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UNITED CHIROPRACTIC ASSOCIATION

ISSUE 63 | **SPRING 2022**

PRINCIPLES

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Creating Your Own Kind of Magic

Sarah Keen

**DELIVERING
YOUR PROMISE**
Stefaan Vossen

**AT THE HEART OF
HEARTBURN**
Julia Pullin

**FOOT STRENGTH:
BEHIND THE
SCIENCE**
Ben Le Vesconte

**FORCE OR
FACILITATE?**
Tom Greenfield



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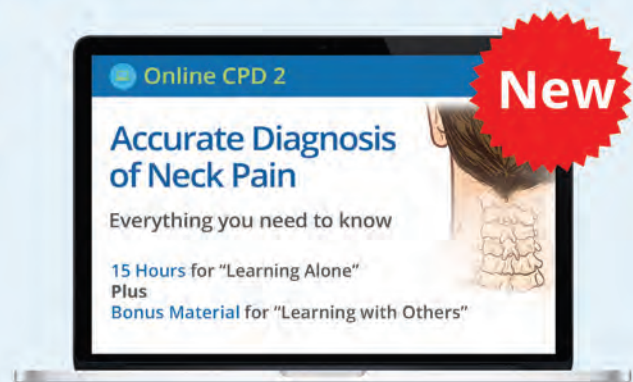
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Force or Facilitate?



MEET THE UCA TEAM

YOUR UCA HEAD OFFICE TEAM AND CONTACT POINT



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PRESIDENT'S REPORT

Welcome to the Spring Edition of the UCA's 33 Principles Magazine.

It is my honour and privilege to write for the first time as President of the UCA. Oftentimes the elected Presidents of associations are well known within the profession however I would expect most of you will have little idea who I am as I have preferred to fly under the radar for the most part of my 11 years on the board. Recently the concept of 'people buy people first, products second' has been pointed out to me and so I will endeavour to do my best to engage with as many members as I can over the coming months and to share with you a little about myself.

Firstly, I do enjoy a good quote, appropriately referenced of course, and one that perhaps would apply most during my tenure is one from Max De Pree: "The first responsibility of a leader is to define reality. The last is to say thank you. In between, the leader is a servant." I would argue as a membership association this style is appropriate for me and the board as it is dependent on being outward facing, approachable, respectful, and keeping channels of communication open. That is why I became a UCA member as the association has always been as such, and despite currently holding the President's role, first and foremost, I'm a member, who is driven by a desire to see the association and profession continue to succeed. I also believe our role is to support Chiropractors who wish to be associated with us and support our values.

The 'tale of the tape' as it is for me is that I am a AECC graduate (2007) and was initially a BCA member. I am also a Member of the RCC having completed the PRT program after graduation. During my first few years in practice, I was introduced to the wonderful people at the UCA by some accepting and broad-minded colleagues who accepted I did not sit in their camp yet. A period of growth, challenge and reflection ensued as I moved from student to Chiropractor, and I switched to the UCA as they aligned with my visions and my values. I joined the board a year later and have fully enjoyed playing my small part in developing the association from behind the scenes along with the many other wonderful board members and head office team I have met during that time.

As an association we endeavour daily

to support UCA members and through them, their practice members to be able to have the opportunity to access the full range of Chiropractic. We don't get everything right for every member all the time, we do know that, but from feedback we have received we do appear to deliver for most members most of the time and we are pleased we do so. We can always do better of course, so please engage with us to help us understand your needs. If we don't know, we can't help and if we are doing something well in your view, similarly please get in touch. Communication is key.

Following on with the communication theme we have been engaging with the GCC on the Diagnostic Imaging Review as we know many of you have also done and we thank you for that. We will continue on your behalf to make sure an appropriate and proportional resolution is reached, further information and analysis will be delivered in due course.

We are also aware a significant proportion of our membership are concerned about the spectre of mandatory vaccination, and we have been monitoring developments closely. The findings from our recent freedom of choice survey, where we had 370 responses, unequivocally dovetailed in with one of our core values: "We commit to assist the process of self-empowerment with compassion and care, whilst respecting each person's dignity, uniqueness and freedom of choice." It has once again been reaffirmed to us that at this point there remains no conversation for non CQC registered regulators to introduce this policy of which the GCC is one.

Finally, I would like to conclude with a few thank You's. Firstly, to the head

office for another wonderful membership drive and you our members for renewing your membership or perhaps joining us for the first time. We have reached new heights of member numbers once again which is just a fantastic endorsement in the quality of service we provide and that you value, we are truly humbled. Also, our Gold sponsors for CE 2021 Ercotonia, McTimoney College and the Shaping Bay for their support at these events, they contribute so significantly to the atmosphere at the breaks.

I would also like to say a big thank you to my fellow board members. Particularly of note is our outgoing President Paul McCrossin who's contribution to the association and profession at large is frankly too broad in scope to convey in this article, we would all be operating under very different circumstances if it wasn't for his interventions time and again over the years with various stakeholders at large. I thank him and look forward to continuing work with him as he remains on the board as immediate past president.

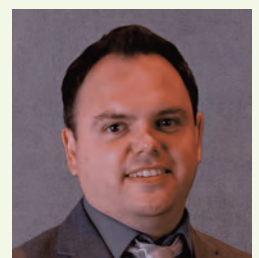
The UCA's new office bearers of Glenn Fredrickson, Veronica Hope and Anne Renkin round out the changes along with Rekha Rampersad joining the board. Thank you all for stepping forward and stepping up. The news over the Xmas period once again highlighted challenges we face however it has always been the UCA's view that Chiropractors have a vital and valuable role in helping support people through this time and we will continue to support you in that effort to deliver that much needed care.

Best wishes,

On behalf of the UCA Executive,
Marc Muncila, UCA President



I'M A MEMBER ... DRIVEN
BY A DESIRE TO **SEE THE**
ASSOCIATION AND PROFESSION
CONTINUE TO SUCCEED.



MARC MUNCILA
President, UCA

STUDENT REPORT

INTRODUCING OUR NEW CHIROBUDDY PLACEMENT SCHEME

BY CHRISTIAN CASWELL

The last two years have impacted students significantly, with reduced face-to-face contact and more zoom and virtual learning. We have strong connections with students in most of the UK colleges and they have given us some great ideas and ways we can support them as an association. We have taken the advice of our student members, and also the advice of employers of new graduates, and put together a schedule of online and live events which we believe will meet the needs of our student members and assist them to make the transition to employment.

One of the most common conversations was centred around observations. We all know observing as a student is a great way to learn communication, case management, and get a feel for real life in practice. It also gives students the opportunity to observe the many styles of chiropractic that we are proud of and celebrate in the UCA, giving students an idea of the type of practice they would like to join upon graduation.

On the renewal form in the members area, you may have seen the box that says “Would you like to participate in our ChiroBuddy placement and observation initiative?” By ticking and completing these few tick boxes, we will build a database of Chiropractors that are happy to have students observe.

We are going to be providing regular talks for students online starting in January covering topics such as philosophy, communication and technique. This will provide us with regular contact time with students between our in-person and virtual student events.



CHRISTIAN CASWELL

UCA Student Liaison Officer



STUDENTS ARE THE LIFE BLOOD OF THE PROFESSION, THEREFORE IT'S IMPORTANT THAT WE INVEST IN THEM.

Many students question the identity of the profession, and do not seem to understand what we really do or why we do it. Given the unique profession they are training to be a part of, this is an important area that we can help address and we will be working throughout the year to help students become more confident in understanding what we do as chiropractors and why we do it.

As we know, the students are the life blood of the chiropractic profession, therefore it's important that we invest in them. We are looking for chiropractors to invest up to one hour per month (15 minutes per week) to mentor a student and help them grow and develop in their most important and influential years.

Finally, huge congratulations must be offered to the graduating students of 2021 – AECC grads had a great night singing angels in the bar as if they were still students. We welcome you all into the profession with open arms. Remember, as a new member, the UCA is your organisation, here to help you grow and develop throughout your career.

SPECIAL NOTE

Thank you for Didrik Winsnes for taking the time to record a basic introduction for Thompson technique for our student membership. He covers how to use a Cervical syndrome test, what you are looking for and also an analysis of the pelvis, looking for the most common problems seen in



practice. We will have more content coming throughout the year so keep an eye out!

To watch the recording scan the QR code.

CARE & SHARE



◀ Warrington
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▼ Richard Southam.



▼ Key Chiropractic.



▲▼ Centred Chiropractic.



**Laura Beaumont &
Matt Perry**

▲ Married Saturday 13th Nov 2021.



Olive Wain

▲ Meet little Olive Wain born on 12/08/22 modelling one of our 'Chiro Kids' baby grows! Thank you Dzvenislava Zadvirna for sharing.

CE 2022



AWARDS



▲ DC of the Year 2021 – Marc Muncila.



▲ CA of the Year 2021 – Charlotte Tubb.



◀ Star Student
2021 – Chloe
Guidera.

► Martin Harvey
with Stuart
Rynsburger
Award.



MY EXPERIENCE AS A CA



Team Harrow
Chiropractic and
Charlotte Tubb –
CA of the Year 2021.



I LOVE KNOWING THAT OTHER
PEOPLE'S LIVES ARE BEING IMPROVED
BY THEIR VISITS.

BY CHARLOTTE TUBB

If someone were to have told me back in November 2020 that one year later, I would be receiving an award for CA of the year, I would never have believed it. In fact, I wouldn't have known what a CA was.

It was in 2020 that I made the decision to leave my previous job and find a new challenge. I had no idea what that challenge would be. All I knew was that something had to change. I hadn't really admitted it at the time, but I was not happy where I was and what I was doing. I was stuck and honestly a lot of the time I was actually quite miserable. The pandemic gave me the impetus to make a move as, like so many, my hours were cut, and life became very different.

When I found the advertisement for the position of chiropractic assistant, I genuinely had no idea what it would really entail. I had never heard of the chiropractic philosophy and, to be perfectly honest, wasn't actually sure what a chiropractor did. Well, I had nothing to lose and went for it anyway and it was one of the best decisions I have ever made. I will be forever grateful they took a chance on me.

The first few weeks were absolutely illuminating. I filled pages and pages in my notebook, I started reading everything I could get my hands on, I started

listening to podcasts, in short, I was hooked. I started getting adjusted regularly and then bringing my children in for adjustments too. It has changed both mine and their lives and I know that we are naturally healthier now than we were before.

What I love most about my job is the people and by that, I mean both my colleagues and the community of patrons that come into the practice. I love knowing that other people's lives are being improved by their visits and that they then bring in their families too. It is amazing to see the change in people when the light is turned back on inside them. A light that, sometimes, like me, they didn't even realise had gone out. It is a privilege to be part of their journey.

I feel as though I have been given a rare gift, a job I love, with the most amazing people, with the added benefits of helping others and improving the health of myself and my family. How many people can say that?

When I had the opportunity to win the CA of the year award, I felt a little like an impostor. Walking up to collect the award I barely heard a word anyone said! I felt like the 'new girl'! Now it has sunk in, I am so very grateful, and I cannot wait to see what the years ahead bring and look forward to learning more and continuing to support our amazing chiropractors and patrons.

