stress and need. I have communicated this to both the GCC and RCC. We do not support mandatory vaccination for Chiropractors, which is the current stance of most healthcare regulators. I encourage you to read this month's practice protection column. Sam Godwin who is a medically trained solicitor is contributing an article on this very topic in this edition.

We are blessed that we are in a position to be able to continue to practice under the government's Health protection (Coronavirus, restrictions) legislation. This is a benefit of being a statutory regulated profession and whilst I acknowledge practice is challenging, to be in practice benefits us

personally in helping to deal with lockdown in that we can maintain a degree of normality. We still have challenges however and I have felt this personally in the last couple of months. The underlying possibility that our situations can change from minute to minute and hour to hour is wearing particularly when we are coming up to a year of it. Having associates being ruled out of practice within an hour due to track and trace and positive COVID-19 tests, having team members similarly being ruled out within hours of having to work due to self-isolation, schools closing and having to pick up a child due to a positive case in the school bubble, suicide in the extended family and family businesses being closed along with not being able to physically see family all mount up. All this in the background of having to keep up with what we normally do. What I realise is that we are all dealing with this to varying degrees and as a society so people not always showing up as the best version of themselves is completely understandable. It is O.K to not be O.K and it is important to realise that we are not machines.

**IT'S NOT JUST THE
ADJUSTMENT THAT IS
HELPING BUT THE SOCIAL
CONNECTION THAT WE ARE
PROVIDING...**

Having said this, it is gratifying to be able to help those in our practice navigate through this personally as a Chiropractor and we should not underestimate the difference we are making. It's not just the adjustment that is helping but the social connection that we are providing in our practices that people are desperately craving at this time. We all have experiences of this. I was humbled when a ten-year-old boy who was a toe walker wrote me the following poem and read it to me.

Health Service:

***“In cold and heart threatening times bones drop,
brain stops working but is whom who helps and
adjusts the body and helps people in good time”***

Keep doing what you are doing, and remember there is joy and opportunity to be had in the present, you are making a difference which in turn helps us.

I am confident that by the time we get to the Summer magazine the situation and not just the weather will be brighter. Hopefully, the Spring conference will have been the last virtual conference and we will be able to meet in person at Chiropractic essentials.

Best wishes,

On behalf of the UCA executive.

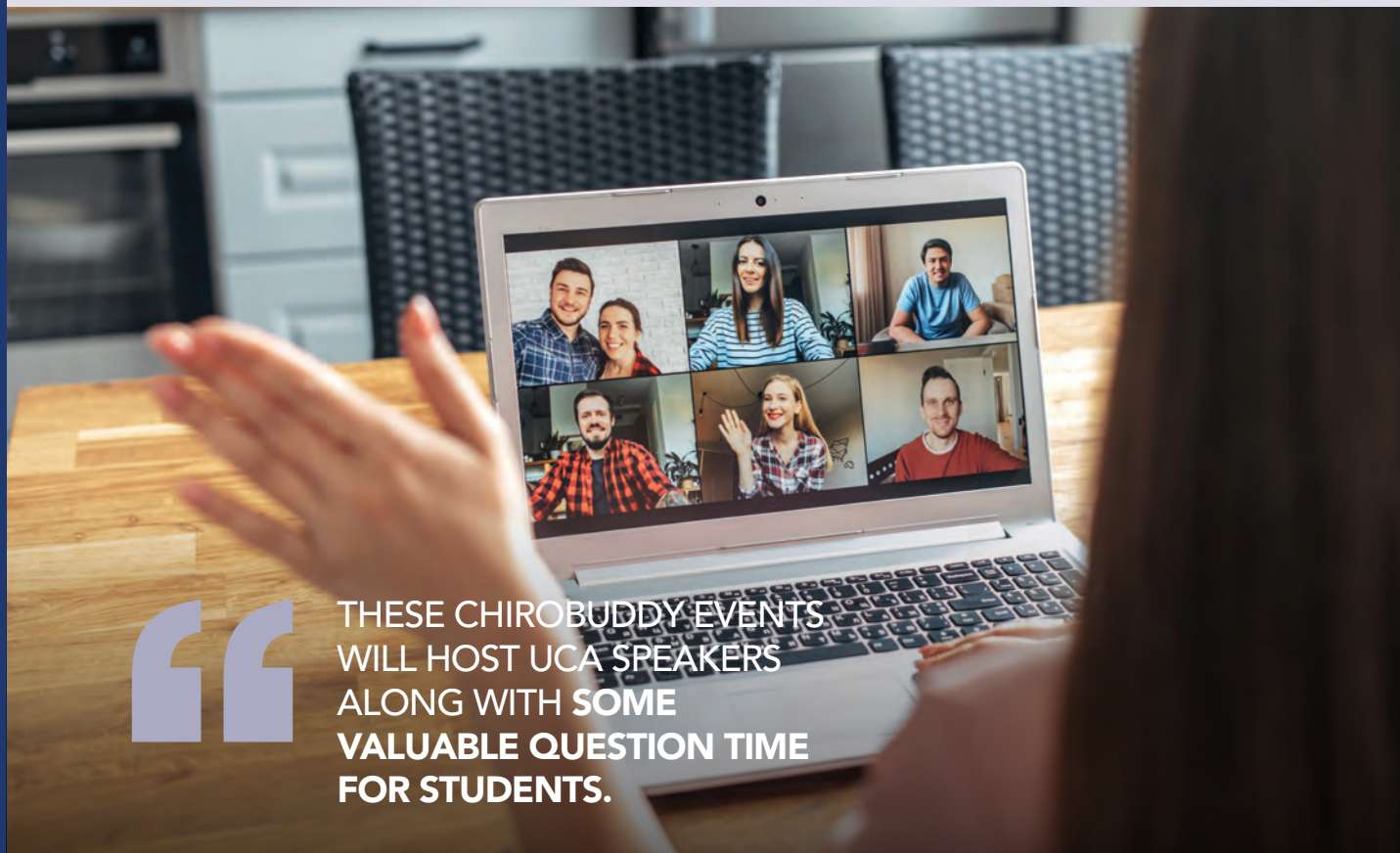
Paul McCrossin, President UCA.

”



PAUL McCROSSIN
President, UCA

STUDENT **REPORT**



“

THESE CHIROBUDDY EVENTS
WILL HOST UCA SPEAKERS
ALONG WITH **SOME
VALUABLE QUESTION TIME
FOR STUDENTS.**

ONLINE EVENTS

BY MELISSA SANDFORD

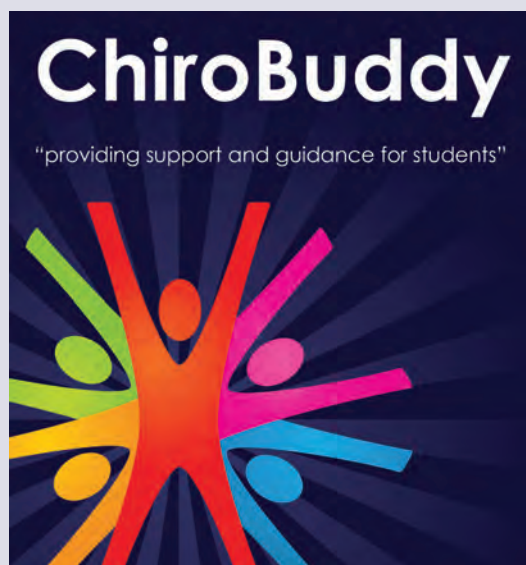
The UCA recognise that Covid-19 has been a difficult time for students in many ways. Not only have they had to adapt to learning in a whole new way but many of them have been separated from family and friends for long periods of time. Many students about to graduate are perhaps nervous about getting a job in the current climate and others have already secured positions. In the past the UCA have had the opportunity to connect with students at the BACS conference along with our own UCA live events. This past year we have done our best to provide opportunities to students to attend both CE and the Spring conference, but we want to do more!

The UCA board have decided to put together two specialised student online events via our ChiroBuddy scheme. The dates for these are Saturday 22nd May and 9th October 2021. These ChiroBuddy Events will host UCA speakers along with some valuable question time for students. We will cover technique, communication, philosophy, science and more.

If you are a UCA chiropractor and would like to get involved, please contact head office for more information.



MELISSA
SANDFORD
UCA CEO



More recently two board members have taken on the role of student liaison officers. Andrew Robson and Tarveen Ahluwalia are newly appointed to the positions and are excited to offer some great new content and opportunities to students. Keep your eyes peeled for our own speed meet event coming up.

CHIRO MEMBER NEWS



Ana Margarida Luso

▲ Congratulations to Ana on her marriage in Portugal on the 3rd October.

Jacqui Johnson

▼ Welcome to the world Willow Olive Chatfield! Willow was born at home in the water on 25/1/21 at 3.9kg.



Rachel Hodson

▲ Baby Girl Daisy Ann born at home 3.30pm on Christmas Day – What an amazing gift!

Rose Millward

▼ Two Chiropractors based in the Southern Uplands of Scotland, Rose Millward and her partner Alistair Kitchener, are so infinitely grateful and happy to introduce their newborn son, Wilbur Robert Kitchener: born 22.1.21, weighing 8lb9inches.



Tom and Fiona Swingewood

▲ Baby Girl Eilidh born 10.12.20 7lbs 9oz to two amazing chiropractors in Devon!



Paul McCrossin

▲ Congratulations to our President Paul McCrossin on his new practice. We wish you and Charlotte great success in your new venture.



SHOULD ALL HEALTHCARE WORKERS BE VACCINATED AGAINST COVID-19?

BY SAM GODWIN

Vaccinations have always been an emotive subject and never more so than with the development and introduction of the COVID-19 vaccination at unprecedented speed.

Public attitudes towards vaccination have tended to split into three groups. The first being those persuaded by the merits of vaccination. Most healthcare workers in the NHS fall within this group and are currently being vaccinated.

The second group are the 'anti-vaxxers', who disagree with the use of vaccines for a variety of reasons. They often hold strong views and arguably are unlikely to change their minds based on any information currently in circulation.

The final group are the apparently growing numbers of 'undecided'. They want to do what is right but have legitimate questions and are hesitant.

It is uncontroversial to suggest that healthcare workers have increased exposure to COVID-19 and that for some who contract the disease, they will be seriously ill, and some will suffer long term complications or death.

So what does the Government say about healthcare workers and the COVID-19 vaccination? The guide for healthcare workers on the gov.uk website, updated on the 27 Jan¹, states that the vaccine will reduce the chance of an individual suffering from COVID-19 whilst acknowledging that no vaccine is completely effective, and some people may still get COVID-19 despite being vaccinated.

It is noted that evidence as to whether the vaccine reduces the chance of passing on the virus is less clear but there appears to be an assumption that it would be reduced as a direct result of less severe disease in a vaccinated individual.

At the time of writing, preliminary results from a study of the Oxford-AstraZeneca vaccine suggests that the vaccine does reduce transmission, but at present the advice remains that people should still follow restrictions after vaccination.

Another unanswered question relates to how long the immunity from the current COVID-19 vaccines will last. PHE's SIREN study suggests antibodies from past infection provide 83% protection against reinfection for 90 days to five months compared

with people who have not had the disease before. However, there is still a risk that an individual who has had the disease and is protected, can acquire an infection, and transmit to others. Only time will tell for how long immunity is conferred following vaccination.

Currently, UK legislation does not provide the power to mandate vaccination (neither the Coronavirus Act 2020 nor the PHA 1984). Section 45E of the PHA1984 and schedules 18 and 19 of the Coronavirus Act 2020 rule out provisions requiring medical treatment including 'vaccination or other prophylactic treatment'. Thus, a policy of compulsory vaccination would require primary legislation. Although there is some support for mandatory vaccination, the government has so far rejected that possibility.

For those healthcare workers not persuaded that vaccination is the way forward for them as individuals, what guidance are they getting from their regulators and professional associations?

'Good Medical Practice', the GMC's ethical guidance for doctors, states at paragraph 29 that doctors 'should be immunised against common serious communicable diseases, unless contraindicated'. In their COVID-19 vaccination advice, they state that 'whilst there is no absolute duty to be vaccinated against any particular disease, there is a potential risk of inadvertently spreading coronavirus to vulnerable patients. This weighs in favour of doctors being vaccinated unless there are good reasons why it isn't appropriate in your individual circumstances.' A BBC article in 2018 <https://www.bbc.co.uk/news/uk-scotland-42634781> reported that "All NHS staff in Scotland are offered a flu vaccination but less than half have had it"

The Nursing and Midwifery Council and the General Dental Council hold similar views.