CHARLOTTE TUBB

CA of the Year 2021

CA at Harrow
Chiropractic



THE GCC COMPLAINTS PROCESS: FORWARDED IS FORARMED!

BY ALEX LANE, BANKSIDE LAW

Whilst you may think 'it will never happen to me' and skip reading this article, the fact is that many professionals will receive a GCC complaint at some point or another during their career. We are living in an increasingly litigious society, so being aware of the process and how best to protect yourself, is something that every Chiropractor should be sitting up straight and paying attention to. In this article I will set out an overview of the GCC complaint process and some general pointers to remember if you ever find yourself in this position.

THE GCC COMPLAINTS PROCESS

Complaints are usually made by patients, but not always – we have seen complaints from other health care practitioners, a relative or friend of a patient or a general member of the public. Despite drawing attention to your complaints procedure to patients, it is common for a patient to ignore this and make a complaint direct to the GCC and as a result, can catch you off-guard.

The GCC say they have a statutory obligation to investigate every complaint they receive. This means that even if the complaint appears to be frivolous or even vexatious, it will still be investigated. The most important thing to remember is that the burden of proof is on the GCC. This means that

they must provide the evidence proving you have done something wrong – rather than you having to disprove it. Whilst you may think this means you don't have to do anything, you have a duty under the code to co-operate with your regulator and will be expected to engage with the process and take it seriously. Cooperating may improve your chances of the complaint being closed at the Investigating Committee stage. If you don't there is a much greater chance of the case being referred to a formal hearing and the stress, trauma, expense and potentially sanctions being imposed.

The GCC should notify the registrant of the complaint as soon as practically possible. This is done in the form of a letter known as the 'initial notification of complaint'. Whilst it may be tempting to respond immediately the best thing you can do is speak to your association first and get some legal representation.

The GCC will then investigate the complaint, which usually involves obtaining the chiropractic records, a statement from the complainant, and any other 'relevant information', which may include an expert report. You must ensure that you have received a signed consent form from the patient before disclosing any clinical records or sensitive information to the GCC. There is a great deal of debate over what is considered 'relevant information', which is one reason why you should consider legal advice at this stage.

Once the investigation is concluded the GCC will issue a formal notification of complaint (the FNOC) in which they invite you to make observations within 28 days. They may also set out what they describe as 'regulatory concerns' which should enable you to decide what allegations you may have to face and provide focus for your observations. If you have a lawyer instructed, they will advise as you as to the strength or not of the case against you and whether you should be submitting observations or not. They will usually assist with the drafting of any observations and submit them on your behalf.

If observations are submitted (there may be some instances where it is not necessary or not in your best interests to provide any) they will usually be sent to the complainant for their comments. Any such comments will then be sent to you for your final observations before being placed before the Investigating Committee (IC).

Our clients often find it difficult to understand why we might advise not to submit observations at this stage. There are usually two good reasons. The first is that this prevents the early disclosure of a defence to the GCC and the complainant, which may enable them to strengthen their case. The second is if there is insufficient evidence of a case to answer i.e. because of evidential difficulties with the GCC's case or because the allegation is not sufficiently serious enough, then there IS no need to provide observations. Sometimes observations can increase the chances of a complaint progressing and tie your hands if the case is referred to a full hearing. This is why it is important to get legal advice at this stage.

The role of the IC is to consider the complaint along with the information gathered and decide whether there is a 'case to answer' in relation to each allegation or area of concern. They meet in private and the matter is considered 'on the papers' meaning no-one attends to give any evidence.

The IC must decide whether the evidence against you, *taken at its highest* could result in a finding of unacceptable professional conduct [UPC] before a PCC. UPC has been defined by the Courts as conduct which would be regarded by one's peers as deplorable or deserving of moral opprobrium.

The IC does not decide on the truth or otherwise of any evidence. However, they do have to consider whether the conduct complained about *could* qualify legally as UPC. Whilst the evidential bar is very low for the IC the test for UPC is a high one and both must be considered and reasons given.

If the IC decides there is no case to answer that is the end of the matter. If they decide there is a case to answer, they will set out the allegations they think you will have to face before a full and formal hearing before the PCC. This will be a public hearing and witnesses (including yourself) will be required to attend to give evidence and be cross examined.

At the PCC hearing there are 3 stages, the first of which is whether the factual allegations are proved. The proceedings are adversarial, which means the onus of proving the factual allegations rests with the GCC and they have to prove their case on the balance of probabilities. This means the PCC needs to be satisfied that it is more likely than not that the facts alleged by the GCC occurred. You can challenge the GCC's case through your barrister and your evidence. We would usually advise that you give evidence at this stage which means that you can be cross examined by the GCC's barrister and asked questions by the Committee. Each allegation is considered separately, so some may be proved and others not. If no allegations are found proved, then that is the end of the matter and you have no disciplinary finding against you.

If the PCC finds any of the factual allegations proved, then they move to the second stage and consider whether the allegations proved amount to UPC. This is a matter for their judgment. Again, if they do not find that any allegations amount to UPC then that is the end of the matter and you do not have a disciplinary finding against you.

Only if they find that some or all the allegations proved *and* that they amount to UPC do they then go on to the third stage and which is the consideration of sanctions. Sanctions are based on seriousness, insight, remediation and protection of the public. They start with admonishments, then conditions of practice, then suspension and finally removal from the register. The role of sanctions is not to punish the chiropractor but to protect the public and to prevent recurrence. Only if the conduct found proved is fundamentally incompatible with remaining as a chiropractor will removal from the register be appropriate.

Now of course I'm going to say this as a lawyer, but getting early independent advice from your association or a regulatory lawyer, really can make a huge difference as to how a complaint progresses and will serve you well if the complaint ends up being referred to the PCC. Any complaint, regardless of how serious or not you may think it is, has the potential to affect your registration and ability to practice, as well as the stress, strain and expense in terms of lost earnings from a PCC case of having a complaint made in the first place. So, seek advice as soon as you are made aware of a complaint – it's usually covered in your insurance agreement or association membership.

Sadly, we see the same sorts of complaints repeatedly, often down to poor communication, which could be easily avoided. Therefore, we will cover some common pitfalls and top tips for your complaints procedures to try and avoid a complaint being made to the GCC in the first place in our next article.



**COMPLAINTS
ARE USUALLY
MADE BY
PATIENTS,
BUT NOT
ALWAYS...**



ALEX LANE

Alex regularly defends chiropractors before the General Chiropractic Council at both the Investigating Committee (IC) and Professional Conduct Committee (PCC) stage and has helped maintain Bankside Law's 100% success rate in recent 'web site' cases. She has continued to obtain excellent results for her chiropractic clients with the majority of her cases not progressing to a full hearing, either as result of successful representations to the IC or the PCC finding that none of the allegations resulted in unacceptable professional conduct.



CREATING YOUR OWN KIND OF MAGIC

BY SARAH KEEN

If you take a moment and think back to those final months of student clinic, where you knew the hard slog of the previous years was so nearly over, what did you envision for your life?

Whether that was 3 years or 30 years ago, I bet that vision has changed significantly. As we go through the different seasons of life – relationships, marriages, losses, children, house moves etc, our daydreams can get buried underneath the must-do activities. Creativity and exploration gives way to income generating and the activities we consider more ‘productive’.

Before we know it, we forget the awe and passion that brought us into chiropractic in the first place.

Over the past two years of chaos and division, almost every chiropractor I have spoken to has lost some of their spark. We understand that we have a gift in our hands and our hearts, and that the connection we have with the people in our practices is life changing. But what if that isn’t enough? What if our own life force is waning because we’re forgetting that our biggest responsibility lies not in maintaining our practice but in harnessing the magic within ourselves.

Only when we are living in alignment with our highest values can we maintain the energy to support others who need us.

At Chiropractic Essentials 2021 I spoke about three life lessons that transformed my practice and my life, and I want to expand on them a little today.

- When my paratrooper husband – boyfriend at the time – was serving in Afghanistan, and the moment his dad (next of kin) called me to explain there’d been an explosion, and how in that split second, my world fell apart.
- The premature birth of my first baby George, who at 2lb 11oz made me question everything I held true about chiropractic and innate intelligence.
- My home birth after caesarean, supported by the most incredible team of independent midwives. The experience that reminded me of the power and intelligence held within my body.

The first lesson taught me that life is short and can be taken away at any moment. It's our duty to determine what matters most to us individually, and to live our lives to the fullest every single day, rather than waiting for some distant time in the future before finally enjoying it. Your highest values will be different to mine, and that's a beautiful thing. We can each create our own ideal lifestyle based on our unique set of values – and the important thing to note here – those values **will** change as you go through your various seasons and that's ok too.

We talk to our clients about wanting a nervous system that's flexible and dynamic, adaptable to the demands of life. I would argue that we equally want a practice that is flexible and dynamic, adaptable to the demands of life. I believe this can be created just as well in a simple practice as in a complex multi-practitioner practice, so long as we have a clear vision of what this means for us.

The second scenario – having a premature baby who spent 5 weeks in the neonatal unit being pumped full of drugs – made me lose all faith in chiropractic. The lesson for me there was that even when a fire burns out, embers remain, and those embers can be turned into sparks. It was through maintaining a connection with principled chiropractors at those lowest points, where my passion was slowly reignited.

That tiny baby is now a vibrant, healthy 8 year old ChiroKid who has not been to a doctor since his discharge from the paediatric outpatients. This

is the child I was told would be developmentally delayed and the sick kid in his class – living proof of Principles 6 (time) and 17 (cause and effect).

Everything in life and practice requires these two principles to be fully understood and embodied in order for us to live within the frequency of love and trust. When we first create something or change something within our daily habits, it's rare that we observe change immediately. We owe it to ourselves to give our habits, our care plans, our exercise regime, our nutrition plan, etc the time to truly observe the effects. If you're feeling disheartened right now, order a green book and read a few pages every morning. The effects will be cumulative, I promise.

The third lesson was the incredible power that we have in our tribe and support networks. Our midwives believed in me, my body and its ability to birth my baby at home despite having a previous caesarean. They were telling me the exact opposite of the NHS midwives I had spoken to up to that point. Let's be clear – both sets of midwives were telling *their* truth, but I needed the midwives that resonated with me fully. Whether it's family, friends, team mates or seminars – it is essential that we are surrounded by people who inspire us and see the strength and power we each hold within. If you're feeling disconnected, reach out.

Now is the time, more than ever before, to focus on being congruent in all areas of our life and enhancing our practice by filling it with people





“

ONLY YOU KNOW WHAT
YOUR HEART DESIRES, AND
ONLY YOU CAN BRING
THAT VISION INTO REALITY.

whose values align with our own, and who want what we have to offer. Give yourself permission to change your hours, to implement stronger boundaries within your daily encounters, or to switch things up altogether if that feels right for you. Only you know what your heart desires, and only you can bring that vision into reality.

Don't listen to the negative voice inside your head telling you that it can't be done. You're the only person stopping you!