The Royal College of Nursing gives a more direct comment on vaccination saying that they

would actively encourage all members to have the COVID-19 vaccine based on the assumptions from the Joint Commission on Vaccinations and Immunisations (JCVI) that a vaccine is safe and effective. However, they do not believe that staff should be made to have the vaccine and where reasons are explored and they remain anxious, they may need redeploying to lower risk areas.

The Chartered Society of Physiotherapy actively encourages its members to be vaccinated with a persuasive article from their Director of Policy and Strategy².

The HCPC does not (and arguably cannot) mandate that registrants be vaccinated, they 'strongly encourage' absent good reason not to. They refer registrants to the Standards of conduct, performance and ethics and specifically comment that registrants must ensure that any promotional activities must be accurate and not likely to mislead.

The Osteopathic Council, and the General Chiropractic Council both advise registrants of their duty (or in the case of the GCC their 'expectation') to ensure patients are signposted to credible/legitimate/trusted sources of public health information in the context of discussions about vaccination. Rather inconsistently the GCC guidance also points out that "while immunisation is an important area of public health it is outside the scope of chiropractic competence". Arguably, if it is outside the scope of chiropractic competence, any advice or signposting given to patients by chiropractors should be avoided. Whilst both note that registrants can contribute to the vaccination program, neither appear to be actively encouraging registrants to be vaccinated although the GCC website notes that Chiropractors have been confirmed as a priority for the COVID-19 vaccination.

The absence of firm encouragement or expectation is perhaps not surprising given it is accepted that the nature of complementary and alternative medicine practices is such that there will be a higher percentage of individuals who do not support vaccination than for those in the more traditional healthcare roles. To advocate strongly that all chiropractors should be subject to mandatory vaccination would be likely to be very controversial, in particular as this is not something which the more traditional healthcare regulators are advocating and it would require equally controversial changes to primary legislation.

In conclusion, all those involved in regulating, guiding, and supporting the healthcare professions support the COVID-19 vaccination program and many encourage their members and registrants to be vaccinated. However, all are mindful that it remains a personal choice as to whether you decide to be vaccinated or not.

¹<https://www.gov.uk/government/publications/covid-19-vaccination-guide-for-healthcare-workers/covid-19-vaccination-guide-for-healthcare-workers>

²<https://www.csp.org.uk/blog/2020/11/covid-19-vaccine-let-me-have-it>



SAM GODWIN

Sam qualified as a doctor in 1995 and worked in hospital medicine in the NHS for a number of years. She then retrained as a solicitor, working in the Litigation and Arbitration team at Lovells in London, specialising mainly on large complex banking fraud cases before a brief return to clinical practice in Accident and Emergency. Sam then spent 13 years working as a Medicolegal Advisor initially at the Medical Defence Union (MDU) and more recently at Medical Protection (MPS). During this time, Sam used her combined medical and legal knowledge and experience to advise and represent hospital doctors, general practitioners and other healthcare professionals in relation to a wide variety of medicolegal matters. She has just returned from a 6 month secondment in the NHS as Interim Head of Planned Care at the Royal Cornwall Hospitals Trust, focussing on how to minimise the harm arising from the Covid-19 pandemic.



TO ADVOCATE STRONGLY THAT ALL CHIROPRACTORS SHOULD BE SUBJECT TO MANDATORY VACCINATION WOULD BE LIKELY TO BE VERY CONTROVERSIAL...

Care & Share

Simon Gough

Simon Gough from Calderdale Chiropractic in Halifax collected food that was donated by the patients and received by their local food bank.

Special mention to Justine who won the practice prize draw, 6 Chiropractic and 2 massage sessions for donating food.



Estelle Zauner

Estelle Zauner from Naturally Chiropractic in Newcastle Upon Tyne, was joined by Joanne Clifford her associate, and her masseur Catherine Phillipson for their 16th Toys and Food for adjustment!

They were collecting toys for the local Salvation Army and Food for the local food bank (the Bay Foodbank).

Despite the circumstances, their clients gave above and beyond what they asked. They had clients donating their winter heating allowances to the foodbank and the Salvation Army along with food and toys.

Her CA team joined in the fun too, Ros Johnson, Jan Ware and Nell Marshall. Their team theme this year was Xmas pyjamas to up the fun quotient.



THE CASE FOR CHIROPRACTIC

Towards the end of 2020, the UCA gifted every member a beautiful hard cover book from the Australian Spinal Research Foundation which includes many of the articles from their popular blog.

It was well received, and we asked members to take lots of creative photos of themselves reading or displaying their books. The most liked picture received a £50 voucher to use on 2021 membership or conference fee through the UCA.

If you would like to purchase further copies of this book, they are available through our website.
www.unitedchiropractic.org.

All funds raised from the sale of this book go towards the Foundations important research work.

Thank you to all of those that took part.

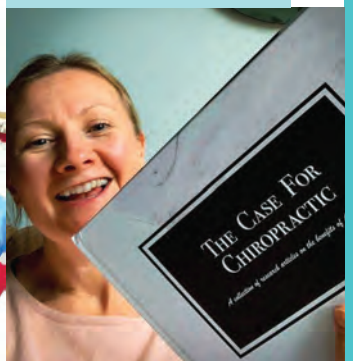
Here are a few of the entries...

Winner

► Leigh Hurley.



▼ Wendy Davis.



▼ Giselle Van Niekerk and Dean Rieder.



▼ Will Goddard.



▲ Marc Muncila.



◀ Kanika Basra.

CE AWARDS 2020



Roger Wood

▲ DC of the Year Award

Heidi Haavik

▼ Stuart Rynsburger Award



Innana Botros

▲ Student of the Year Award

Carly Mullen

▼ CA of the Year Award



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FORBIDDEN ANATOMY

PART 3/3

BY TIMOTHY SALTYS, DC

With 127 joints sending information to your central nervous system at any given point in time, your spine undoubtedly plays an important role in keeping your CNS informed. Of even more interest to me, is analyzing the role that cervical spine afferentation might play in that process.

The density of receptors at any peripheral site impacts the effect that that site's afferentation potential has on its upstream connections. The more receptors, the greater the potential for impact. It is now known that the upper cervical spine and its supporting tissues hold the greatest amount of proprioceptors in comparison to any other part of the body. These afferents enter the pathways mentioned in Part 2 of this series – the dorsal columns and the spinocerebellar tracts. However, afferents stemming from Atlas, Axis and possibly C3, have additional connections to the vestibular nuclei. Furthermore, the vestibular system receives afferent signals from the otolithic and canalithic organs of the inner ear, which respond to any amount of

linear or rotational head movements, respectively (as created by cervical adjustments in a vast amount of chiropractic techniques). I believe that considering vestibular stimulation that synergizes on mechanoreceptive, proprioceptive, otolithic and canalithic afferentation is significant in our quest to understand the effects of the chiropractic adjustment.

The function of the vestibular nuclei is complex in nature. They are a paired set of four nuclei that reside in the lower brainstem. Their function is famously understood in terms of coordinating head and eye movements, balance and extensor posture tone, and less famously for positionally-related autonomic responses. There are a lot of logical outcomes that can be extrapolated upon further consideration of these functions. The smooth coordination between head and eye movements (the vestibular ocular reflexes) are hugely important in terms of keeping your gaze stable. Dysfunctions in this realm make it harder to focus on any given task, harder to read, and could contribute to a propensity towards nausea and anxiety given the perception of a world that is chronically unstable. Having a more integrated sense of balance is important for feeling grounded, and moving confidently in your day-to-day. Humans are meant to live upright! Poor vestibular function can lead to spending more time in collapsed postures. Recall from Amy Cuddy's famous TED Talk that spending time in the "Power Pose" stands to increase levels of testosterone and decrease levels of cortisol! Consider the health impact testosterone has in both sexes, and what lower cortisol levels means for maintaining a parasympathetic state (and all of the beneficial effects of that state!) A healthy vestibular system helps regulate adequate heart rate, blood flow and thus oxygen and nutrient supply throughout the body as we move throughout our day, giving us the energy we need to succeed in our human endeavours. Moreover, there is evidence supporting the existence of connections between the vestibular nuclei and the paraventricular nucleus of the hypothalamus (which helps maintain autonomic homeostasis), and the limbic system (which plays a large role in generating emotions, behaviour, and establishing aspects of memory).



It is also important to acknowledge the ubiquitousness of the vestibular nuclei across all classes of vertebrate animals. If all vertebrates have vestibular function, it is reasonable to state that it is important in the development and “smooth running” of core functions that keep vertebrates alive. Consider that not all animals have a prefrontal cortex. Absolutely, the prefrontal cortex is not vital (life-giving/sustaining), and thus other vertebrates can survive without one (though I am not denying its impact on quality of life!) It is also reasonable to consider that the development of such higher-order neural circuitry could develop from already established circuitry. I.e. higher functions in humans developing phylogenetically and neurodevelopmentally from more primitive, already-existing circuits like that of the central vestibular system (it was there first!)

The concept of homologous columns becomes important to introduce here. Homologous columns are connections between cells that are formed very early on in development. Despite the process of cellular migration, these intrinsic connections persist in the brain stem throughout our lifetime. The homologous column that holds vestibular function is the Special Sensory Afferent column, which also holds nuclei contributing to sound and taste. Lastly, in studying the principles of cellular connectivity we know neurons display different types of connections (axodendritic, axosomatic, axoaxonic) which creates the possibility for connections between functional neural systems that are anatomical neighbours – take out your neuroanatomy books and consider the possibilities!

The content presented, and the jargon used in the above paragraphs and throughout this series is not foreign to the medical or research community. In fact, it is mostly from the latter group that this information comes from! What surprises me is the apparent delay that exists between discovering and understanding things in a laboratory, and seeing that knowledge transferred over to a clinical setting. Of course, ensuring that human trials can be conducted safely is of utmost importance, but knowing what we know, how can Spinal Cord Stimulators (invasive

neuromodulation devices also known as Dorsal Column Stimulators) be more accepted in modern allopathic practice than spinal adjustments?

There is clearly a gap between what is understood anatomically/ functionally and what is delivered in healthcare. Not a gap in knowledge, but potentially a gap in:

A. Understanding – Do medical professionals consider the afferentative consequences of restricted vertebral segments?

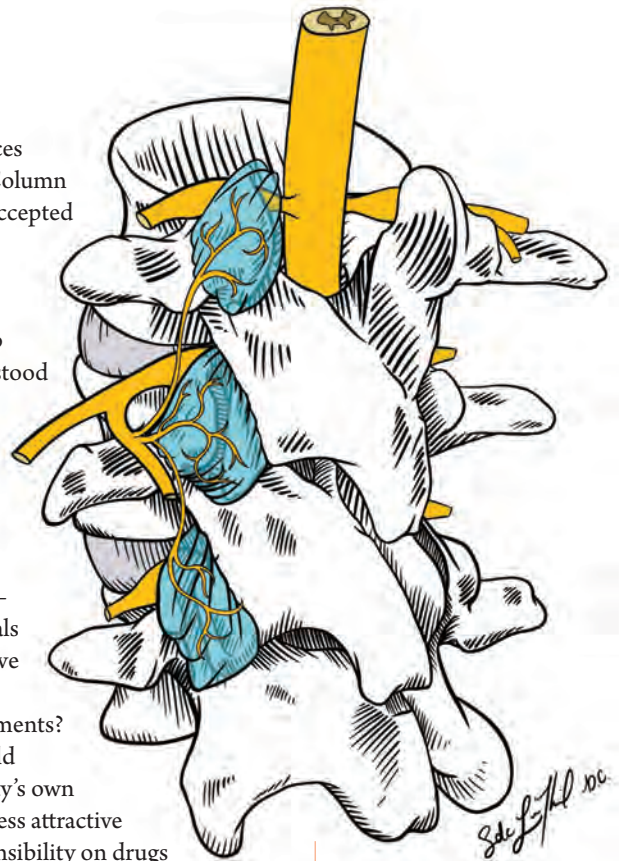
B. Priorities – Could acknowledging the body’s own ability to heal itself be less attractive than placing that responsibility on drugs and surgeries from a financial standpoint?

C. Efficiency – Could it be easier to run a business with predictable prescriptions and timely surgeries than managing the variables that come with hands-on approaches to care?

What can be done to try to close these gaps? Potentially attempting continued outreach efforts that embrace the language that is already familiar with the community we want to appeal to – the language supporting the science of afferentation. To further increase the odds of successful outreach efforts, consider delivering your communication in a format that is common practice in their world – letter/report writing. You might not love the suggestion, but why reinvent the wheel? Especially given the segregation of specialties within medicine, letter and report writing is the go-to method for comanaging patient cases. Dale Carnegie said, “Remember that a person’s name is to that person, the sweetest and most important sound in any language”. I would add that the same could be said about a person’s vocabulary.

We all have seen the consequences that subluxations have on people’s lives, consequences that are not limited anatomically to the vertebrae in question, but whose effects are seen downstream (think Merrick Nerve Chart). However, I would invite you to keep on considering, investigating, and communicating the upstream consequences that can arise from subluxations causing dysafferentation.

The nervous system is intricate. I propose that the potential role that spinal afferentation plays in keeping it healthy should not be limited to what is already known, but rather praised for the exciting possibilities created by acknowledging the intricacy of the *forbidden anatomy* presented in this series.



TIMOTHY SALTYS

I was born and raised in Portugal. I'm a ChiroKid! I have always played tennis and I chased that dream to Spain, and then to America where I earned a Bachelor of Science in Biology and a Bachelor of Arts in Psychology from Purdue University. In the Fall of 2014 I attended the UCA Conference, which solidified my path as a chiropractor! I attended Life Chiropractic College West and graduated in 2018. I currently co-own Connected Chiropractic in Calgary, Canada with my fiancé, and most recently I became a Diplomate of the American Chiropractic Neurology Board.




THERE IS CLEARLY A GAP BETWEEN WHAT IS UNDERSTOOD ANATOMICALLY/ FUNCTIONALLY AND **WHAT IS DELIVERED IN HEALTHCARE.**

A close-up photograph of a woman with blonde hair, smiling broadly and looking upwards. She is holding a young child who is laughing with their hands covering their mouth. The woman is wearing a light-colored jacket and a grey scarf. The child is wearing a blue and white jacket. The background is bright and out of focus.

UNDERSTANDING YOUR CLIENT'S 'HEALTH AIM'

A TRUE GAME CHANGER!



**BY ALICIA LEONTIEFF
LEONTIEFF & DAVIS
BURY CHIROPRACTIC LTD**

In what has been a challenging year for us all, in more ways than one, we have achieved what we initially thought would be the impossible; record numbers.

We are blessed with an incredible team of people who work with and support us. We couldn't have helped all the people we have this year without their true grit and determination. They are all truly amazing human beings.

A special shout must go out to our new Tech CA's who have been instrumental in this success during this Covid year. They have been the catalyst enabling us, in 2020, to help more people back to health than ever before.

"So what is a Tech CA?" I hear you all cry.

Well, it all started at a mastermind I attended in January of this year with one of my amazing business coaches.

**WE BELIEVE THAT A
PERSON'S TRUE HEALTH AIM
IS VITAL TO OBTAIN,
ESPECIALLY IF YOU WISH TO
TAKE YOUR PATIENT
THROUGH A COURSE OF
CARE AND BEYOND TO
ENABLE THEM TO ACHIEVE
OPTIMAL HEALTH.**

”

The event started with the topic of “moving the needle”. This was all about those consistent little changes which accumulate over a period, and which have substantial positive impacts upon your practice. This coach also talked about the need to engage with a prospective patient several times before they will choose to do business with you. It is those multiple engagements that build trust over time and instils confidence in them that you're the right centre to help them with their needs. Doing this significantly improves the quality of the new patients you attract and increases your conversions (special mention goes to Jeff Olsen who expands on this idea in his book, “The Slight Edge” – a great read!).

As Chiropractors, when someone first comes to see us, we cover the standard questions about their symptoms, and we want to rule out any sinister causes and contra-indications to care. This tends to be our focus.

Then by the time that has all been covered, along with their medical and family histories, the Chiropractor can be short on time and likely to



have only scratched the surface of a patient's true Health Aim.

When we talk about someone's Health Aim, we mean the real reason a patient has sought care in the first place. Their Health Aim is the something that they want to be doing, which their worsening symptoms are stopping them from doing. It's this feeling, which is creating a negative emotion for them, over and above the physical pain they have been experiencing. For some, it might be not being able to play with their grandchildren, for others it might be the embarrassment of no longer being able to complete a round of golf with their friends. This lack of social interaction could be making them feel deeply unhappy, causing them additional health problems. Your patient may be unable to drive, or unable to work, and so they become worried and stressed about providing for their family.

We believe that a person's true Health Aim is vital to obtain, especially if you wish to take your patient through a course of care and beyond to enable them to achieve optimal health.

In our experience, we often find that Chiropractors can really struggle to obtain anything more than a surface-deep Health Aim. This can be for many reasons, perhaps the most common of which is that they just simply ran out of time, which is such a shame!

We needed to find a way to help our time-strapped Chiro's complete all the pertinent and necessary questions and examinations, but to also obtain this Health Aim, which we knew to be so key to improved patient outcomes.

It's so true that you can rarely predict where inspiration will come from, and when, but sitting and listening during that mastermind, a lightbulb went off in my mind.

We decided to try a different way of training our CA's and developed a training programme for all our new hires which would give them the tools to deep-dive into a prospective patient's psyche and find out exactly what it was that had caused them to finally seek our help.



ALICIA LEONTIEFF

Published authors, chiropractors and business owners Dr Wendy Davis and Dr Alicia Leontieff have been running Bury Chiropractic (burychiro.co.uk) for almost 14 years, cracking spines and changing lives in the heart of Bury, Greater Manchester. From starting out on their own, they now have a team of over 20 people and are projected to turnover 7 figures this coming year alone. They now spend their time managing the business and coaching other chiropractic and health centres by providing them with the tools they need to succeed. If you're interested in a free discovery call with Wendy and Alicia, visit leontieffanddavis.co.uk (book soon as spaces are limited).

We would train our new tech CA's to ask the right questions of all our new patients, prior to their initial consultation with the Chiropractors, they would ask them all about their health aims and their associated emotions.

Since we implemented this, the results have spoken for themselves; our conversions have gone through the roof and it's increased our new patient care ratings as they now feel even better understood.

Now, all our new patients are screened before meeting the Chiropractor for the first time and their Health Aims are obtained. Don't get us wrong, this can be time-consuming, with calls averaging 30 to 40 minutes, as well as involving a free-of-charge phone call and/or screening in the centre, but it's oh so worth it!

Our patients are so incredibly appreciative that we have taken the time to truly understand their challenges, and they love us for doing all of this for them before we even ask for a penny in return. So much so that most refer their friends and family to us, and the rapport built during this very first meeting stays with them right the way through their entire course of care.

Trust us, it's so worth putting in this extra team effort and has been a real game changer for us.

Why don't you give it a go in 2021!



Wendy and the team at Bury Chiropractic.



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WHAT DOES YOUR BRAND SAY ABOUT YOU?

BY MELISA ARILLA

As a chiropractor you might think that branding is for big companies, and not necessary for your practice. You might think that just having a logo and a few business cards made with it is all you need. Well, here's the deal: The logo is not your brand. The brand is the soul of your business, it is what will create the emotional connection with your patients, what inspires hope and creates trust among them. A brand is a promise you are making to your patients.

Let's find out if you have a strong brand with this quick branding checklist:

1. Values & Beliefs

Do you have a list of core values and a mission statement for your practice?

This is super important to keep your business grounded.

2. Strengths

What makes you stand out from other chiropractors? What's your magic?

It may be your personality, or the extreme coziness of your chairs, or the special tea you offer patients after every adjustment or that your practice has more plants than chairs available!

3. Audience

Who do you want to fill your practice with and why?

Would you rather be helping kids to grow strong and healthy or to help athletes to be in a peak condition?

4. Promise & Offer

What will your patients get from you?

Remember, people don't buy products, they buy better versions of themselves. You are not selling 24 adjustments ... you are selling how they will be back to playing their favourite sport or how to increase their vitality to play with their grandchildren.



5. Tone & Personality

What tone do you use to connect with your audience?

This will depend on your audience. Is your communication playful and fun? Or is it more academic and formal?

REMEMBER, PEOPLE DON'T
BUY PRODUCTS, **THEY BUY
BETTER VERSIONS OF
THEMSELVES.**



7. Visibility

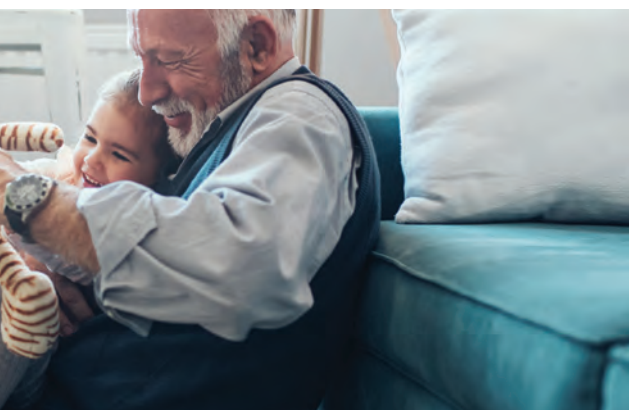
Is your branding consistent through all your platforms?

This includes your website and social media as well as your office decoration and set up, the way you dress to see patients, your staff's uniform, the way your CA picks up the phone, the music playing in the background, the scent of your oil diffuser, the way you talk to the patients, the amount of toys you have in the office, the questions you ask in the first visit form. It is all the little details you can think of.

6. Visuals

Do aesthetics help you communicate your story and values?

Paul Rand said: "Design is the silent ambassador of your brand". You don't want to use templates that don't speak to your patients, and that they have probably already seen in their favourite restaurant's Instagram. Your logo, colors, fonts, the type of photographs you use, the composition, everything should be well thought out in order to communicate exactly what you want. The first impression should be as clear and effective as possible.



MELISA ARILLA

Melisa Arilla is a graduate in Graphic Design from Buenos Aires, Argentina. In 2017, she moved to Barcelona where she enjoyed working for three years as a Chiropractic Assistant before launching her own business "Todai Virtual": a graphic design and virtual assistance service to help chiropractors around the world connect better with their patients. She enjoys Barcelona's beaches and long walks across the city.

If after going through the checklist you realized you don't have a brand, I encourage you to go through it again, and start working on it. And if you confirmed you have a strong and consistent brand, then ... Congratulations!



IR35 CHANGES

BY MICHAEL B BENNETT
MICHAEL@MBBFCCA.CO.UK

Unsurprisingly, recently I have been getting enquiries about the changes coming to the IR35 regulations from April 2020 – yes it was meant to be April 2020 but COVID got in the way, so now from April 2021. It is very clear to me that there is much misconception about these regulations.

What is IR35?

This is a piece of legislation brought in to stop people using one-person service businesses to disguise an employment and thus pay less tax/NI than would be the case if they were directly employed.

Who may be impacted?

It could apply to anyone working through their own company or a partnership, where they are deemed to be disguising what is, in fact, an employment. Just to be clear, a sole trader cannot be deemed to be working under IR35.

What is the effect of being “caught” under IR35?

Firstly, all amounts invoiced to the client business are effectively deemed to be paid by the client as employment wages; this means that they will deduct from your gross invoice amount Class I employees NI and tax at source, which they pay over to HMRC; they will also have to pay employers NI on the same figures. Within your business, all IR35 income is non-taxable and you are not allowed to claim any expenses against the income, so effectively you have a vehicle that is costing you money. Your income is now deemed employment income with (hopefully) all tax and NI deducted at source.

What are the changes?

Historically the onus has been on the service provider to decide whether or not the engagement falls foul of the IR35 regulations; from April 2020 it falls on the client to decide, but only where the client is a medium or large business. This means that if the client business is a small enterprise, then nothing has changed at all. The definition of a small enterprise is

one that has fewer than 50 employees and either a turnover of up to €10 million or net assets of up to €10 million. From this it will become clear that for most people, their client is a small enterprise and therefore nothing has changed.