Since having Freddie in 2016, I have been sitting on the idea of creating a pregnancy seminar series. Instead of focusing on technique, I wanted to focus on support, and how we as chiropractors could act as a continuous caregiver for our pregnant clients. Let's face it – we see women more through their pregnancy and get to know them better than their midwives! Our impact is already huge, but my vision is that it's even bigger. However, that voice inside got in the way and I always put it on the back burner, with the belief that nobody would be interested in what I had to say.

Then in May last year, I had an elective surgery which left me recovering for 6 weeks at home. Lots of time for reflection and day dreaming! Just three weeks into my recovery period I was dealing with appendicitis and had my appendix removed. Six weeks after that surgery, I was told a tumour had been found at the biopsy. If ever there was a sign from the Universe to do the thing that I'd been putting off, this was it.

I made the decision that I needed to take a break from practice, and follow the calling within my heart. One of my friends asked me *“What is the thing you want to be remembered for?”* and that is what I'd like to ask you.

You have the power to create your ideal life, so harness that power and create your own magic – don't let it pass you by!



SARAH KEEN

Sarah Keen graduated from WIOC in 2009, and achieved her CACCP during the 2020 lockdown. She deregistered in December 2021 and is now taking a break from practice to focus on her passion – supporting women – both in pregnancy and in the creation of their ideal practice. Connect with Sarah through her website: sarahkeen.com

FIND A COUPLE OF HOURS AND DO THIS:

1. Create an “ideal life” document – Where would you live? How would you spend your ideal day? What would your weekends look like? How many hours would you be in practice? What hobbies would you do?
2. Determine your values – John Demartini has a great tool on his website. Work out how to spend more time within your highest values.
3. Track your time for one week and check which of your activities match your ideal life and values – and see where in your life you're going against your values. Make a commitment to yourself to move even just one hour a week toward a hobby or health habit that will bring you closer to your ideal life.



40 YEARS OF DESIGN



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DELIVERING YOUR PROMISE

BY STEFAAN VOSSEN DC

Without wanting to sound too braggy (standard disclaimer comment when I'm about to brag), but I've been working in top-flight (World/Olympic/European/Premier League/Ship) sports for nearly a decade now, and with my team at Core Clinics I run what probably is the biggest sports clinic in the UK (whatever that means). Not my own doing I'd hasten to add, because it's been an incredible team effort and I was fortunate to be gifted the confidence to operate in this space by my wife and a family who overcame much bigger challenges and paved the way before me. In consequence, I now get to play the role of clinical director for a team of 29 people and offer a fully integrated multi-disciplinary package of care that is broadly speaking managed by our 4 Chiropractors (we call that role the "Case Manager") and can include physiotherapists,

osteopaths, sports therapists, GPs, psychologists, podiatrists etc. as part of the care pathway. The Case Manager (CM) is essentially the person coordinating the delivery of the correct sequence of skills, techniques and technologies for that patient and may also be involved in the delivery of care. You can probably imagine that this is both very interesting to patients and clinicians alike and although incredibly stressful at times, those of you who were at CE or watched my presentation with Jaco van Gass online, will know that I have a lot of fun doing it. Being surrounded by all these very bright young people, I am also sadly only allowed to believe a very small percentage of my own BS. I say sadly, but this critical oversight and accountability to my team is one of the reasons why I have so much fun in practice.

For me, fun in practice is crucial and if I could ever only suggest one thing to my colleagues, it would be to focus your efforts on what makes you



tingle. What makes you feel like it is fun to go into clinic, and work to make that your reality. The old saying about not working a day in your life and all that springs to mind. That isn't easy to come by however, so when I say "fun" I don't equate that to "easy". For me, hard work is fun and having fun is often preceded by hard work. Solving tough problems like "how do I make what makes me tingle work financially for me" is fun. But as we all know that's only true when you succeed. The other times can be pretty "sucky". If there was only one thing I could ask from my colleagues, it would be for us to focus more on supporting each other in succeeding to make that what makes us tingle work.

For clarity (and perhaps oddly considering the above preamble): sports and sports chiropractic don't make me tingle. Neither do the classic things that attract a lot of people to sports care keep me going. Don't get me wrong, watching a certain game or event from a certain seat, in a certain company are all fun and sometimes even exciting but I'm more interested in Chiropractic and what giving the best care I can does for our profession and my colleagues. Perhaps oddly, THAT is what makes me interested in performance and sports performance. For anyone in the know, Chiropractic care and improving performance are synonymous and the "pain-reducing" bit that our patients measure our success by, is a simple by-product of it. It's as simple as that. I could really stop there if it wasn't for the

FOR ME, FUN IN PRACTICE IS CRUCIAL ... **FOCUS YOUR EFFORTS ON WHAT MAKES YOU TINGLE.**



fact that there are people within and around our profession who still won't understand that.

The added challenge that I have in writing this is that it's not really the people already reading this magazine who fail to realise this. So, in a way I am possibly speaking to the wrong audience, but perhaps laying out my arguments could help support (in some minute way) the spread of a better understanding of what I consider to be a basic professional tenet. In my opinion critical, ongoing, and almost "profession-defining" tenet that has been dividing and provide us with morbid fascination since the inception of Chiropractic.

I say that because as a collective group of healthcare professionals who say we are all about "restoring health". We (cl-)aim to do so by looking at the physical, the mental and the toxicological aspects of the individual in front of us, and we say that our purpose in doing so is to minimise tissue destruction and maximise the body's ability to restore health. Yet we operate in a practical reality where we often fail to address all those facets (who of us has psychologists and nutritionists on staff in their offices?) and a commercial reality where the vast majority of our consumers come into our offices with a pain-based complaint. Not to mention that most (if not all) of our research, marketing and advertising revolves around the successful management of some pain-based symptom. To me, these facts lay bare a disturbing paradox and my argument is that this apparent paradox is neither real, nor helpful and perpetuates an unhelpful schism in the profession. I might be wrong about that. Maybe unity and agreement will impoverish the profession, but I happen to believe that by respecting and helping you succeed in what makes you tingle is good for all of us. I would describe that as "united in our differences".

Ultimately, we also have to face up to the uncomfortable fact that a profession is defined not by what its members believe it to be, but by what its consumers believe it to be. They believe it to be what they hear from us, see from our marketing and experience it to be (hear-see-feel).

When you then add to that that the vast majority of the clinical research that informs our marketing revolves around the management of a symptom, a pain, injury or disability of some sort and that research quite rightly must (when





“

HARD WORK IS FUN AND HAVING FUN IS OFTEN PRECEDED BY HARD WORK.



**DR STEFAAN
VOSSEN**

Dr Stefaan Vossen grew up in one of Europe's foremost clinical families, with over 20 clinicians and doctors including his uncle, eminent chiropractor and mentor Dr Jean-Pierre Meersseman (co-founder of the Italian Chiropractic Association and the world-renowned MilanLab sports science institute of A C Milan and Medical Director of A C Milan football club).

Stefaan has run chiropractic clinics in Warwickshire and London, and, since 2014, has been the Clinical Director of Core Clinics, a chiropractor-led polyclinic with 29 staff in the Midlands, one of only two clinics in the region to hold both the PPQM and CMQM Awards from the Royal College of Chiropractors looking after over 12,000 patients and in excess of 500 professional athletes.

it can) inform what we do, you can easily see why we end up with a very weird, confusing and dissociated series of languages rumbling around in our heads, practices and profession. Some that are symptom-centric and some that are system-centric, and everything in between that tries to make sense of the experience that both seem to at times be true (a challenge usually reserved for the clinician who has been in practice for 5 years or so).

Then also consider how very hard it is to efficiently and quickly research such a multifactorial and systematic relationship with health and you can see why there is so little of that kind of research available and why so many people seem to think that the chiropractic landscape is fractured and seem to be telling completely different stories.

But are we actually saying anything all that different? What is pain if not the brain's decision to let us know that it thinks something is wrong and you need to be made aware of it? And what use does pain have if not to modify an offending behaviour in favour of another, less destructive behaviour? Yes of course there are some exceptions where you could argue the pain "isn't real", or hasn't objective tissue damage underpinning it like in Fibromyalgia and Chronic Fatigue (and probably some long-Covid presentations) but the fundamental reality is that to that patient's brain the pain is real, useful and an (as far as it's aware) accurate reflection of what it needs to let the conscious Self be aware of to promote self-preservation, the pursuit of pleasure, avoidance of pain and promote reproduction. All that evolutionary goodness between input and output (trigger and expression).

The resultant expression whether it be a thought or a movement, then changes the surroundings you find yourself in and in turn changes the surrounding triggers, thereby altering tissue stress and response and so the cycle of life goes on. So essentially, whether you're obsessing about pain or subluxations, we're all discussing the same relationship between trigger and resulting expression, we just approach it from a different end of the equation, but the equation is still the same. Whether both deserve to be called "the Chiropractic perspective" is debatable but the perspective doesn't change its truth. One is describing a clinical encounter that looks at the trigger first and considers the painful/dysfunctional expression as an unfortunate side-effect whilst the other is looking at the expression first and tries to trace things back from there.

It is this truth that makes me tingle and delivering on that, whether it is by means of an adjustment or by working with a nutritionist and a psychologist that gets me up out of bed every day. Solving the problems that I encountered in trying to deliver on that promise was hard work but waking up feeling like that, is priceless!

If anyone reading this feels either inspired or upset by what I wrote here, please reach out. I want to know. I want to learn from you and I want to help you with the little I do know. Don't hesitate to reach out and find me at Core Clinics in Hatton.

WHY NON-THERMAL LASER IS BECOMING THE PRACTICE GAME-CHANGER

by Dr. Robert Silverman, DC, MS, CNS, CCN, CSCS, CKTP, CES, CIISN, DACBN, DCBCN, HKC, FAKTR

The Erchonia non-thermal laser series is the vanguard choice for offering laser therapy in your clinic. There's no better way to increase patient satisfaction – and practice revenue. The coherent, collimated, monochromatic light used in Erchonia non-thermal laser therapy is safe, non-invasive, drug-free, and works alongside your existing skill set to increase efficacy levels and extend scope of practice.

The extensive research into laser therapy shows that laser light at 635 nm and 635/405 – nm wavelengths effectively stimulates photochemical healing at the cellular level. Based on solid clinical evidence, Erchonia lasers optimise photonic energy delivery more than any other technology in this market & have attained US FDA clearances for treating the likes of overall nociceptive musculoskeletal pain, chronic lower back pain, and chronic neck/shoulder pain. Ongoing research suggests that laser therapy has enormous potential for treating inflammation, neurodegenerative diseases, gut issues, and other common chiropractic maladies.

I believe lasers are the most versatile health care tool we have today, and here's why:

- Low-intensity lasers have been in therapeutic use for more than 50 years. They've been proven effective for decades – the first Erchonia FDA clearance goes back to 2002.
- The effect is photochemical, not thermal, so treatment is painless, safe, and fast.
- Laser therapy is highly effective for treating a range of painful conditions, particularly osteoarthritis, lower back pain, neck pain, peripheral neuropathy, foot pain, and tendonitis.
- The studies back up the claims. In one important double-blind placebo study – the gold standard for clinical trials – laser therapy (8 treatments in one month) reduced pain by an average of 49% even when no other treatments were administered.



Most importantly, laser therapy using the Erchonia series is the first and only non-invasive technology to receive FDA clearance for overall nociceptive musculoskeletal pain.

635 nm: Laser light in the red spectrum at 635 nm relieves pain, reduces inflammation, increases lymphatic flow, stimulates cell metabolism, and accelerates wound healing. It's particularly effective for reducing pain and muscle spasms while increasing strength and ROM.

405 nm: Laser light in the violet spectrum at 405 nm improves immunity by helping the body eliminate pathogens and is the modality of choice for vagus nerve stimulation.

The stand-alone laser devices from Erchonia can be used in an unattended setting if need be. This approach to laser therapy can generate passive income and increase schedule flexibility.

The addition of the Erchonia non-thermal lasers have revolutionized my approach to treating musculoskeletal injuries. The laser's effectiveness has improved my clinical outcomes substantially and works synergistically with my chiropractic treatments. I recommend the Erchonia non-thermal lasers to be part of every chiropractor's armamentarium.



Join the Erchonia revolution

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STRATEGIES AND PROTOCOLS FOR LONG-HAULERS SYNDROME

BY DR ROB SILVERMAN

You can't control the virus, but you can control the host.

The CDC defines long-haulers syndrome, also known as PASC (post-acute sequelae of SARS-CoV-2), as new, returning, or ongoing health problems appearing four or more weeks after being infected with the virus that causes COVID-19.

Long-hauler syndrome encompasses a wide range of symptoms – a range that continues to expand as the pool of COVID-19 survivors grows. The most common symptoms include fatigue, cognitive dysfunction, neurological issues, endothelial dysfunction, headache, loss of taste and smell, GI issues, and muscle pain.

THE SCOPE OF THE PROBLEM

From the start of the pandemic in late 2019 through November 2021, more than 46 million Americans have contracted COVID-19.

A significant percentage of patients with mild, moderate, and even asymptomatic cases that didn't require hospitalisation have long-haulers symptoms. A major international study of nearly 4,000 people showed the prevalence of 203 symptoms in ten organ systems; the average was 14.5 symptoms in 9.1 organ systems. More specifically, 80 percent of patients reported persistent fatigue; 73 percent reported tiredness after exertion. In addition, 58 percent reported cognitive dysfunction; 56 percent reported sensorimotor symptoms such as loss of sense of taste; 54 percent reported headache, and 51 percent reported memory issues.

Among COVID-19 survivors who weren't hospitalised, serious health risks linger for at least a year. In one follow-up study of nearly 152,000 patients treated in the VA health system, a year after diagnosis, the risk of developing heart failure was 39 percent greater; the risk of developing a fatal blood clot was 119 percent higher, and the risk of having a stroke was 29 percent higher.

UNDERLYING CAUSES OF LONG-HAULERS SYNDROME

Why is long-haulers syndrome so common and long-lasting, even among people who experienced only mild illness? Underlying inflammation, particularly inflammation related to being overweight or obese, may be the upstream cause. The majority of Americans entered the pandemic already in a state of chronic, low-level inflammation from excess visceral fat. Forty-two percent of Americans are overweight; 75 percent are overweight or obese. More than 100 million Americans, or nearly half of all adults, have prediabetes (metabolic syndrome) or type 2 diabetes. That means one in three adults has prediabetes; one in ten adults has diabetes. Only 12 percent of the adult population can be considered metabolically healthy.

Excess weight, particularly from excess visceral fat, markedly increases the severity of COVID-19. Visceral fat, found in the abdominal region, infiltrates the organs in the abdomen, including the liver and pancreas. It adds to the body's overall weight but isn't as visible as subcutaneous fat.

Compared to patients with a healthy body weight, the risk of hospital admission for people with moderate obesity is 28 percent higher; it's 30 percent higher for patients with severe obesity. A meta-analysis in 2020 found that people with obesity who contracted COVID-19 were 113 percent more likely than people of healthy weight to need hospitalisation. They were 74 percent more likely to be admitted to an ICU in the hospital and were 48 percent more likely to die. Another study showed that the metabolic syndrome strongly increased the odds of death among hospitalised patients more than any one comorbidity (obesity, hypertension, or diabetes) individually.

The COVID-19 virus itself doesn't kill people. The body's immune response – or inadequate response – does. Among overweight and obese people, chronic inflammation and insulin resistance interferes with the body's ability to produce antibodies and mount an effective immune defense. One aspect of the complex immune response is dysfunction in insulin signaling. Because insulin plays an essential role in the inflammatory cascade that ultimately triggers the immune response of T cells, when signaling is impaired by excess body fat, the adaptive immune response is slower to develop. This slows the production of antibodies, the stealthy sentinels of immune protection. The delayed immune response means the virus has more time to make patients sicker or overwhelm their defenses. It also means these patients shed the virus for longer.

SYMPTOMS OF LONG-HAULERS SYNDROME

The debilitating fatigue reported by many long-hauler patients may be related to virus-triggered damage to the mitochondria. The infection makes the mitochondria go into the danger cell response, where their activity switches from energy production for activity to energy production to support the immune system. The switch in cellular energy production favoring immune defense leaves little energy for other functions and leads to persistent fatigue.

Heart issues are another persistent problem for many long-haulers. In one study based on data from wearable devices, one in six people experienced an increased heart rate and irregular heartbeat for more than four months after developing initial symptoms. On average, they took 24 days to return to their normal sleep pattern, 32 days to return to their pre-infection step count, and 79 days to return to their normal resting heart rate.

Cognitive impairment from COVID-19 is another commonly seen aspect of long-haulers syndrome. None of 740 patients in a study at a major New York City medical center had an earlier history of dementia. However, seven to eight months

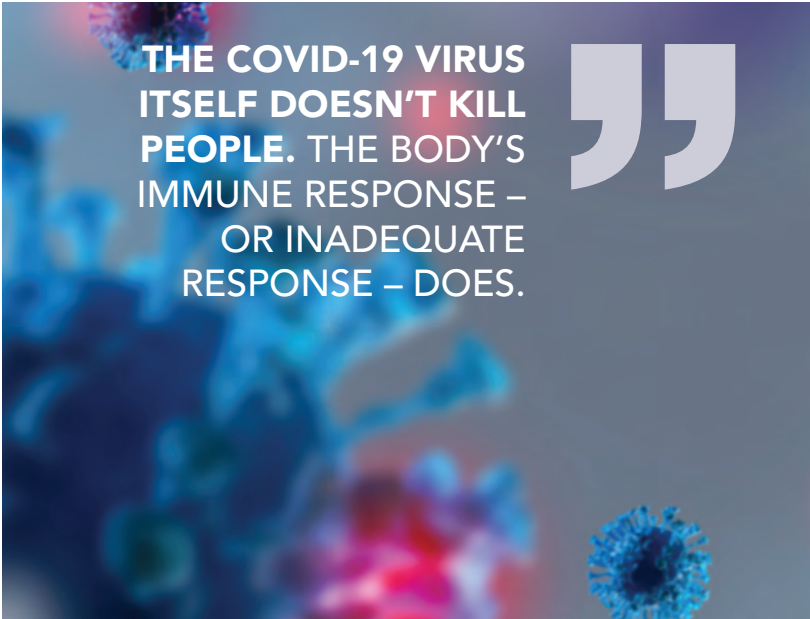
after contracting COVID-19, a significant number showed signs of cognitive impairment, particularly memory and slowed processing speed. Sixteen percent showed deficits in executive functioning, 24 percent showed deficits in memory encoding, and 23 percent showed deficits in memory recall.

Kidney issues are also an ongoing problem for many long-haulers. A study of nearly 90,000 patients treated in the VA healthcare system for COVID-19 showed that one to six months after being infected, they were 35 percent more likely to have kidney damage or substantial declines in kidney function.

The persistent fatigue reported by so many long-haulers may be attributed to a COVID-19 inflammation-induced reactivation of Epstein-Barr virus infection. COVID-19 seems to share a similar inflammatory immune response with autoimmune conditions, so it's also possible that some patients with long-hauler syndrome now have an autoimmune disease triggered by the virus.

Following recovery from COVID-19 infection, some patients may experience a rise in autoimmunity and increased inflammatory status, as indicated by an elevation in biomarkers directly correlated with autoimmunity. The development of autoantibodies that attack the patient's own proteins leads to inflammation that could trigger long-haul COVID. Increases in cases of multisystem inflammation syndrome, macrophage activation syndrome, and myocarditis have been reported.

Another possibility is that patients with long-hauler syndrome have a persistent viral reservoir in their gut that releases the virus and virus particles into the circulation through increased intestinal permeability. Viral ghosts – persistent fragments of the virus (RNA proteins) that linger on after infection – may be stimulating the immune system even though the infection is over.



**THE COVID-19 VIRUS
ITSELF DOESN'T KILL
PEOPLE. THE BODY'S
IMMUNE RESPONSE –
OR INADEQUATE
RESPONSE – DOES.**

Post-COVID gastrointestinal disorders may surface months after a patient has recovered from the infection. One recent study showed that nearly 40 percent of 200 patients developed new GI disorders several months after they had recovered from COVID-19 infection. Of those, 58 reported functional dyspepsia, and two were diagnosed with irritable bowel syndrome.

Many patients with long-haulers COVID syndrome have higher measures of blood clotting factors. This may help explain persistent breathlessness, fatigue, and decreased exercise tolerance.

Anyone who became ill with COVID-19, regardless of how severe the symptoms were, can develop long-haulers syndrome. However, a recent systematic review shows that individuals with more than five symptoms during the first week of infection are at a higher risk of developing long-haul COVID.

TREATMENT STRATEGIES AND PROTOCOLS

Among post-COVID-19 patients, we are seeing a tremendous rise in new medical issues and conditions. Effective strategies and protocols for treating long-hauler patients are critical. My protocol focuses on calming systemic inflammation through a multi-pronged approach, including dietary modifications, nutritional support, resolving gut dysbiosis and intestinal permeability, and improved sleep. At the same time, underlying inflammation needs to be addressed.

My protocol for treating long-hauler patients focuses on four aspects:

- Mitochondrial support for reducing fatigue
- Immune activation
- Gut health
- Managing and modulating inflammation, particularly from blood sugar issues and obesity

Mitochondrial support includes a range of supplements that can help return the mitochondria to normal energy production, such as:

- B vitamins: 60 mg/day
- CoQ10: 300 mg/day
- Acetyl-L-carnitine: 1000 mg/day
- NMN (nicotinamide mononucleotide), a precursor to NAD+: 200 mg/day
- Alpha-lipoic acid (ALA): 600 mg/day
- NAC/liposomal glutathione: 500 mg/day
- Magnesium: 200 mg/day
- Zinc: 40 mg/day
- Selenium: 200 mcg/day
- Vitamin C: 2000 mg/day

Medicinal mushrooms to improve immune activation:

- Reishi
- Maitake
- Lion's mane
- Chaga
- Shiitake



Restoring gut health is central to treating long-haulers syndrome. Many COVID-19 patients experience gastrointestinal symptoms such as diarrhea, which is often overlooked due to the emphasis on respiratory symptoms. In addition, many patients, especially in the earlier stages of the pandemic, were treated with antibiotics. Although GI symptoms are thought to be relatively rare in long-haulers patients, at least compared to symptoms such as fatigue and shortness of breath, a significant minority report them. The GI symptoms of COVID-19 alone are enough to cause gut dysbiosis and increased permeability. Add in antibiotic treatment, and the likelihood increases. The viral reservoir in the gut continues to escape through the loosened tight junctions, continues to circulate in the bloodstream, and adds to existing inflammatory cytokines and other chemicals to cause hyper-inflammation.