The general view is that most medium and large enterprises will have a blanket policy of making all partnership and company sub-contractors paid under the IR35 regulations so that they cannot be found to have incorrectly deemed their contractor as not caught by the rules.

Being practical, most of you who have Associates working through limited companies will be unaffected. Those of you providing services to the NHS may have an issue, but this would already have been raised as for public bodies the changes came in two years ago.

What can you do about this?

You could choose not to provide services to anything that is not a small enterprise, thus allowing you to continue as before. If you have no choice but

IT COULD APPLY TO ANYONE **WORKING THROUGH THEIR OWN COMPANY OR A PARTNERSHIP.**

to offer services to a medium or large enterprise, then ask them to take you on to their payroll and stop trading through your company or partnership.

Further advice

If you are unsure about your status, feel free to contact the author for case specific advice.

Michael has agreed with the UCA that there will be no charges raised for any first-line advice on this subject.



MICHAEL B BENNETT

Michael leads a team of professional accountancy experts and has overall responsibility for the services his practice delivers. He assists individuals, sole traders, partnerships and companies with strategic business advice, accountancy services and with all aspects of taxation.

Michael qualified as an accountant in 1991, and became a fellow of the Association of Chartered Certified Accountants in 1996. He started his own practice in 1997 and over the years has seen his client base grow to over 1,500.

He also lectures to final year students at many colleges, helping prepare them for the real world and in the past has been a regular speaker at the annual conferences of the College of Podiatry.

'In the little spare time I have, I enjoy the occasional round of golf to shake off the cobwebs, and music is really very important to me. I spend my working life using my brain, so when I do have some down time my greatest pleasure is to do something manual. I love making intricate models – in card, in wood and in plastic and metal.'





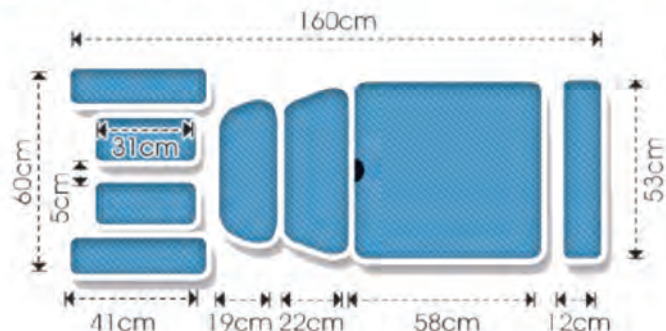
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A close-up photograph of a pair of hands gently cupping a bright red, glossy heart. The hands are positioned with fingers slightly curled, supporting the heart from below and the sides. The background is a soft, out-of-focus grey.

THE 12 STAGES OF HEALING AND LIVING

A JOURNEY THROUGH 2020

BY RACHAEL TALBOT
WWW.RACHAELTALBOT.COM
WWW.NATURALLYEMPOWERED.COM

I came to chiropractic late. I was 27 when I received my first adjustment and 29 when I went to chiropractic school. I honestly thought I was signing up for a career fixing bad backs and sports injuries. I had no idea of the personal and professional journey I was embarking on and I'm filled with gratitude.

My first chiropractor did a mix of AK, SOT and diversified, so AECC was a bit of a shock when my first intern did diversified on me. But I was so enthralled to discover other techniques and settled on Gonstead, did a load of seminars and thought I was sorted. Life had other ideas. In my 4th year of practice I received a Network Entrainment (that's what they call an adjustment) and I was blown away.

So I started studying Network Spinal Analysis with Donny Epstein, and along with his other approach – Somato-Respiratory Integration, and that's what I plan to talk about here. Also known as SRI for short, it's made up of 12 simple exercises that Donny associates with the 12 Stages of Healing, or the 12 Stages of Human Consciousness. Each stage is associated with a conscious state that if we're fortunate enough, we can experience in this lifetime, and each time you run through the 12 stages you learn more and more about yourself, and heal wounded parts.

EACH TIME YOU RUN
THROUGH THE 12 STAGES
**YOU LEARN MORE AND
MORE ABOUT YOURSELF,
AND HEAL WOUNDED PARTS.**

I initially thought SRI was simply a way of engaging and empowering my clients, and that is to be honest a good enough reason to teach it. What it also taught me personally when I first learnt it was how disconnected I was from my body. The only signals I listened to were the really loud ones, and in my case that was many physical pain (I have a fracture on L3 which is a great source) and critical inner voices. I was a master of self-criticism, and beat myself up consistently for “not being good enough”. When I first did Stage 1 of SRI I was overwhelmed by what I felt (loads of energy) and too embarrassed to say (because that's what fluffy wuffy therapists talked about and I WAS A SCIENTIST) and strangely curious. So I taught it to all my clients. And to my annoyance, many of them got it so much better than me and started telling me things that only made me want to study it further.

So I thought I'd share my experiences of 2020 to make these sometimes seemingly abstract stages real, because SRI has been one of the tools that has made 2020 a really good year for me.

”



Stage 1: Suffering and Disconnection

Why would anyone want to study an exercise called Suffering? That was my first response. Well back in March I watched my busy diary disintegrate as my clients went into fear. I spent the first 2 days of lock down in a state of panic. I didn't know my heart could pound so hard. How was I going to pay the bills? How would I survive this? Pure survival instincts started to kick in. My sympathetic nervous system was running the show. And intuitively I turned to stage 1 SRI exercises. Why? Because part of the exercise teaches you where you hold embodied resources. And by placing my hands on these positions (they vary by individual) I was able to calm my pounding heart. I was able to take a full breath. I was able to bring my body, and consequently my mind back to a peace state. I was able to get myself in a state where I could do something.



I WAS ABLE TO
BRING MY BODY, AND
CONSEQUENTLY MY MIND
BACK TO A PEACE STATE.

Stage 2: Creating Emotional Flow or Polarities

So then I got angry. Angry with pretty much anyone I could direct it at, but mainly the government for locking me down. My chiropractic roots kicked in and I wanted to serve. I wanted to help people through this because I knew I could, but my office was closed and my clients were scared. But using stage 2 exercise I connected to my anger, to my helplessness, to my despair, and also connected to the resourceful parts of me, the creative, the energised, the parts that were going to find a solution. And as I did that, I shifted gear.

Stage 3: Stuck in a Pattern / Frustration

I felt my anger, I connected to my frustration, I ranted at a few people I loved and trusted. I didn't hang around in this stage. It's one I'd visited so many times before, I was pretty much hard wired to move through it once I'd acknowledged it. I was so frustrated. It was like a huge ball of energy waiting to be used. So I connected to my body and it was like ignition.





Stage 4: Reclaiming my Power

This is stage that many people never reach. We accept the rules and limitations that are imposed up us by society, our parents, our close circles and we never truly step into our power. Instead we let others make decisions for us and we often (if we're conscious) feel shit about it, but we just accept that's how it is. We give our power to the government, the media, to anyone rather than accepting we have the power to choose and to be responsible for our choices.

For me, early lockdown was mainly about – how can I carry on serving my clients? I've always had a strong drive to serve, and here I was stuck at home and so were they.

I did a lot of SRI (many of the higher stages too, but I'll come to that) and I realized the best thing I could do would be to teach SRI online to my clients. I'd been running workshops for years by this point, and I thought it would work online. I also realized that I could do a huge amount one on one over zoom with people. I practiced on a few friends. And then I launched online sessions for all my existing clients, and I started a weekly workshop program teaching the 12 Stages.

And people signed up. And then people from other Network practices found me and asked if they could sign up. And then friends of clients also came and joined me.

I also ran free stage 1 and 2 workshops throughout April, May and June because I recognized that many people also lost their income

and I felt it really important to offer something to those really struggling.

So let me talk about my experiences with Stage 5-12, so you can see how they fit in. I have found over the years, that although I still teach the 12 stages in order, we often jump around the higher stages depending on what we need in the moment.

Stage 5: Merging with the Illusion

So often, we feel we have to follow the rules. We are constrained by our minds, our conditioning, by how society has said we should behave. I had a big dose of that in my body.

In stage 5 we realize that so much we thought to be true is only a limiting belief. We start to merge with all the parts of us we have disowned or discarded. We realize we are so much bigger than we thought, so much more capable, that we have so many resources we have just ignored because we were told that “good girls didn't do that” or whatever your story is.

I realized that I had so many skills that could be used to take my business online. I could do it and probably do it well. So I went for it. The old me that lacked self-esteem had been slowly dissolving over the past decade and was no longer running the show. “Old” Rachael would never have had the courage to go online, to be seen, to be recorded and be accountable for what she said. It was a big step for me, and the first time I went on zoom, it was so nerve wracking. And so worth it. The positive feedback I got, spurred me on to so much more.



RACHAEL TALBOT, DC

Aged 17 Rachael rejected a place at Edinburgh medical school, instead choosing to study Chemistry, mainly because she had no idea what she wanted from life. This led her to a successful career in Big Pharma, where she worked mainly in sales and marketing of anti-depressants and pain killers. A chance injury took her to a chiropractor and within 18 months she was at the AECC. Her plan was to help people with bad backs, but life had other plans. A chance meeting with Patrick Gentempo woke her up. His words "there's a woman in bed in hospital, she's alive. Oops, she's dead. Where did it go?" made her totally re-evaluate the animation of life force in the body. She now has a Wellness Practice in Cheshire, where she uses Network Spinal Analysis as her main approach. In parallel she coaches body awareness and embodied empowerment, both in-person and online, and has clients over 3 continents. She is passionate about empowering her clients to be the best version of themselves, connecting body, mind and spirit.



Stage 6: I'm Ready

I was ready, totally ready to be me, whatever that meant!

Stage 7: Resolution

I resolved so many embodied limiting beliefs that were constraining me and holding me back.

Stage 8: Peaceful Waiting

I was able to sit with myself with out all the hyper-critical voices. To allow my heart to start to run the show, rather than my head. To experience peace, space, stillness and huge potential. And into the space came wisdom and my authentic nature started to show up.

Stage 9: I am the Light

So much gratitude for the soul that I am. Deep connection to love. An expansion into the light that created me. Connection to the energy body that I am.

Stage 10: Oneness

This is a place I visit to renew and recharge. To connect to the oneness, to see I'm just a small part of something magnificent and that everyone is connected.

Stage 11: Gifts

Such an important part of being human. We all have gifts to share. We need to share our gifts. It's part of who we are.



WE ARE ALL PART OF A GLOBAL COMMUNITY, THAT UP TO NOW HAS BEEN DESTROYING OUR PLANET, AND TAKING, TAKING, TAKING.

Stage 12: Community

Everything I do affects everyone else. We are all part of a global community, that up to now has been destroying our planet, and taking, taking, taking. I believe its time we start living in alignment with Gaia, our beautiful, giving, planet that nourishes life. For me this is the greatest gift of 2020. The realization that humanity has to change. That we need to start being responsible for ourselves and the impact we have on others, and our planet.

So I ended 2020 in a state of deep gratitude, knowing that I'm in a position to help those who are suffering and struggling, and those who simply want to grow and evolve.

And both the exercises and the associated conscious awareness have been my support throughout 2020, something for which I'm truly grateful.

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REACTIONARY MODEL vs PROACTIVE MODEL

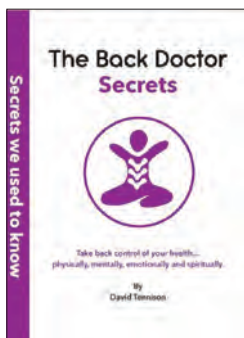
BY DAVID TENNISON

Viruses are nothing new, they normally pass through society – some detected, some not, eventually reaching a saturation point when they fade away. What is new, however, is our reaction to one particular virus – COVID-19. With this reaction we are prolonging the timeframe to saturation point, that, in the words of Agent Smith (The Matrix), is the science of “inevitability” (a character in The Matrix and not a SAGE member unfortunately).

There is argument that had governments taken no action they would save more lives than lives that were lost directly or indirectly as a result of their actions, when we consider total deaths including those in care homes and excess deaths for those that were unable to access healthcare. Personally, I’ve not seen a single piece of solid evidence to show that lockdown 1.0 was a success on in terms of total lives saved.

This could only happen in a world where our understanding of / approach to infections, diseases and health in a holistic sense is frankly short sighted. It has been molded by the mantra of pharmaceutical giants and their considerable influence over health science and medicine. These now deep seated attitudes towards healthcare, which have resulted in government policies being created and enforced through counter intuitive laws that are now taking away our freedom and choice. The reality is COVID-19 is the tip of the iceberg when it comes to our lack of understanding in health matters and the problems with healthcare. It was these events of 2020 that compelled me to write a book where I will explore these hypocrisies and offer an alternative point of view.

If there was no profit involved what would healthcare look like? I’m guessing there would be less new pharmaceutical medicine on the market and more holistic interventions to choose from.



***The Back
Doctor
Secrets***

ON AMAZON





IF THERE WAS NO PROFIT INVOLVED WHAT WOULD HEALTHCARE LOOK LIKE?

Interventions that are free, with no side effects that are proven to give us a long-lasting effect are being overlooked by a reactionary healthcare system that only recognizes you once there is a problem.

The other problem is as a general public we are not encouraged to make health decisions for ourselves. We are encouraged instead to rely on the doctor's advice but the only issue with this is that by the time we see a health profession, we are normally suffering some kind of symptom. This makes us ever more dependent on the advice of the health care professional. What if instead of being told, we were taught by health professionals before symptoms even arrived. How many more people would start taking responsibility for their health if that was the case?

In my book I make the argument that converting healthcare from a reactionary model that suits pharmaceutical dominance, to a proactive model would cost a fraction of the price of the Covid response and would over time level out with the current NHS budget. Diet, exercise and meditation are your life long medication and I will guide you through each of these to a realistic solution of changes in this book. They cost nothing to implement, all that's needed is the knowledge and motivation.

In the chaos of governments reacting to COVID

19, I see a glimmer of hope for us (the general public), to wrestle back control of healthcare, from these controlling forces. Before these events they were impossible to remove, because their ingrained doctrine that they singlehandedly improved life expectancy and rescued many life's from death through immunization programs. It is true that advancements in science contributed to the above but they were aided with improvements in sanitation, hygiene, the appliance of electricity and refrigeration. These were responsible as much as pharmaceutical medicine is for these measurable changes to human progress.

There is a small chance we as individuals, as a collective, can overcome this stranglehold healthcare is in, liberating us from them and opening the door for a healthcare system we deserve.

Over time as our understanding of health improves, a holistic healthcare system is inevitable. Healthcare is outdated and antiquated. The only reason it exists in its current form is because of profit for shareholders. Make no mistake about it, pharmaceuticals is a 1 trillion dollar industry that isn't going to let go of its cash cow without a fight. I live in hope for the day that more lives are saved because we changed healthcare through pro-action and not reaction.



DAVID TENNISON

David Tennison is a former Royal Marine. This experience of another life adds diversity to the chiropractic profession. He served in Afghanistan, Iraq and Northern Ireland, giving him an appreciation of different cultures and a perspective to understanding the complex world that we live in. After the Marines he ran a successful personal training business that led to an extraordinary opportunity to work within the NHS helping people become more active, healthy and mindful. These learning are in his new book, *The Back Doctor Secrets, Secrets We Used to Know*.



THE UNFAIR ADVANTAGE

COULD LASER THERAPY BE A LEGAL SPORTS “PERFORMANCE ENHANCER” TO HELP ATHLETES PERFORM BETTER, RECOVER FASTER, AND HEAL INJURIES 25-35% FASTER?

BY KIRK GAIR, DC, IDE

If you are an athlete or work with athletes, you know that players are always looking for ways to improve their performance and speed their recovery from games and training as well as from injuries. Sometimes the methods used range from the outdated to the ineffective or even banned.

Doping scandals have plagued many professional sports as athletes sought for that “elixir” to help them win a championship with an “**unfair advantage**”, and this has led to some having their titles stripped, a ban from their sport, or even public humiliation when they get exposed and labeled a cheater.

Injuries can also destroy a team’s season, especially when they occur towards the end of season and there is not enough time to fully recover with traditional therapeutic interventions. These late season injuries, particularly when they happen to a star player, can turn a championship caliber team with hopes of a title into a non-contender.

Fortunately, there is a “new” technology that can help with all these factors and provide an unfair

advantage while also being totally legal. I call it “new” because although it has been around for over 50 years and there are several thousand published papers supporting its use, most doctors, therapists, trainers, and athletes are unaware of how effective lasers are when proper protocols are used and it is therefore new to *them*. They also are unaware of *which type of laser is effective* so less effective ones may be used, which can lead to poor results and the abandonment of the tech when it does not live up to expectations.

As a matter of fact, the former USSR was using laser therapy as state sponsored medical care as early as 1974, and they have been perplexed as to why Western Europe and the United States have been so slow to adopt such an effective therapy.

The Russians concluded that one of the problems in the West when it came to lasers was that the wrong set of parameters were often used, such as too high of power or ineffective wavelengths (nm). Their studies and decades of experience led to the conclusion that lower powered, non-thermal lasers actually yielded better results.



However, the West was preoccupied with using ever increasing power or using the wrong wavelengths or combinations of lasers and LEDs of different wavelengths together in one device, and this was part of the problem with their lack of results. Resistance to change and new ideas in therapeutics was also another problem among practitioners who would deny the benefits of the laser even when they were undeniable.

This is something that has perplexed me over the 16 years I have been using low level lasers. During that time, I have used them to help an elite runner set a world record at the Pan Am Games in the 4 x 400 meters and win a gold medal by increasing his speed and endurance with the laser.

I have used it to get a college basketball player back from an ankle fracture in only 5 weeks when it was supposed to keep him out for 9 to 12 weeks. This blew his orthopedic doctor's mind as he had never seen a fracture like that heal so quickly. Sadly, when the patient told him they had been getting laser therapy 3 times per week to speed the healing he did not value their input.

INJURIES CAN DESTROY A TEAM'S SEASON ... AND THERE IS NOT ENOUGH TIME TO FULLY RECOVER WITH TRADITIONAL THERAPEUTIC INTERVENTIONS.



I have had athletes who were recommended shoulder surgeries and knee surgeries after traditional therapies like electric stimulation or ultrasound did not help be able to cancel the surgery and return successfully after laser therapy triggered the tissue to regenerate by stimulating stem cells, enhanced blood flow from nitric oxide production, and dampened inflammation caused by cytokines.

Concussed athletes are a regular at my office. They often complain after a head trauma that their focus and concentration are affected, and they play poorly or not at their elite level. I use the low-level laser transcranially on them while having them perform some balance and neuro rehab movements and they are able to quickly return to the elite level of play from before the impact.

The laser triggers the production of BDNF (brain derived neurotrophic factor), stem cell production in the bone marrow of the cranial bones, modulation of the microglial cells (these can trigger the honeycomb appearance in CTE when not well regulated after head trauma), lymphatic drainage, production of glutathione, and more. These results led to me working with other elite athletes as they were referred in by others when they were not recovering from the long-term effects of concussion.

A key point to understand here is that the research suggests that low powered lasers are safer and more effective than higher powered devices, especially when it comes to use transcranially. It is essential that the laser is non thermal when using in that area. When selecting a laser for use for sports performance and concussion support protocols, higher powered and thermal lasers have been shown to not be as effective and for the brain they are contraindicated.

The most amazing thing is that this is all supported by research studies that for some reason are just not being talked about as much as they should. In the journal Biophotonics in 2016, they published a paper that found that laser therapy applied before or after sports activity had a profound impact on performance. In fact, this paper said that the results were as if the athletes had taken performance enhancing drugs and they questioned if they should even be allowed in international competition because they seemed to provide and “unfair advantage.” What athlete would not want a legal, risk free unfair advantage?

These findings are supported by those of several other studies. Here are some other things that low level, non-thermal laser has also been shown to do:

- Increase endurance and time to fatigue in competitive cyclists. One former Tour de France champion had it done regularly during the event as he thought it provided his team a competitive advantage of enhanced recovery and performance.
- Increase in muscle mass
- Increase muscle torque
- Decrease levels of creatine kinase on lab tests
- Increase VO2 max
- Faster recovery from training and injuries. A study from clear back in 2000 in the Journal of Clinical Laser Medicine and Surgery found that sports injuries and automobile accident injuries that required surgery healed 25% to 35% faster when laser was used compared to when it was not used.
- Stimulate ATP production
- Stimulate stem cell production
- Increase Nitric Oxide and Glutathione production
- Accelerate recovery from surgery when applied pre op and post op

Despite all this research being around for decades, sadly most doctors and therapists still have no idea just how effective laser is for injuries and sports performance. Think about how that increased rate of healing means the athlete gets back a few weeks faster than with older therapeutic measures. What does a few weeks mean for that athlete in terms of games and events they can participate in now? How does that translate for a team chasing a championship?

Again, selecting the right laser for your goal is extremely important. While the thermal lasers can be beneficial for arthritic pain, they have not fared so well compared to non-thermal low-level lasers when looking at sports performance.

One study from the Journal of Athletic Training published in 2017 compared the effectiveness of low powered non thermal lasers vs a high powered laser for “prehab”, which is applying the laser before sports activity to enhance performance.

This study found that the participants who got the low powered laser had less delayed onset muscle soreness, less creatine kinase on lab tests (a marker of muscle damage and inflammation), and higher maximum muscle contraction ability compared to the high powered group. Of interest, the high powered group actually showed an increase in creatine kinase, which the authors said suggested it may have triggered inflammation and damage.





In my practice in Southern California, some of the top young athletes in the country come to see me specifically for laser therapy to get them to heal faster and perform better. The athletes will often come in initially for an injury, and then will choose to come in regularly for “performance enhancement tune-ups”. They also fly in from across the country because they often cannot get this type of treatment near their university. Other practices near my office have tried to copy what I have done but they have all failed because they choose the wrong lasers. Most went with a cheap LED (light emitting diode) knockoff or a thermal laser or a laser that used less effective wavelengths and had little research to support it. So, what do you need to look for to choose the most effective laser according to the current research?



DESPITE ALL THIS RESEARCH BEING AROUND FOR DECADES, SADLY MOST DOCTORS AND THERAPISTS STILL HAVE NO IDEA JUST HOW EFFECTIVE LASER IS FOR INJURIES AND SPORTS PERFORMANCE.

Right now, there is one laser company that has done more Level 1, placebo controlled, double and quadruple blind studies on the effectiveness of their lasers compared to all other laser companies worldwide. Those studies have led to 18 out of the total 21 FDA clearances in the United States. A partial list of these clearances includes:

- Chronic low back pain
- Chronic heel and plantar fasciitis pain
- Acute and chronic pain and inflammation in the whole body
- Chronic neck and shoulder pain
- Pre-op and post-op wound healing

And when it comes to transcranial laser use, this company completed a quadruple blind study on transcranial use that showed increased blood flow and neuronal firing on functional MRI imaging after laser as well as improved cognitive functioning on outcomes assessments.

The lasers that I have used for the past 16 years to help these elite athletes and that is supported by the most Level 1 studies of any laser company are the Erchonia lasers. There are non-thermal, class 2 lasers. That class means they are the safest lasers to use. They have a patented line generated beam which allows you to treat a larger area and also do treatments that do not require you to hold a probe for the entire treatment time like other lasers do. They have large devices like the FX635 that have 3 rotating heads that can cover the entire body of the athlete that are great for use in the office, and also handheld models that I have taken out onto the fields to treat athletes on the sidelines during games to get them back in there quickly.

Of course, there is a little bit of a learning curve to using lasers effectively, but it is not that steep, and adding these devices can be the difference between your athletes winning a championship or missing out and sitting on the sidelines.



Dr Kirk Gair with Dodgers baseball player Ken Landreau.