Resolving the gut permeability can be very helpful for reducing inflammation and improving fatigue. I recommend following my Super 7(R) Action Plan:

1. Reset diet/lifestyle/mindset
2. Remove triggers such as food sensitivities and pathogens
3. Replace digestive enzymes and stomach acid
4. Regenerate damaged intestinal mucosa
5. Re-inoculate with quality pre-and probiotics
6. Reintroduce certain foods removed in step 2
7. Retain your health and GI integrity

The recently introduced supplement BPC-157 can be beneficial for treating leaky gut syndrome. This peptide, found naturally in gastric secretions, helps regenerate cells in the intestinal walls and helps seal up damaged areas. It also helps stabilise the microbiome and helps treat dysbiosis.

To modulate inflammation, weight loss is crucial for all patients with excess visceral fat, even those not overweight based on BMI or waist circumference. The apparent risks of severe COVID-19 infection for those with excess body fat are an excellent teachable moment for motivating patients.

Weight loss is a slow process, but inflammation can be quickly modulated through diet by having patients follow a 16:8 intermittent eating schedule. This schedule allows autophagy, where the body breaks down and removes damaged cells, and mitophagy, where damaged mitochondria are removed. Autophagy and mitophagy remove dysfunctional cells and mitochondria and recycle their components, empowering the body to renew itself.

Diet plays a crucial role in modulating inflammation. Avoid processed foods and low-quality, high-glycemic-index carbohydrates, better known as junk food. Just 300 calories of low-quality carbohydrates can reduce immunity by 50 percent for two hours. Other foods to avoid include foods with gluten and foods with added sugar. Foods to add to the diet include high-quality fats and high-quality proteins.

Moderate exercise (at least 30 minutes a day) and improved sleep also have rapid effects on inflammation.

Low-level laser therapy can help improve mitochondrial function, encouraging them to switch to energy production for regular activity instead of immune support. The increased ATP production from laser stimulation leads to improvements in persistent fatigue.

Some 37 percent of COVID-19 patients are likely to become long haulers. In my experience to date, I

AMONG POST-COVID-19 PATIENTS, WE ARE SEEING A TREMENDOUS RISE IN NEW MEDICAL ISSUES AND CONDITIONS.

believe that number is already higher – and will go higher still. We're seeing a precipitous rise in new medical conditions among COVID-19 survivors. Long-haulers syndrome may portend a secondary epidemic following on the heels of the current pandemic. Practitioners need to understand the multifaceted causes of long-haulers syndrome and be equipped to support their patients with a multi-pronged approach.

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DR ROB SILVERMAN

Dr. Robert G. Silverman is a chiropractic doctor, clinical nutritionist, international speaker and author of, "Inside-Out Health: A Revolutionary Approach to Your Body," an Amazon No. 1 bestseller in 2016. The ACA Sports Council named Dr. Silverman "Sports Chiropractor of the Year" in 2015. His extensive list of educational accomplishments includes six different degrees in clinical nutrition. Dr. Silverman also maintains a busy private practice as founder of Westchester Integrative Health Center, which specializes in the treatment of joint pain using functional nutrition along with cutting-edge, science-based, nonsurgical approaches.

AT THE HEART OF HEARTBURN



Mrs Slocombe.

BY JULIA PULLIN

Recently I shared on stage my first experience of a patient with a digestive disorder at CE 2021. It was in my final year at college as an intern and I still remember her face (she's on my list of top patients you remember!) She was around 65 years old, overweight with pink hair that looked like Mrs Slocombe from the 80s sitcom *Are you being Served?*! She's probably 'on trend' again, with her pink hair!

She initially presented with low back pain (a simple facet and pelvis problem) and what was and is still typical in a college setting; you can only treat the presenting condition/area. She responded well and all was good, except that a few weeks into her care she happened to mention that she took 13 antacids per day and swigged Gaviscon from the bottle!

I got a little excited about this because I'd recently written an essay on somatovisceral and viscerosomatic reflexes and surmised that an adjustment around T6 could possibly help, if her spine was restricted, which it was!

To increase my chances of getting consent to adjust for this, I hunted the floor tutor that had assigned me the essay.

Long story short, within 2 adjustments (just adjusting T6) she was taking just 3 half antacids. RESULT!

Since then, my crude plan to just adjust T6 has developed in to a more comprehensive protocol, which I'll cover.



... SHE HAPPENED TO MENTION THAT **SHE TOOK 13 ANTACIDS PER DAY AND SWIGGED GAVISCON FROM THE BOTTLE!**

WHY, WHAT AND HOW?

By far the most common presentation is *Acid Indigestion, Heartburn or GERD* (Gastroesophageal reflux disease), which is categorised by its chronicity and a frequency of more than twice a week.

Symptoms include:

- A burning sensation in your chest (heartburn), usually after eating, which might be worse at night
- Chest pain
- Difficulty swallowing
- Regurgitation of food or sour liquid
- Sensation of a lump in your throat
- Unpleasant sour taste in your mouth
- Cough or hiccups that keep coming back
- Hoarse voice
- Bad breath
- Bloating and feeling sick

Acid indigestion can be somewhat misleading because it's not an accurate description of the process that typically occurs. Let me explain.

ACCORDING TO CHRIS KRESSER*

If you ask the average Joe on the street what causes heartburn, he'll tell you "too much stomach acid." That's what most of the ads seem to suggest too.

However, anyone familiar with the scientific literature could tell you that heartburn and GERD are not considered to be diseases of excess stomach acid. Instead, the prevailing scientific theory is that GERD is caused by a dysfunction of the muscular valve (sphincter) that separates the lower end of the esophagus and the stomach. This is known as the lower esophageal valve, or LES.

In GERD, the LES malfunctions because of an increase in intra-abdominal pressure. This pressure causes distention (i.e. bloating) in the stomach, which pushes the stomach contents – including acid – through the LES into the esophagus.

But what causes the increase in abdominal pressure in the first place? Ironically, one of the main causes may be too little stomach acid, which in turn contributes to an overgrowth of bacteria in the small intestine. This idea is supported by studies on mice that have been genetically altered so that they are incapable of producing stomach acid. They develop bacterial overgrowth in their intestines – as well as inflammation, damage, and precancerous polyps.

With this in mind, what if we removed nerve irritation or interference to the sphincter and improved its function via the Vagus nerve? What difference would we see?

What if we added to that, correction of nerve flow to the stomach and increased in many cases but for arguments sake, we'll say normalised their stomach acid production, which is again controlled by the Vagus nerve?

What if we restored normal muscular tone and coordination to the peristaltic wave that occurs in the stomach via the Splanchnic nerves (T6-T9)?

How about we decrease some of the abdominal pressure by relaxing the diaphragm and psoas muscles?



As Chiropractors, the sympathetic and parasympathetic nerve flow are an obvious place for us to start, so subluxation correction is our first 'go-to' solution. Typical subluxation patterns seen are summarised below:

- C1-2 – Lower Oesophageal Sphincter
- C3-5- Diaphragm
- T6-9 – Stomach
- T-L junction to L2- Bowel
- SI misalignment – consider Psoas fibres running to the diaphragm

Muscle Patterns to be aware of include:

- Iliacus and Psoas hypertonicity
- Diaphragm hypertonicity
- Weak core muscles



Scan the QR code to check out a video that demonstrates the diaphragm release technique that I find is so important to correct.

As a side note: should subluxations in the t-l junction persistently recur with associated back ache, this is usually due to weak core muscles along with hypertonic hip flexors. Correction of these should be focussed on through home exercise.

For patients with Irritable Bowel Syndrome (IBS), the greatest difference tends to be subluxation in the T L junction or thoracic lumbar junction with associated psoas hypertonicity. These patients tend to take longer to resolve and have a higher risk of returning symptoms because they are typically people who worry more, live stressful/overly busy lives or have stress related disorders. Hmmm, I think we all know a few patients like that!

Your approach may require correction of the subluxations alone or the addition of muscle/fascia release techniques and/or dietary advice, stress management techniques, advice to develop good sleep patterns and optimal activity levels. Simply, each case is slightly different.

The symptoms of Heartburn, GERD or any of the digestive disorders experienced are clearly unpleasant and, in some cases, downright painful but they are also an opportunity for us to open new conversations. Conversations about optimal function, how we influence the nervous system and then symptom free care.

The bonus is that helping your patients with more than they bargained for turns them in to raving fans that refer many more people for care. It's a fantastic practice building opportunity because digestive issues today are so damn common!



JULIA PULLIN DC

Julia has been a Chiropractor for 25 years. Her clinic, The Chirohealth Clinic in Scunthorpe, is a fun and vibrant place where her amazing team are known for helping people Find their Mojo!

She's been a coach and mentor to over 20 Chiropractors and Osteopaths and is always keen to share her love and experience of spinal health and wellness.

REFERENCE

*Chris Kresser, M.S., L.Ac., is a renowned expert, leading clinician, and top educator in the fields of Functional Medicine and ancestral health, and the New York Times-bestselling author of *The Paleo Cure*.



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PEACE ON EARTH BEGINS WITH BIRTH

BY KELLY-JANE MCLAUGHLIN

“Where will you be confined?”. This was the question the receptionist asked when I went to make an appointment to see a midwife with my first pregnancy! I think I stood there for at least 60 seconds trying to work out what exactly it was she was asking me? Eventually, I understood that she was asking me which hospital I would be going to. When I explained we were having the baby at home ... her reply, ‘Ah! This must be your first baby!’. This was not the experience I was expecting.

I didn’t have a GP and was told that I had to see a GP first, then I could see a midwife. This being my first pregnancy and never having anything to do with the medical world previously, I didn’t really know how it all worked. Living the Chiropractic lifestyle meant that I was only really used to experiencing what I would call ‘solution people’, those who thought like me! Those who had an optimistic outlook, who strive to be and do their best. People who know we live in a ‘friendly universe’ (thank you Jeanne Ohm) and those who understand that our bodies have an innate ability to heal, grow and flourish ... ‘my tribe’. I was about to have a rapid learning cycle of something dramatically different.

My dear friend Hayley, the other half of ‘Hayley and Kelly’, had her first baby two years earlier. I had heard some of her personal experiences and challenges. She is part of my Chiropractic family, also has a trust in the body and always sees the good in situations. This probably meant I was still shielded from how drastically different the world I was about to step into was from the world I was experiencing. I had this idea that all our decisions about our pregnancy and birth would be approached by midwives and doctors with the understanding that we had informed ourselves and had chosen what was best for us. I quickly learned that when you start to make informed choices there isn’t always a ‘box to tick’ for that and you start to create a level of stress and panic in those who are expected to care for you. We did not fit into the system.

ONE EXCEPTIONAL
MIDWIFE I KNOW HAS
THE SAYING, ‘PEACE
ON EARTH BEGINS
WITH BIRTH’.





**KELLY-JANE
MCLAUGHLIN**

Kelly-Jane runs a busy, family-based practice in Reading, UK along with her husband Liam, over the past 10 years. She is also a devoted mum to 3 busy boys all of whom are home-birthed, un-medicated and home educated. An inspirational teacher, Kelly trains chiropractors across Europe in how to build family-based practices with a specific focus on caring for pregnant ladies. She is co-founder of 'Hayley and Kelly', a business running retreats for like-minded people. They have also built an online community providing information and support for people choosing to look after their health in an alternate way, as well as a growing online forum hosting international speakers in all areas of health and wellbeing. She has a passion for promoting a different approach to family health, which everybody can benefit from!

It became rapidly apparent that for us to have a baby in the way we would choose was going to be difficult in the current 'medical system'. Now, I will state very clearly here, I am in no way 'anti-medicine'. I know in some crisis situations it will of course save lives. What I also know is that the medical model does not fit with my understanding of health or life. I see lots of challenges created that I believe could be avoided if we came more from a place of trust. This is especially so in the maternity services.

Thankfully my husband is very confident and supportive and so we decided, confidently and happily, to step out of the system and search for someone who could help and support us with the type of birth we wanted. We found an independent midwife and as they say the rest is history (well almost!).

We care for many midwives in practice and have a great deal to do with them professionally. Without doubt all the midwives we have made connections with all want to help women and the vast majority have a deep understanding and great respect for natural birth. They are also stretched to capacity energetically and physically in the main which often makes their job very difficult.

Why am I sharing all this with you? Well, to explain that there really is a different way! One exceptional midwife I know has the saying, 'peace on earth begins with birth'. Imagine how our world would look if we were able to support birth in a gentle way; without unnecessary time limits; with a constant care giver who knew the woman and her baby intimately and cared for them throughout the whole pregnancy; a midwife who knew when to seek more help and when birth just needed to be left alone; a midwife who was able to encourage from a place of trust and advise appropriately when the situation required it. A relationship between midwife, mum and baby that was based on trust! If those birthing women and their unborn babies

could enter the world in this way imagine the impact that could have. A supported mum, who is nurtured and guided. A mum who healed well after a beautiful, natural birth. A baby who enters the world with minimal stress on their perfect, tiny system and was able to immediately thrive. I know there will be people reading this who did not have that experience themselves. They may have family members who did not have this experience. People reading this will care for babies in practice who did not have this experience. Too often we begin life 'stressed' ... and that sets us up for life!

Imagine if everyone knew that we had an inbuilt ability to heal. That people knew that we were programmed for health and designed to heal. If we really trusted in our body's inherent ability to thrive, I know people would make different health decisions. It may be baby steps at first. It may always be baby steps. Let's remember though that many, many baby steps add up to marathons! What would happen if instead of looking externally for someone to tell us everything was OK, both in pregnancy and in health, we sat for a moment and listened to our inner voice. We trusted ourselves and believed that 'everything is OK'? If we choose to regain our power to trust in ourselves magical things can happen!

Over the years it became apparent to both Hayley and I that we weren't alone in wanting to choose different options for pregnancy and in raising children. We would often have messages and calls from people needing support. Questions from people knowing health is an inside job, who trust their greatness and know that they are programmed for health but who didn't know how to support themselves. Those people didn't have a community of likeminded people. They didn't have people to help support their decisions. They didn't have anyone they could reach out to, no one to ask those questions, no one to answer in ways that were congruent to their beliefs and values. This is how the community of 'Hayley and Kelly' was born (that, and a few espresso martini's!). There are more people out there than you realise who believe what you believe. We are far from alone.

So, I leave you today with the question that Jeanne Ohm often posed to us; Do you believe we live in a hostile universe or a friendly one? If this can be the basis of the health decisions you make for yourself and your family you will have an excellent navigation system. With the knowledge and confidence that your body is programmed for health, and that you are designed to heal you will be able to make the best decisions for yourself and your family. Health is ALWAYS an inside job. Supporting ourselves physically, chemically and emotionally will ensure we can thrive. After all, innate is always on the job!

To find out more you can reach us online at hayleyandkelly.co.uk

A man with grey hair, wearing a black t-shirt and blue pants, is performing a barefoot squat on a blue mat. He is looking directly at the camera with a slight smile. The background is a bright, indoor space with a brick wall and a window showing a green plant.

FOOT STRENGTH: BEHIND THE SCIENCE

BY BEN LE VESCONTE,
VIVOBAREFOOT MOVEMENT COACH



“

THE BIGGEST, ARGUABLY ONLY INFLUENCES ON THE FORM AND FUNCTION OF OUR FEET ARE **THE SHOES WE WEAR AND HOW WE MOVE.**

We were both stunned and inspired by Dr Kris D'Aout and PhD student Rory Curtis' recent research showing that wearing Vivobarefoot for 6 months improved foot strength by a whopping 60%. This is in on top of research by D'Aout and Dr Tomasz Cudejko showing that balance and physical function are immediately improved by wearing Vivobarefoot, even in those who have suffered falls.

Isn't it crazy our feet get significantly stronger, and balance improves, simply by wearing footwear which does nothing to interfere with the foot's natural ability? Where have the innovations of billion-dollar athletic brands got us if, by going back to barefoot and not interfering with anything, we our feet get stronger, and we actually improve our balance and mobility?

Most of our feet are deformed by pre-school age; 85% from a study in Japan, 76% from Austria, and 600,000 forefoot surgeries are performed in USA every year because of shoes, informs us of the prevalence of this epidemic. 80% of women have some sort of foot deformity. Bunions are not hereditary. Most adults experience foot pain. Knee osteoarthritis has doubled since the invention of cushioned footwear 50 years ago. Back pain is more prevalent than ever.

2 million years of evolution created the perfect foot, and almost all (99%) of us are born with the blueprints for perfect feet. A few hundred years of narrow toe boxes, heels, and 50 years of cushioning has not changed those blueprints. Yet our modern lives, with less need to move in order to survive, as well as cushioned supportive restrictive shoes, have led us to a foot and health epidemic.

As for the fact we love cushioning underfoot, think for a minute. Marketing misleads our understanding of comfort. True comfort has to be healthy. The most comfortable foot is a strong mobile foot which can withstand the things life throws at it. A comforted and cushioned foot is weak and maladapted to life, susceptible to injury and pathology. therefore, is it really comfortable to wear a 'comfortable' shoe? Does it really make sense to walk on hard surfaces in soft wobbly shoes? Cushioned shoes weaken our feet, making us more injury-prone in the first place, and encourage the running patterns that increase impact forces and make injury more likely. Running injuries may be more about how we move, than what's underfoot.

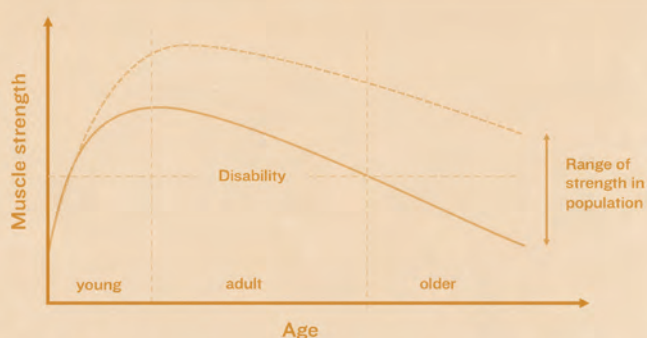
The biggest, arguably only influences on the form and function of our feet are the shoes we wear and how we move. It is a fact, the shoes we

wear affect how we move! Feet are highly capable biomechanical marvels when they are allowed to develop and move freely. Feet are the major sensory organ of the human locomotion system. Proprioception, often called our 6th sense, is our ability to sense our position and movement, relies on sensory feedback from our feet. 150 years of science has warned against bad shoes and promoted that barefoot people have the healthiest feet.

Science shows that by reconnecting feet to the ground and body, feet strengthen and balance improves. We also have a greater opportunity to improve our movement skill, and with progressive adaptation that builds up slowly, move injury free for life – just as nature intended.

Think of your foot health as a strength and balance pension; it's never too early to invest, and you'll be thankful for it later! To get started, simply ditch your shoes.

WHY SHOULD WE CARE ABOUT FOOT STRENGTH?



FOOT WEAKNESS IS RELATED TO INCREASED RISK OF FALLS

WHO/HPS (2000)



Vivobarefoot have just launched the Barefoot Movement coaching accreditation with input from the leading educators and scientists. The 4-hour online course deep dives into everything from barefoot movement technique to the science behind how we move.

This is a great course to take if you want to learn more about applying barefoot movement principles into your everyday practice. Head to www.vivobarefoot.com/barefoot-coach and use **VHBM-C-VIVO301** at checkout for 30% off the course and to access other Vivobarefoot benefits. T&C's apply.



BEN LE VESCONTE

Ben is a Running Coach, Personal Trainer and Functional Training Specialist.

Ben specialises in efficient Running Technique coaching and Training plans, Foot Health, Balance and Posture evaluations. He is a regular speaker at Running Technique and Feet seminars and clinics, both private and corporate.

Committed to relieving pain and injury, Ben seized the opportunity to coach runners across the UK, Germany, Spain, Scandinavia and North America in 2011. A group clinic in New York led to him working with a top Musculoskeletal Specialist and as a Master Trainer for the American Council on Exercise.

CHIROPRACTIC PRINCIPLE #4 THE TRIUNE OF LIFE



LIFE IS A TRIUNITY HAVING
THREE NECESSARY UNITED
FACTORS, NAMELY:
**INTELLIGENCE, FORCE
AND MATTER.**

BY COURTNEY BRANDENBURG

This made a lightbulb go off in my grey matter, immediately directing me to the founder of Taoism and legendary philosopher, Lao Tzu who said that “Those who flow as life flows, know they need no other force.”

Is one of the most acclaimed philosophers of all time and one of our beloved Principles of Chiropractic speaking of force in completely different lights? Or are they both referencing force in the same regard?

The Principles speak of force as the energy of *life*. The difference between a living being and a cadaver. Literally the energy that denotes you are, in fact, alive ... life force energy, chi, prana, qi, Power ON, God within us – *Innate Intelligence*. Pure energy.

I believe that Lao Tzu references flow as the force that gives us life, nothing more, nothing less. That flow is energy and energy is life.