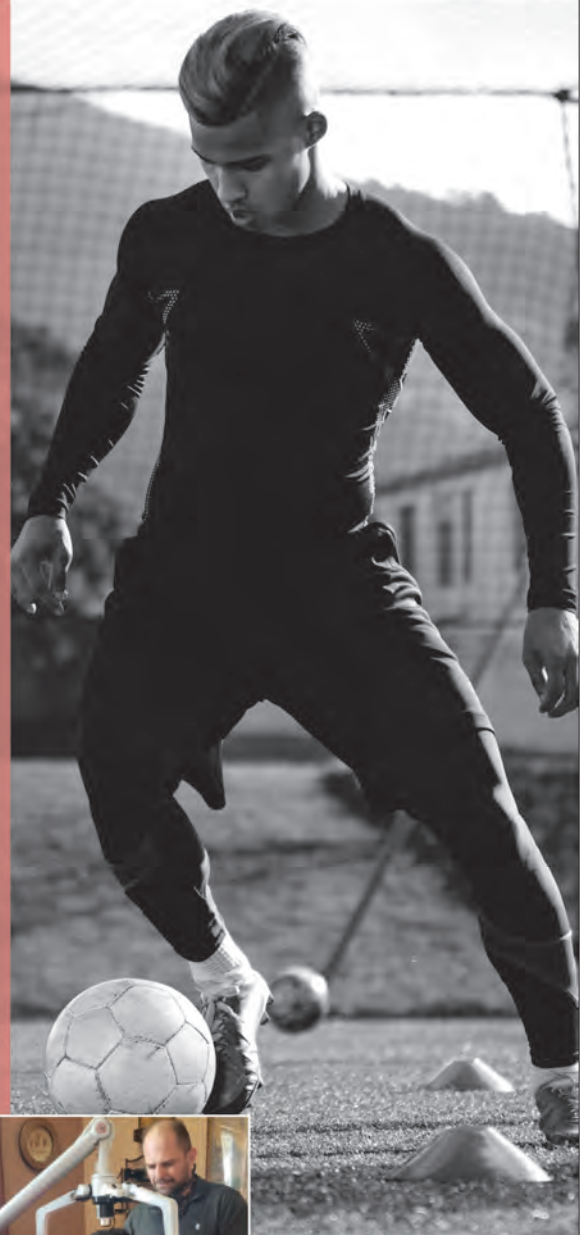


KIRK GAIR

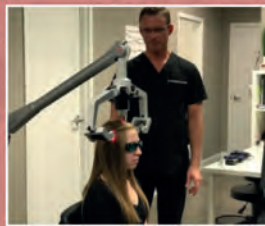
Dr. Kirk Gair has been in private practice since 1999 and began using Erchonia low-level lasers in 2004. During that time, he has worked with athletes of all levels, including Super Bowl Champions, MLB and national and state champions. Due to his laser protocols, he has patients come from all over the U.S. for help. Even though his is a 100% referral practice, he has a long waiting list due to his success. Dr. Gair has also completed additional training in functional medicine and functional neurology under the guidance of internationally acclaimed Dr. Datis Kharrazian.

'What we **love** about the Erchonia non- thermal lasers is they utilize electromagnetic energy transfer. This enables healing at a cellular level. Their lasers have enabled us to treat tissue injury and reduce pain in **the most efficacious** manner vs. other modalities available. The laser's versatility has allowed us to treat an **extended range** of conditions effectively, with accelerated healing times.

The addition of the Erchonia laser system has **revolutionized** our practices and allowed us to attain never seen before patient outcomes.'



Dr Rob Silverman
Westchester Integrative Health Ctr.
New York, NY



Dr Trevor Berry
Arizona Chiropractic Neurology Center
Chandler, AZ



Dr Kirk Gair
Laser Chiropractic
Los Angeles, CA



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Join the Erchonia revolution, be leaders in your field.

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DATES FOR YOUR DIARY

Make a note of the great events and promotions the UCA head office have planned for 2021.

UCA CPD HUB

Free to all members, these monthly zoom calls will be live at 8pm for one hour and then loaded into the CPD hub in our members area.

1st April 2021 – 8pm

6th May 2021 – 8pm

3rd June 2021 – 8pm

1st July 2021 – 8pm

6th August 2021 – 8pm

2nd September 2021 – 8pm

7th October 2021 – 8pm

CHIROBUDDY

Free to all student members. Live zoom calls will be loaded into ChiroBuddy in our members area.

22nd May 2021

9th October 2021

NOVEMBER 2021

CHIROPRACTIC ESSENTIALS

Saturday 6th and

Sunday 7th November

Hilton Birmingham Metropole,
B40 1PP

DON'T FORGET TO LOOK OUT FOR OUR

SPINAL AWARENESS WEEK

EASTER

BACK TO SCHOOL

AND HALLOWEEN

CAMPAIGNS!



CHICKEN CURRY SOUP

Ingredients

- 1 Organic whole chicken
- 1.50 tbsp Changing Habits Curry Powder
- 2 tbsp Changing Habits Beef Broth, or just chicken broth as the water if you have it
- 1 tbsp Changing Habits Organic Vegetable Stock
- 1 tbsp Apple cider vinegar
- 1 l water or chicken broth
- 1 onion, diced
- 400 ml coconut cream
- 3 kaffir lime leaves
- 2 sticks of lemongrass, crushed
- 1 head of broccoli, chopped into florets
- 200 g green beans, topped and tailed
- 3 courgettes, chopped

Step by Step

1. Add all the ingredients (except the broccoli and courgette) to your slow cooker.
2. Cook on low for 3 hours.
3. After the 3 hours, add the broccoli and courgette and cook for another hour, or until the veggies are cooked and the chicken is soft and tender.
4. When it's ready, taste and add more salt to taste if needed.
5. Serve and enjoy.

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

CHANGING
HABITS



A woman with brown hair tied back, wearing a black top, is smiling broadly. She is holding a clear plastic cup to her right ear. A thin black wire extends from the bottom of the cup. The background is a solid bright yellow.

**IF YOUR MESSAGE
IS NOT CLEAR, HOW
CAN YOU EXPECT A
CLIENT TO GET THE
BIGGER PICTURE?**

BY SOPHIE McDERMOTT

Think of a time you have been on a phone call, or in fact a zoom call as we've all been on many of those in the past year! Think of a time when on that call you had bad reception. What did that mean? Maybe the audio kept dropping in and out, or the picture on your screen was freezing. Ultimately the signal was poor. The result? You only heard parts of the message being conveyed.

What do we then do? Subconsciously, we begin to fill in the gaps ourselves.

Our clients are no different. If you do not spend the time sharing your message of health, the blanks will be filled with lines we have all heard before, such as after a couple of adjustments saying, 'I'm going to stop coming in cause my pain has gone'.

Perhaps think about how your own thoughts and opinions on the topic of health have changed throughout your lifetime. Personally, when we were younger if we had a cough or a cold our parents were the first ones to make sure we were stuffed full of Calpol. Now as vitalistic chiropractors we can say that would never even cross our minds to give to our own children. Does that mean our parents were wrong? Of course not. That is what was taught to them, taught being the dominant word. No one taught them any different.

See, our thoughts on health are all taught, whether that be by our parents, other family members, the media, healthcare professionals or other influences.

We must not forget as a Doctor of Chiropractic it is your job to teach. Brad Glowaki, a chiropractor in California, said in one of his seminars the word "doctor" is derived from the Latin, *docco*, which means "to teach" and this has stuck with us ever since.

The reasons why you need to take the time to teach and perfect this skill is to ensure you have high levels of conversion and retention. It's a no brainer, if these two statistics are high your life in practice will be easier. Firstly, you won't be as reliant on new clients, which can mean less marketing costs. They will understand your message so clearly that not only do they start care without any barriers, but they will stay for longer and refer others. Then your clients will get better results and you will build better relationships. If done correctly your clients will be engaged.

The challenge many chiropractors face, and one of the biggest mistakes we see, is not finding the right balance. As we all know balance is vital for everything in life and communication is no different. Either we end up spouting above down inside out and "did you know the first adjustment took place in 1895", or we simply do not say enough and end up talking about the weather, or more recently, lockdown.

The aim is to communicate what we do in a clear, concise way, and then to not stop there. Indeed,

WE MUST NOT FORGET AS A DOCTOR OF CHIROPRACTIC IT IS YOUR JOB TO TEACH.



it is our job to continually educate our clients, drip feeding information and pre-framing our expectations of their journey in care.

How are you communicating with your community to ensure they are not missing any parts of your message?

Communication comes in the form of all your senses: sight, sound, smell, taste and touch. Really take the time to walk in your clients' shoes; sit where they sit, listen to what they hear, lie on your bench and pay attention to how it feels. Even if you've done this before, it may be time to switch things up.

Most often we focus on what is said during the new client process. Then we proceed to do that happy dance inside when someone starts care, and then, move on to the next new person. It's a bit like shiny object syndrome, as chiropractors we should name it 'shiny new patient syndrome'. Sometimes we forget that is just the beginning of our job.

The number of news you see is irrelevant if you do not know your conversion rate of those starting and your patient visit average (how long people are staying).

We had this conversation with a coaching client not too long ago who said "I'm struggling to get my clients to stay with me for longer, past that point of the first phase of care". Rightly, they said when they are with their clients they are focussing on the adjustment and therefore didn't want to fill the adjustment with chat.

After asking some questions, they had a realisation that they were missing a golden opportunity, and this was to the detriment of keeping their clients in care. With a few tweaks they almost doubled her practiced within a couple of months.

There are chiropractors out there who will tell you that you need to have a set thing you say on each visit and it can only be health related to the extreme, opposite are chiropractors who will tell you to be silent during an adjustment.

We believe it's about a balance (we have actually tried both extremes above so don't worry, we've done the experiment for you!).

To help you on your way why not grab our free 'Topics of the week' guide by joining our Facebook group, Scale Your Healthcare Practice™. You will also find free training videos on a range of topics to help you grow.

As previously mentioned, it is not just what we say.

Have you heard of the 7% – 38% – 55% rule?

It is a concept concerning communication. The rule states that 7% of meaning is communicated through spoken word, 38% through tone of voice, and 55% through body language.

Next time you are in practice take note of the following:



2. Energy

Meet your client where they are at, for example, if they are having a bad day of course we want to offer a positive outlook, however we want to acknowledge how they're feeling. Do not take a client's energy to the next person you see, between each have a mental reset (this only needs to take a second). To keep your energy high ensure you look after yourself during your working day with water, snacks and breaks so you can be the best version of you showing up for your clients.

3. Active listening

There is a reason we have two ears and one mouth, we should all be listening more. This should be done with intention, rather than thinking thoughts such as "is my next client waiting" or "what am I having for dinner tonight?". Once you start to actively listen, begin to ask more questions. Any questions you get, try putting it back to the client, for example when asked "why am I still in pain?", ask back "what do you think the reason is?" as ultimately, they know their body the best.

For more tips on how to improve your communication in practice email us at team@coachwithsummit.com with the subject 'Communication' to receive our free training video.



JAMES & SOPHIE MCDERMOTT

James and Sophie are both experienced Chiropractors and founders of a multi award winning clinic, Summit Chiropractic, based in Watford. They also help Chiropractors and other healthcare professionals grow with confidence and reach their peak through their coaching business Coach with Summit.

1. Mirroring and matching

You want to mirror your client's tone and body language to build rapport because like likes like. It will help your clients feel relaxed and at ease, as we do forget that many times new clients are feeling anxious and apprehensive. One simple way is to use the same phrases and terminology your client uses, which shows that you have fully understood what they have said. These techniques are even more important when we are using PPE as it is harder to read our facial expressions.



YOU WANT TO MIRROR YOUR CLIENT'S TONE AND BODY LANGUAGE TO BUILD RAPPORT **BECAUSE LIKE LIKES LIKE.**

Accelerate your brand & business growth.



THE
SHAPING
BAY

How is your brand-business connection? Are you really connecting with your customers?

My Chiropractic brand building formula boosts organic business growth and attracts loyal, like minded patients. Growing your tribe of happy, connected humans.



Brand strategy



Concept



Logo



Stationery



Leaflets



Forms



Adverts



Banners



Signage



Social presence



Website



Booking systems



Let's build your tribe.

Book a free brand strategy session:

justin@theshapingbay.com



"Great service! From our website, to our stationary and clothing, Justin always over delivers. Would highly recommend!"

Tom & Sarah Waller • Epoch, Lincoln



"Justin helped me grow my brand from the ground up. It was one of my favourite investments for my new Chiropractic clinic."

Rob Firth • My Chiro, Bristol

Check out more projects at:

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CLASSIFIEDS SPRING 2021

PLACING AN ADVERT

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

UCA, Unit 57, Basepoint Centre, Metcalf Way, Crawley, West Sussex, RH11 7XX

Telephone: 01293 817175

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

Associate

A Patient Base waiting for you!