So, what does this have to do with us as a profession? Especially now during a pandemic? It's undeniable that there are forces all around us. Forces that are life-inducing and forces that are

quite literally life-destructing on physical, chemical, and emotional levels. There are positive forces and negative forces. There is the detrimental act of sloppily forcing an adjustment versus giving a loving, connected, specific, scientific, ChiropracTIC adjustment. When you are in flow internally, everything in practice seems to be going that way too, right? We must ride the momentum wave when everything is in energetic *flow* in practice and in life.

Our internal environments dictate our external environments.

Hypothetically (and literally) speaking, is Chiropractic not completely about flow? Consciously, subconsciously, through us as vessels of the art and as a result into the humans we adjust?

Why am I bringing all this heady, philosophical pondering up? Having gone to a very mechanistic school, these critical and intellectual conversations that truly allow you to develop as a Principled Chiropractor and moreover, an awake human were few and far between. I was a sponge that wanted and **needed** watering at my core! I was so thirsty for the Principle and to be able to adjust subluxations it brings tears to my eyes to think about! To no surprise, I was the black sheep around campus that served on four life-changing mission trips, religiously attended Dr. Billy DeMoss' Dead Chiropractic Society gatherings, leading a weekly underground Green Book and adjusting club. Thanks be to God for aligning me with amazing mentors. My career and life's path were steered in the direction of light because of them, which lit the way to true Chiropractic.

It wasn't until last year that I was introduced to *Power vs. Force* by Dr. David Hawkins during a seminar I had attended. I was clearly super late to the game reading this profound book. There are so many mind-blowing revelations and incredible statements in his masterpiece. In my personal opinion, I feel it should be deemed a prerequisite for every Doctor of Chiropractic and moreover, every human being. Imagine if every person on planet Earth read *Power vs. Force*?! Can you even fathom where humanity would be right now?! Far from the highly catastrophic world we currently live in, that is for sure!

If it's been a few years, decades, or if you've never read this masterpiece, let's break it down. Dr. Hawkins does an exceptional job at categorizing the levels of consciousness and how each level relates to life. Applied Kinesiology DC's love this book because he backs his methodology with muscles testing, it's quite genius.



Hawkins' "Map of Consciousness" ranges from energy levels 0 to 1000. These various numeric ranges describe levels of consciousness in a logarithmic progression. For instance, 30 is guilt, 175 is pride, 200 is courage, 500 is love, and 700 to 1000 is enlightenment. He verbatim states that "All levels below 200 are destructive of life in both the individual and society at large; in contrast, all levels above 200 are constructive expressions of power. The decisive level of 200 is the fulcrum that divides the general areas of force (or falsehood) from power (or truth)."

I truly believe, in my heart of hearts, that we as Principled Chiropractors vibrate from higher levels of consciousness. It is in our DNA, it is in our soul, and quite frankly, we must vibrate at those energy levels in order to serve humanity with full hearts. Why do I think this? Because if you can "roll with the punches," per Hawkins, then you're automatically at 250 (nice work, you're already in POWER mode). This is not to say that we should not acknowledge what it feels to be at a lower vibrational state that is less than 200 ... HELLO we

I TRULY BELIEVE, IN MY HEART OF HEARTS, THAT WE AS PRINCIPLED CHIROPRACTORS VIBRATE FROM HIGHER LEVELS OF CONSCIOUSNESS.

are all human. Lack of expressing those emotions wrecks havoc on the nervous system.

We resonate and serve from (at least) energy level 500+, love and above. Hawkins says that "Loving is a state of being. It is a way of relating to the world that is forgiving, nurturing, and supportive. Love is not intellectual and does not proceed from the mind. Love emanates from the heart."

What we do is heart work.

How are you getting to the level that you need to serve humanity and to live your dream life? We all know you don't get there by simply rolling out of bed in the morning and showing up at the office. More importantly, we are all aware of how critical it is to have a morning routine of some sort, so that we can show up our best selves. This requires vibrating at a level of love and above so that the most specific, beneficial, life-inducing adjustments are served to every soul that walks into our practices.

Why am I saying all of this? You all know this as Chiropractors, but guess what? Sometimes you need to hear it again, especially when humanity is on the brink of what seems like total destruction. Energetic vibration is literally how every aspect of life works... regardless if there is a scamdemic, or if life is perfect on a sunny Caribbean island and you're debt free on vacation.

What do power and force in your life, relationships, practice, and interactions look like? Is the power you generate coming from love and above?

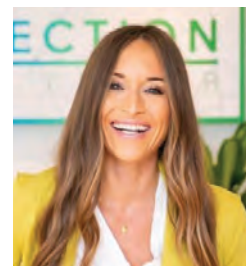
So, I ask you as a fellow Chiropractor, where are you adjusting from? I hope and pray it's love and above, humanity needs it. The time to energetically vibrate from love and above is now, more than ever. This is a loving call to action for all of us as Principled Chiropractors within this amazing profession to energetically vibrate higher... because if not you, then who? If not now, then when?

Raising the level of consciousness of humanity from above-down, inside-out, is in our hands, just as BJ said. "May God flow from ABOVE-DOWN His bounteous strengths, courages, and understandings to carry on; and may your Innates receive and act on that free flow of wisdom from ABOVE-DOWN, INSIDE-OUT; for you HAVE in YOUR possession a sacred trust. Guard it well."

My sisters and brothers in TIC, NOW is the time to LIGHT UP THE WORLD!

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COURTNEY BRANDENBURG

Dr. Courtney Brandenburg is a woman on a mission that is currently residing in gorgeous Charleston, South Carolina. She received her B.S. from The University of Maryland at College Park and continued her education at the Los Angeles College of Chiropractic.

Dr. Courtney is a Principled Chiropractor and speaker that is determined to serve the masses. She is a forever student of life and Chiropractic, as well as head facilitator for The Yoga of Chiropractic Adjusting Seminar.

Her first baby was Connection Health Center which she opened in July of 2019 in beautiful downtown Charleston. Her path has been blessed with many great mentors from the world's greatest profession and she feels beyond blessed that Chiropractic chose her!

FORCE OR FACILITATE?



BY TOM GREENFIELD

During the development of 'Finding The Primary', Tom Lawrence and I have been challenging ourselves on our definition of an adjustment, and what our intent is when applying one. Initially this was a major struggle – so much of our philosophy has been challenged to the core but having a partner to joust with and contest different ideas has been invaluable to our evolution. This exercise accelerated our growth and I actively encourage everyone to do this – it's the only way we improve – when we push outside of our comfort zone. These moments of discomfort moulded our intentions for the course – and we aim to get attendees to develop their concepts of an adjustment whilst challenging each other, which often leads to major breakthroughs over a weekend.

The key concept I'd like to challenge you with today is "through an adjustment, do we force or

facilitate change within the body?"

For anyone reading this, the obvious answer is to say; 'I facilitate change within the body. I am working with the body to allow it to change.'

If we take a step back though, is this actually true?

When we examine someone, what is it that we're actually looking at or feeling into? Are the changes **dysfunctional**, (which a lot of chiropractors annotate as a diagnosis – 'pelvis dysfunction', 'facet dysfunction' etc), or is the body in fact functioning in the most appropriate way it possibly can do – at that time, in that environment?

Tom and I think the answer is actually the latter. The body's organisation is governed by intelligence, which will adapt the body to its environment in attempt to survive and thrive in the most efficient way, for as long as possible. So, when challenged by the environment, the brain facilitates change appropriately with every response it makes.

What if we could work out how to help it? Should

we even try to help it at all, given it's so intelligent in how it's operating?

Well, everybody needs help sometimes, although, nobody likes being dictated to. What if we could offer specific help (in harmony) to support at the level to what the body can cope with, in addition to the demands of the environment?

To work out the needs of a body, we must ask it what its requirements are. This is done by slightly increasing the environmental demands on the body in specific ways and measuring how it reacts. We have observed if our specific art of chiropractic can help move a body towards balance, you can equally and most certainly move it away from balance. Can it cope with this additional external input?

By increasing input into the system, the body will then have to adapt; if the stress is enough to create a positive change without overwhelming the system, a higher order of function occurs due to the phenomenon known as "Eustress". **The definition of EU-stress is a form of stress having a beneficial effect on health, motivation, performance, and emotional well-being.** The epitome of eustress is Flow (ultimate eustress experience).

However, if the stress outweighs the capacity of the body to adapt, (AKA distress) the system cannot adapt quickly enough, and the response will be negative. **Eustress & Distress:** They simply refer to whether the human body has the capacity to deal with the stressor without being overwhelmed.

The measuring stress could be motion palpation in a specific direction, increasing pressure in the cranium, adding gravity to a joint or asking the brain to move the body in a certain direction. The information obtained from applying these stressors and observing the adaptation is then used to direct what adjustment to use, the direction it needs to be applied in, and the level of input that is required. The body literally will tell you what it requires to operate at a higher level and breakout of functional adaptation cycles.

SO, THE KEY QUESTION; FACILITATE OR FORCE CHANGE?

In finding the primary we test the requirements of the body by simply *challenging movement*. We are not testing strength, but the movement quality and capacity of the brain to "connect the dots". Where a lot of current protocols look for 'weakness' and then address that area to try and bring the system back to strength; we have taken a slightly different view. We test the brain by adding input, (stress), and IF this input stabilises the way that it connects the dots, we apply more of that input as an adjustment! We do this by using a systematic approach of prioritising the region which will have the greatest global effect on the sensory and motor cortex, find the direction and level of input that stabilises the neurology and

apply more of that. Here's our rational why...

If we see something that is inhibiting the neurology and we try to **force** change in that area of the brain, it provides stimulus into the brain that *may* initiate change; but it could cause destructive change – further into adaptation. If we input into an adapted region, we strengthen or even reinforce the adaptation! If we want the body to achieve higher levels of reorganisation, working with the intelligence of the body, we must always provide stimulation to the nervous system that facilitates constructive change. This stimulation could be literally anywhere in the body, as everyone is different and reacts in different ways in different environments.

Confused and have to read that paragraph twice?... Here is an example of what we're saying.

If we palpate someone with pain, stiffness and restriction at T4-7, our trained obvious reaction would be to adjust this – get it moving. If we force the change in this area with say a PA X-bilateral without first asking why the body has intelligently restricted t4-7, we run the risk of trying to add movement into a region the brain was trying to stabilise. We have all been there when we try to physically force a manipulation and hit a brick wall.

THROUGH AN ADJUSTMENT, DO WE FORCE OR FACILITATE CHANGE WITHIN THE BODY?

Finding The Primary teaches us to find the underlying reason why this area has had to adapt in the first place – pointing us to the area of the body that is open to an impulse. The brain literally tells us what help it needs when we know how. Then, when we add a stimulus and **facilitate** the open area, we can observe innate intelligence unwind the adaptations through the nervous system.

This concept will be counterintuitive to a lot of us who have been taught the exact opposite – adjust where you find the body is NOT functioning properly or to adjust into the restriction. It was alien to us at first also, but we have found consistency and clarity in results when operating in this way.

Hopefully this has sparked a few ideas for someone out there and started to challenge your viewpoint of where and how to direct your adjustments; but email us if you have more questions on tom@the-tuning-room.co.uk or tom@gooselaneclinic.co.uk and we'll try and help anyway we can to facilitate changes in your ideas and philosophy too.