Chiropractor required to take over a busy, growing patient base in an expanding Wellness Chiropractic clinic in Wiltshire, UK.

You will be rewarded with the following;
GCC and UCA membership fees covered (T&Cs will apply)

£60 – £70K per year based on monthly retainer and a % of earnings bonus dictated by volume and performance.

We are looking for a motivated, driven and passionate Chiropractor to join our dynamic team as an integral part of getting and keeping our patients on the road to complete health and wellness.

Duties will include – patient examinations, adjustments and maintenance of patient base.

This will be a fully mentored position with any training necessary included.

You will benefit from the experience of Chiropractors with well over 25 years of experience in building a successful, busy and thriving practice. A dedicated and enthusiastic administration team will also support you.

Contact us on

info@ridgewayhealthandwellness.co.uk

Associate Position Available in Brighton

This position would suit new graduates who want to accelerate their transition from student to successful practitioner, but experienced practitioners are also considered. Minimum income is £24K p.a. with an expectation of £30K+ more likely in your first year on a flexible 3-5 day working week.

Mentoring and training provided by clinic principal to quickly become comfortable dealing with complex cases, perfect your X-Ray skills while working in a purpose built clinic with supportive staff.

Please apply with CV and a cover letter to Morten Westergaard DC at bestpracticechiro@gmail.com

Chiropractor position in Jersey

Align is Jersey's first multi-disciplinary health and wellness agency.

We take pride in our inter-referral scheme, which enables the client to have the quickest and most effective treatment plan possible.

Our amazing group of therapists are quick to assess what treatment plan is best for each individual.

Having the ability to combine and tailor treatment methods to each client on an individual basis is the reason to hold the leaders in wellbeing awards.

WHY ALIGN?

- Busy practice waiting list
- Full support & training
- Regular company social events
- Well established business
- Rare licence which enables the licensee opportunity to purchase property immediately or rent qualified properties.

WHY JERSEY?

- Perfect island for an active lifestyle
- Lower tax rate
- High quality school education
- Amazing restaurants
- World renowned local produce (jersey royal potatoes, amazing seafood)
- Miles of clean beaches
- One of the lowest crime rates in the British Isles

Align health agency has been built upon its 360-degree approach to the client's health and wellbeing.

Want to find out more?

Contact Georgia Blease at Georgia@align.je

Looking for a clinic position that is stable and long term rewarding?

Associate Chiropractor with a minimum 2 years experience is required now for our long established clinic in lively Ascot, Berkshire.

Come and join our other multiskilled Chiropractors in this stable community. X-Ray facilities in house.

CV's please to:

info@ascotchiropracticclinic.com

Attn: Sandra Garratt, D.C.

Are you ready for a new associate position?

Are you ready to join our friendly family clinic?

We understand the importance of working in a supportive environment with great mentoring and inspired chiropractors. We have a large centre with a thriving patient base and have the opportunity for a motivated individual with ideally a paediatric interest to develop their clinic and knowledge with us. We are based in Chislehurst, Kent close to the M25. Our great location means we have the best of both worlds being 25 minutes from London, yet surrounded by beautiful countryside.

- A minimum of 1 years post graduate experience is required
- GCC and membership fees covered
- 1 to 1 workshops with our clinical directors
- Join a team of 4 chiropractors and 3 massage therapists
- Digital x-ray facilities and a purpose built class space

<https://www.youtube.com/watch?v=YANibikpA2Y&feature=youtu.be>

Send your application with your amazing covering letter via email to

emma@chislehurstchiro.com

Associate Required for Leicestershire/ Warwickshire

Chiropractor UK Hinckley is a well established Chiropractic clinic.

We require an Associate Chiropractor to join the team at our busy clinic.

Hours are flexible and there is potential for expansion. Excellent rates paid.

Please contact us on **01455 615074** or burbagehousehealthclinic@gmail.com for more details.

ASSOCIATE/CHIROPRACTOR REQUIRED

Exciting and rare opportunity to join our team

We have been established for over 20 years and have 100% word of mouth referrals.

We have a modern Clinic based just 20 minutes from Birmingham city centre with digital X-Ray facilities.

We currently have 3 Chiropractors at the Clinic with the principal Chiropractor being an AECC graduate.

One of our female Chiropractors is moving back to Cyprus so there is an existing Patient Base for the right candidate.

Experienced Chiropractor or New Grad welcome. PRT training available if needed. If you are good, you won't be disappointed.

Please contact Sara Bevan at info@chiropractorswestmidlands.com for more

We Need You Now!

Location: Fife, Scotland

We operate a clinic with an exploding patient base and are running short of the capacity to see new patients. This is a GREAT problem to have but we NEED to solve it FAST!

Are you the Associate we are looking for?

We run a multidisciplinary family and wellness care clinic with four gifted associates and colleagues and exceptional support staff to boot.

We are leaders; our associates are expertly trained in X-ray diagnostics and application, sports, nutrition and particularly specialise in pregnancy and paediatric care.

We have the capacity and ability to nurture, support, educate and elevate your practice to a place you thought was unachievable.

Options for remuneration depending on skills and experience.

Support, mentoring package and perks second to none.

We are looking for an intelligent, team oriented, mature and professional individual...and we're not just saying that!

If you're excited about being a productive and significant part of our busy Scottish clinic then get in touch, we'd love to hear from you.

Send your CV and covering letter to fifeassociate@gmail.com

**CONTACT US FOR HALF PAGE
AND FULL PAGE ADVERT
PRICES AND SIZES OR VISIT:
[unitedchiropractic.org/
advertising](http://unitedchiropractic.org/advertising)**

Adjust in London

We are looking for a true chiropractor with heart; to grow both personally and professionally within South-West London (Zone 4) in a multi-disciplinary, well-established practice. If you are passionate about Chiropractic and caring about people and like to have a lot of fun, then this is a team that you will want to be a part of. We exude a love for the profession and participate in its growth.

We are unique in that we offer:

- Ongoing Training/Bootcamps with the best in the profession – we have in excess of 100 in-house CPD hours per year
- Social events to knock your socks off
- A support team to help you every step of the way – including marketing (the best in the UK), case guidance, personal coaching and more
- Guaranteed retainer to start as you build

The current post will begin in January, with a diary of 80 – 100 visits per week to take over in March 2021.

Sponsorship is available for the appropriate candidate

Please send a CV and covering letter to Quinton at q.hohls@halsagroup.co.uk

We are looking for a passionate and purpose driven Chiropractor to join our busy and fast paced clinics.

We are Michael and Rebecca Mason, the owners of two clinics in West Sussex, Chichester Chiropractic Health Centre and Littlehampton Natural Health Centre.

We are looking for someone who is interested in transforming the lives of their community, one adjustment at a time. Someone who believes in the power of a specific Chiropractic adjustment, delivered with precision and focus.

We are offering training and coaching from ourselves and some of the best Chiropractors in the world. Teaching you specific adjusting technique, locating subluxation, X-ray exposure/diagnosis and best practice patient communication.

What we expect from you;

- GCC Registration
- Cover letter explaining why you would be interested in working with us
- Details of relevant experience and qualifications

In return;

- Base salary £36,000.
- Targeted percentage based earnings
- GCC Registration and Insurance Paid
- Minimum 4.5 days work – 34 hours

If interested please contact us at admin@chichesterchiropractor.co.uk

Chiropractic Positions Available

Are you passionate about Chiropractic and serving your patients with a holistic and wellness approach? If so, we would love to hear from you!

Our aim is to help our patients live healthier, happier lives through exceptional chiropractic and easily accessible private healthcare.

We are looking for wellness minded chiropractors to join our expanding team at multiple sites across England and South Wales.

Are you self-driven and motivated?

Are you a team player with a positive mindset?

Then this could be your opportunity to join our growing team.

We offer:

- Excellent remuneration, benefits and commission-based bonus structure
- Mentoring and coaching if required
- Up to 40 hours per week
- Patient-centre approach
- Welcoming and friendly staff
- Support from senior clinicians within the business

Our roles:

- Cheltenham: Principle Chiropractor
- Hemel Hempstead: Principle Chiropractor
- Newport: Associate Chiropractor
- Isle of Wight: Junior Chiropractor
- Bath: Junior Chiropractor

This is a unique opportunity to work within a multi-disciplinary team including physiotherapists, massage therapists and GPs. We are the fastest growing body of clinics to supply private healthcare this way.

Please contact Anna: **01174281382**, hr@themedical.co.uk

Are you wanting to make a real difference to people's lives?

We have a full-time chiropractic position available at our beautiful clinic in Burgess Hill, West Sussex.

As disruptors in the healthcare sector, we are looking for someone who wants to join us in serving our community with quality care.

Ideally this person will have a great attitude towards growing both personally and professionally.

Our ethical and sustainable culture creates an environment that enables you to become part of our bigger picture.

If you're interested in becoming a valued member of our growing team, please apply by sending your CV and a cover letter to Peter at info@nimbusclinics.com

ASSOCIATE/CHIROPRACTOR REQUIRED

Associate Chiropractor – West Chiropractic, Surrey

It's a difficult time to change clinics, however we want to make this as transparent and straightforward as possible.

We are so confident in creating a busy client list for our new associate that we are guaranteeing a £4k/month salary.

Do you want to be busy?

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?

What we will provide:

- Great work life balance in leafy Surrey with easy access to London in 25 minutes.
- Minimum guaranteed first year salary of £40k plus clear bonus structure in place.
- 20 paid days off per year
- All insurance and GCC fees paid.
- 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.

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

Join our long-established clinic for an excellent opportunity to combine Chiropractic with Applied Kinesiology. (Full or Part-Time)

Our thriving, busy clinic of 25 years in South East London offers an exciting opportunity for a full/part time associate to join our friendly team.

The ethos of the clinic is taking treatment to the next level by using a holistic approach to treat and diagnose. The successful applicant will be fortunate in experiencing working with Daniel, a chiropractor with 29 years' experience and knowledge. Daniel follows a holistic approach using Diversified Adjusting, SOT, Advanced Spinal & Extremity Adjustments, Applied Kinesiology and Neuro Emotional Technique. Although knowledge of these techniques would be beneficial, Daniel enjoys offering a regular and structured programme of teaching over a period of 1-2 years.

With a large, loyal, expanding patient base the new associate would be busy as we have a waiting list. We are flexible regarding days and hours preferred.

If you think this challenging and exciting environment would suit you and you are interested in learning new techniques, please do get in touch.

targethealth@hotmail.co.uk

A rare and exciting opportunity in Oxford to join a long-established and renowned practice at the forefront of cranial technique and SOT

Oxford Chiropractic Clinic has a long history with an exceptional reputation in Sacro Occipital Technique and Craniopathy. It is also the only clinic where Cranio Fascial Dynamics is taught and practiced.

We are looking for a new associate who loves to learn and is motivated to help patients at an advanced level. Chiropractors with experience or confident new graduates are welcome to apply. Knowledge and experience of basic SOT is essential but above all a motivation to care for patients with energy, integrity and competence. Training in Cranio Fascial Dynamics (CFD) will be part of the in-house training under the tutelage of Jonathan Howat, which will also include the integration of SOT with CFD.

The position is full-time (36 hours/week) and is available in the new year.

Please apply with your CV and a motivation letter to oxfordchiropracticclinic@gmail.com

Currently turning new patients away, walk straight into a full list!!

Open to new graduates and experienced chiropractors

Central Cheshire Chiropractic Clinic is the longest established chiropractic clinic in Northwich, providing expert services to the Cheshire community for over 24 years. Although our patients usually begin care when they are in pain, we encourage preventative and wellness care in order to reduce the chances of recurrence and to maintain maximum spinal health.

We have a modern and vibrant atmosphere with a diverse mix of associates enabling professional growth and team spirit. There are monthly team meetings plus personal one to ones for training and mentorship purposes.

We welcome all ages to the clinic from babies to 100yrs +.

About the Position

- Open to new graduates and experienced Chiropractors
- Employed or self-employed options
- Open to choice of technique
- Existing patient base plus constant flow of new patients to continue to grow the practice
- Flexible choice of hours
- Excellent training and mentorship from our principle who has been practicing for 25 years
- Outstanding CA support, meaning you can focus on patient care

yvonnecccc@gmail.com
0160647776

Outstanding Associate Opportunity available in the South East!

We have a unique opportunity for an associate to join the team in our clinics in Horley and Crawley.

Our fantastic locations are 30 mins from London and 30 minutes from the beach!

Our latest new grad associate averages 25 NP per month and grew to 70 per week even through 2 lockdowns!

We can offer you;

- A full time position with excellent work life balance
- GCC fees paid.
- Superb support from an experienced, inspired chiropractor.
- Well established and now growing clinics with great reputation in our communities.
- High spec equipment, X-rays facilities and excellent support teams to help you grow quickly.

We are looking for someone who is;

- Caring and committed to transforming lives.
- Interested in personal development and wellbeing.
- Confident with manual adjusting and x-ray competent (or willing to learn).

Send your application to Philip Mitchell DC at philipmitchelldc@gmail.com, and tell us why you could be the right person for us!

Exciting Chiropractic Opportunity!

The Health on Hand Chiropractic Clinics are looking for a hard working and enthusiastic chiropractor.

One of our chiropractors has moved on due to a change in personal circumstances and there is a vacancy of 6-7 shifts a week, with an existing busy patient base and a possibility of adding more shifts.

The position offered is split between clinics in Mansfield and Leicester, in the East Midlands.

The leaving chiropractor has a strong interest in sports chiropractic and the general public, similar interests would be advantageous.

The clinics are progressive in the treatment techniques used and are always encouraging the chiropractors to learn more. We hold regular chiropractic meetings discussing patients, the running of the clinic and treatment techniques.

If you can see yourself working in a modern, light and friendly environment with excellent front desk support and regular chiropractic meetings, please send your CV and a Covering letter to practice manager Soraya Mangrolia on healthonhand@yahoo.com

For further information on the clinics visit www.healthonhand.co.uk

ASSOCIATE/CHIROPRACTOR REQUIRED

Looking for a Superstar Chiropractor

We are looking for another team member. Our busy and welcoming clinic is situated in Fulham, a bustling and affluent part of West London.

You are an effective communicator with an ambition to be a great vitalistic chiropractor. You are a great team player as you will be working closely with other chiropractors and therapists.

You don't need any experience but must have a willingness and a great interest to learn how to become a great chiropractor.

We have over 23 years of experience to share with you. You will be provided with ongoing teaching, coaching and support on a weekly basis. Some conferences and memberships are paid for you.

You will be on percentage-based remuneration, with an upscale percentage as numbers and income increase.

We have in excess of 100 New Visits per month and rising.

The position is full time and includes evenings and weekends. We expect new associates to see between 80-100 visits per week after 3 months.

Please send us your CV and a cover letter to drharm@sensushealth.com and tell us who you are and what makes you unique.

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

Associate Position with Mentorship Program in the South Coast

£45,000 Salary package (For the full add click the link below)

We are looking for a new passionate Chiropractor to join our clinic who can help us to continue to help our patients get the most out of their bodies and lives!

SALARY: Guaranteed base salary of £30k p.a. + percentage-based earnings (%)

BENEFITS/TRAINING: £15,000+ p.a. benefits package

We pay:

- GCC registration
- BCA/UCA membership
- 5.6 weeks' paid holiday
- 4-6 CPD/Seminars p.a.
- Pension

HOURS: 28.5 hours/week

ESTABLISHED PATIENT BASE

START DATE: Flexible

<https://lifeeffectchiropractic.godaddysites.com>

alex.becu@hotmail.co.uk

07904293689

We have an incredible, newly renovated clinic with 3 treatment rooms, experienced DC and support from massage therapists all waiting for you!

Our principle chiropractor is highly trained in CranioSacral Therapy, Visceral Manipulation, Applied Kinesiology and Pilates, so patients love that we provide a truly holistic approach to healthcare.

We are inundated with new patients so we need a top DC to join our team, someone who loves to learn and has a passion for offering bespoke care!

We are offering an attractive %age-based package for a self-employed DC, perfect for a new grad or experienced chiropractor. Part/full time hours are negotiable. Mentorship, support and help with CPD will be provided, as well as your first year of GCC fees covered.

Prestwick, located on the southwest coast of Scotland, has recently won 'Best Town in the UK' and is close to Glasgow city centre, Prestwick and Glasgow airports and the beach!

Check out our website:

www.corehealthchiropractic.co.uk and please get in touch by the 31st of March and we can start your journey towards joining us!

Amazing Chiropractor wanted, a patient base waiting for you!

We are looking for another team member. Great opportunity in South Manchester! We have available a full-time position in a clinic that's been established for 19 years!

We're looking for an effective communicator with an ambition to be a great chiropractor. An amazing opportunity for a Chiropractor thriving to build a business and also loves to learn! Join our other Chiropractors who have years of experience. We will be providing ongoing teaching, coaching and support on a weekly basis. With up to 80 patient a week, there is a client bases waiting for you!

You will be on percentage-based remuneration, the position also comes with a £1000 – £1500 retainer per month if needed.

We also have over 400 hours of Carrick functional neurology online to learn.

Please send us your CV and a cover letter to agjax0@gmail.com and tell us who you are and what makes you unique.

Associate needed near Edinburgh

I'm looking for an extra set of hands in Musselburgh (15-20 mins from Edinburgh) as I start winding down my time in practice.

I'm looking for a relaxed, no nonsense DC looking to change lives and keep it simple.

Hit me up on **07951 745957** or luke@chiro.scot if you'd like to chat.

Peace

Exciting Associate position, Kent

We are a family friendly growing multidisciplinary team (massage therapists, homeopath and counsellors) looking for focused and passionate chiropractor to join our team. Our warm welcoming practice is based in Ashford with superb links to London. Our brilliant location offers free onsite parking and a place where patients feel loved and relaxed.

We give outstanding support, one to one training (including patient communication, case management and specialised foot balance training).

We offer:

- Great earning potential + full-time employed position with holiday and pension benefits.
- A busy flow of new patients and focused marketing
- GCC and membership fees covered for the first year.
- Unique free access to our specialist CPD training for new and established chiropractors.
- Career progression from Junior to Senior roles

Please send your CV and covering letter to Rachel:

info@ashfordbackandwellness.co.uk

The Willow team has enjoyed record numbers in practice since lockdown ended

What to expect with Willow:

- Lots of new patients
- Teaching you everything you need to know to be a successful, vitalistic chiropractor
- Intrigued by vitalistic chiropractic? If you believe there is more to chiropractic than pain relief – contact us!
- Open plan clinic (we will teach you everything you need to flourish in an open plan setting)
- 25 patient contact hours a week, up to 8-10 hours coaching & practice admin (Yes, we effectively, lovingly and ethically see lots of patients in a short, focused working week)
- 3 days off per week
- Guaranteed income for first three months for experienced candidates
- £18,000 of coaching fees paid towards Europe's best coaching program
- Relocation package for the right candidate
- All of our established Willow Docs (with more than 1 year with Willow) are earning in excess of £80,000 per year

E-mail john@willowlife.co.uk with your mobile number and availability to speak.

<https://www.willowlife.co.uk/careers/> Yet-another-associate-opportunity-that-sounds-too

ASSOCIATE/CHIROPRACTOR REQUIRED

Associate position in a busy clinic in Lightwater, Surrey

We are currently looking for a Chiropractor to join our team of four Chiropractors and three massage therapists.

The position will include growing your own patient base from a great stream of new patients as well as covering maternity. Mentoring will be included to help with a smooth transition for the existing patient base and to help develop your skills as a Chiropractor.

To summarise:

- The position will be part-time or full time
- There will be a competitive percentage
- Taking over a large existing patient base
- Mentoring offered
- Great stream of new patients to help you grow build your own patient base
- A friendly and enjoyable place to work

If you would like to join our team please send your CV to ginalear1@gmail.com and visit our website for more information about our clinic.

www.lightwaterhealthandchiropractic.com

Exciting opportunity in CBP clinic, central London SE11

Been in practice for a few years and want to learn how about spinal & postural correction? Our vibrant, modern practice is recruiting a second chiropractor.

We provide

- Full CBP clinic: open plan, Denneroll traction tables, PostureRay, well-trained support team with rehab therapists and established procedures
- Prime location in Kennington: shop front, Oval Station, business park
- Full time self-employed, 35K-40K salary with performance bonus. Potential 100K+
- 3 months training to learn CBP with the 20 years experience clinic owner
- Ongoing mentoring to build clientele
- 2 paid seminars per year

The successful candidate

- Outgoing, passionate and enthusiastic about chiropractic
- Will have to complete asap Basic CBP Certification
- Strives for excellence and growth, personally and professionally
- More suitable for DCs with 2+ years of experience or highly skilled new graduates
- Likes to work in high energy team, in a diverse open-minded community

Send CV and introduction letter drLuc@spineworkschiro.co.uk

Gloucestershire – our dynamic forward thinking team of chiropractors need you to join us

We are Posture Right Chiropractors in Gloucester and we cause unprecedented outstanding, transformational results for patients, consistently and reliably. Instant postural correction that we photograph time and time again. Instant and permanent pain relief time and time again. Be another of our success stories yourself and come and join our fun and forward-thinking team.

Immediate start if you are already level 1 or above in Advanced Biostructural Correction. Training available and paid for if you're new to this technique. In-house ongoing training and support. We want you to love what you do and the difference you make to people's lives, just as much as we do. Check out our website, watch our short video here www.gloucesterchiropractic.co.uk to see what we do and how it works.

If you like what you see and want to find out more, or want to come and see us in action, then give me, Liz Richards a call on **07557357704** or email us at contact@gloucesterchiropractic.co.uk

Come look after our waiting list of patients with Full Training on our advanced scoliosis treatment protocols

What to expect @ The Dorsi Spinal Institute.

- Specialist posture clinic working with complex cases: scoliosis, hyperKyphosis
- New Patient Waiting list
- X-ray suite
- First Spine 3D machine in the UK
- Support from a team of sports therapists
- Scoliosis brace & orthotic manufacturing lab
- Good basic salary OTE £70+

Click Here for details: <http://dorsi.uk/jobs/>

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

LOCUMS

Experienced Locum Available

With thirty years' experience I can vary practice style and technique to suit your clinic to enhance patient / staff satisfaction and consistency.

Please contact: Sam Pinkerton –

075 803 460 84

sampinkerton@hotmail.com

CLINIC/PRACTICE FOR SALE

Investment Opportunity

- Are you looking to expand?
- Do you want another clinic to add to your portfolio?
- Exciting opportunity to buy into an established Chiropractic Clinic in the South West.

For more information contact us on **01225 295560**

Well Established, Beautiful, Profitable Practice in South Devon

One chiropractor, plenty of scope for more. Two P/T Chiropractic Assistants. A massage therapist and an acupuncturist on percentage basis. Current owner works three days / week for a great work-life balance. Low overheads & referral-based practice. Steady growth since inception, last year's turnover £108k.

More details & pictures upon request contact devonpracticeforsale@gmail.com

My relocation forces the sale of my Chiropractic clinic in Glasgow

I am looking to find the right person to take over this long established and very profitable business. It really is a superb clinic and I will be very sorry to see it go, if I could take it with me, I would in a heartbeat!

- The clinic has been established for over 20 years.
- We have a great reputation.
- Great location close to Glasgow's cosmopolitan west end.
- Close to the city yet only 30 mins drive to awesome countryside.
- Profit after tax averages at £136,000 per year over the last 6 years.
- Low overheads.
- Friendly patient base.
- Professional and well trained front desk staff.
- Easy to run clinic setup with paperless note taking facilities.
- I am the only Chiropractor there, however in the past there have been two Chiropractors.
- X ray facilities.
- Still very busy despite Covid.

Please contact chiroglasgow@hotmail.com if you would like further details

EQUIPMENT

CLA Insight Discovery Subluxation Station

Used CLA Insight Discovery Subluxation Station in excellent condition Includes Thermography, Surface EMG and HRV (heart rate variability) and a Toshiba laptop. This model has a serial number beginning with M3 and is fully supported by CLA. A great investment for your practice!

Price: £5250

Please email info@familychiropractic.clinic

40 YEARS OF DESIGN



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CHIROPRACTORS,**

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United Chiropractic Association