TOM GREENFIELD

Within 18 months of training, alongside regular chiropractic, Tom went from an average National swimmer, to British Champion in 2009. This journey led him to study Chiropractic at the University of South Wales, whilst training and competing with the City of Cardiff in the Senior Elite team. Tom now owns The Tuning Room clinic in Cardiff and supports students in regular technique events.



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BY ROB BUCKLER

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Ingredients	Amount	%NRV*
Vitamin A (naturally occurring)	466 mcg	58%
Vitamin D (naturally occurring)	3 mcg	60%
Total Omega-3 Fatty Acids	629 mg	**
EPA (eicosapentaenoic Acid)	247 mg	**
DHA (Docosahexaenoic Acid)	255 mg	**
DPA (Docosapentaenoic Acid)	48 mg	**
Total PRM's (including 18-hydroxyeicosapentaenoic acid (18-HEPE), 17-hydroxydocosahexaenoic acid (17-HDHA), 14-hydroxydocosahexaenoic acid (14-HDHA))	176 mcg	**
Additional Omega-3 Fatty Acids	79 mg	**
Astaxanthin	3.64 mcg	**

*Nutrient Reference Value (NRV)

** NRV not established

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ROB BUCKLER

Rob is the Director of NutriDyn Europe, which he founded in 2017. Rob has worked in the Health industry for nearly 20 years and has always had a keen interest in high quality nutritional supplements.



FINDING THE PRIMARY

**Do YOU want
to REFINE your
skills, become
more
efficient and
integrate
certainty into
your
practice?**



FTP will teach you:


- Gentle, tactile methods of getting patients out of stress
- How to get into a deep parasympathetic healing state
- Clear and concise communication
- How to take a step back and look at the body as a whole
- Maximum efficiency and results


TEAM - This is not just for chiropractors. The concepts demonstrated will bring the whole team of Soft Tissue Therapist's, Physio's, Chiro's and Osteo's together to work in synchronization to get the best results.

If you find yourself getting stuck with tunnel vision and focused on the pain, book a place on the next course and we will show you how everything is connected and how to help the most complex of cases.



Join us for the next course

 [finding_the_primary](https://www.instagram.com/finding_the_primary)

 [@findtheprimary](https://www.facebook.com/findtheprimary)

**7th & 8th May 2022
Limited Availability**



DATES FOR YOUR DIARY

Make a note of the great events and promotions the UCA head office have planned for 2022.

Growth SERIES

with
**Carolyn
Griffin**

Thu 7th April
8 - 9pm

UCA



GROWTH SERIES

Episode 1: 7th April
Episode 2: 5th May
Episode 3: 2nd June
Episode 4: 7th July
Episode 5: 4th August
Episode 6: 1st September



COMMUNICATING TO IMPROVE PATIENT CARE

with Martin Harvey
6th & 9th June 7:30pm-10:30pm

CHIROPRACTIC ESSENTIALS

5th and 6th November



RAW PISTACHIO SLICE

A GREAT RECIPE FOR PISTACHIO LOVERS!
A BEAUTIFUL, BITE-SIZED TREAT

Yields: 10 Servings
Prep Time: 30 mins
Cook Time: 30 mins
Total Time: 1 hr

BASE

1/2 cup pistachios
1/4 cup dates
1 tbsp maple syrup
2 tbsp coconut oil
1 tsp ginger powder
1/4 cup shredded coconut

TOP LAYER

1/2 cup pistachios (pre-soaked
for 2+ hours and drained)
1/3 cup cashews (pre-soaked
for 2+ hours and drained)
3 tbsp maple syrup
2 tbsp coconut oil
1 1/2 tsp vanilla essence

GARNISH

1/4 cup pistachios, crushed

DIRECTIONS

1. Combine all base ingredients in a food processor or Thermomix and blitz until it forms a fine consistency.
2. Line a small container (approximately 12cm x 12cm). Spoon the base mixture into the container and flatten down with the back of a spoon to create the base. Place in the freezer for 10 minutes to set.
3. Place all top layer ingredients into a food processor or Thermomix and blitz a few times until completely smooth.
4. Remove the base from the freezer and spread the top layer ingredients evenly over it. Return to the freezer for approximately 30 minutes.
5. Remove from the freezer and garnish with crushed pistachios and cut into bite-sized pieces. Store in the refrigerator.

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





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Foodstate
Company**

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Grown. Not made.

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'natural' vitamins and minerals are
created in synthetic or chemical form?**

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they include vitamins and minerals that don't
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E: enquiries@thefoodstatecompany.com

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 [thefoodstateco](https://www.facebook.com/thefoodstateco)

CLASSIFIEDS SPRING 2022

PLACING AN ADVERT

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

UCA, Unit 67, 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

Be the chiropractor you want to be.

Because Willow has the expertise and resources to support us, the Chiropractors here are focused on Chiropractic and nothing else.

"Willow has such a big support system and so many people to help you in so many different ways – it just blew my mind. I can focus on my practice and I know we've got an amazing team behind us, which means I never have to worry about where the new patients might come from. Not having to worry about that is a real blessing." (Freya, Clifton Clinic)

We have a fantastic opportunity for an experienced Chiropractor to walk into a well-established clinic and take over an existing wellness patient base.

Dedicating our energy to just one task (being a great Chiropractor!) allows us to spend the vast majority of our time with patients - and that makes our working week extremely profitable.

Generous package and relocation support available for overseas candidates:

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

Get in touch (people@willowlife.co.uk) and join a team who create incredible stories of personal transformation every day!

ASSOCIATE POSITION AVAILABLE

Opportunity to join our clinic in Brighton.

We are looking for an associate to join our purpose built practice with bright and airy consulting rooms which are equipped with Zenith Thompson tables and separate Side Posture benches. We have AGFA High definition Digital X-Ray suite and solid clinic protocols and great CA's, so you can focus on Patient Care. The position could suit both new graduates as well as someone with experience. You will be self employed with a retainer and remuneration depending on your track record. Please send your CV to Morten Westergaard at bestpracticechiro@gmail.com We look forward to having a chat with you about the position.

ASSOCIATE CHIROPRACTOR WANTED IN YORK, GREAT FUTURE PROSPECTS

UPDATED; due to urgent need and patient demand. The successful applicant will be guaranteed a basic income of **£4k a month** for the first six months or **55%** whichever is greater, and then **55%** from then on. This is an extremely competitive offer for a self-employed associate. Come and get yourself a great job in a warm friendly environment, based in a great city!

32-36 hour working week and fantastic pay.

Self-employed associate, taking 55%, with a guaranteed basic of 4k per month for the first 6 months. We are looking for a chiropractor with the right attitude and the right drive, who wants a settled career and a future in York. Experience preferable but not essential. Expected annual salary is between 50-90k. To start ASAP.

We are a diversified, evidence-based chiropractic clinic with a great local reputation amongst patients and other professionals alike.

No marketing or patient promotion needed.

If this looks like the role for you then please email your CV to jonathanbrack@hotmail.com or call Jonathan on 07714094407

DREAM CHIROPRACTIC ASSOCIATE POSITION - CAMBRIDGE

Relief Chiropractic Health Clinic, based just south of Cambridge. We are a principled, multidisciplinary clinic with 11 treatment rooms, X-ray, IST, 9 team members and tons of growth ahead. Our principal would love to mentor a new chiropractic associate. The successful candidate will be adjustment based and patient focussed. Medium/high volume closed room environment. Retainer for 3 months followed by percentage of earnings.

Edmund Rogers Tel: 01223 459240
edmund@reliefchiropractic.co.uk

A FANTASTIC OPPORTUNITY FOR A NEW GRADUATE OR AN EXPERIENCED CHIROPRACTOR TO JOIN OUR REPUTABLE CLINIC IN BEDFORD, BEDFORDSHIRE

We are looking for a hands-on chiropractor who will work well in a team dynamic. The associate should be coachable and possess excellent communication skills as well as be reliable and punctual!

What we are offering!

- Guaranteed monthly base salary of £2500 and a percentage of earnings generated
- Full-time employed position with set working hours
- Training and Mentorship
- Paid malpractice insurance
- Paid GCC fees
- Paid time off (28 days)
- Pension Contribution
- Strong career progression and work life balance
- High volume of new patients to help build a sustainable patient base

AMI Clinic has been established for 7 years and is continually growing! Our practice ethos is based on a combination of pain relief and wellness care.

If you are motivated to learn and build a sustainable practice, we would LOVE to hear from you! Please apply with your cover letter and CV to:

Navin Agarwal

Info@amiclinics.co.uk

Please see our socials

www.amiclinics.co.uk

ASSOCIATE CHIROPRACTOR NEEDED ON THE SOUTH COAST

Our NP waiting list keeps getting longer! We are looking for an associate to join our busy friendly practice in Southampton 3 - 4 days/week, knowledge of SOT would be an advantage. Please send your CV and a cover letter to Sandra: SpringChiroAdmin@protonmail.com

ASSOCIATE/CHIROPRACTOR REQUIRED

ASSOCIATE CHIROPRACTOR NEEDED EXPERIENCED CHIROPRACTOR NEEDED

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

Do you want to be practicing in a prolific clinic?

We are looking for a motivated, driven, and passionate Chiropractor with at least 5 years' experience to become an integral part of our dynamic team, delivering top quality care to a diverse patient base. This position is not suitable for New Graduates. Daily duties will include patient examinations, adjustments including spinal rehabilitation as well as growth and maintenance of a patient base.

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

A dedicated and enthusiastic administration team will support you.

Remuneration as follows;
GCC and membership fees covered (T&Cs will apply)

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

Contact Hannah to apply

info@ridgewayhealthandwellness.co.uk

ASSOCIATE CHIROPRACTOR

Life Effect Chiropractic, Southampton
£45,000 to £75,000 p.a.

Contact Us:

Alex Becu alex.becu@lifeeffect.co.uk

Website: www.lifeeffect.co.uk

Benefits & Training

We pay:

- GCC registration fees (every year)
- BCA/UCA membership fees
- 5.6 weeks' paid holiday
- £3,500 towards CPD/Seminars per year
- Employer Pension contribution
- Big focus on Training/Mentoring

Overview:

- HOURS: 29 hours/week
- ESTABLISHED DIARY: no need to build up from scratch!
- START DATE: June-August 2022
- EMPLOYED CONTRACT: Clear, fair and detailed employment contract

Who Are We?

We are currently a team of 12 (which includes 4 Associate Chiropractors) in a vibrant, modern, successful clinic on the south coast of England run and managed by Alex and Hannah Becu. As we grow the business further, we are looking for a new Associate to join our busy team.

If you're interested, we would love to have you visit and see the practice and team in person!

ASSOCIATE CHIROPRACTOR – TOTNES, DEVON

We offer

- EMPLOYED position+ Bonus Scheme.
- GCC fees and Insurance paid.
- A supportive, multidisciplinary work environment.
- Ongoing training and coaching.
- Subsidised Conferences – Local and International.
- Social and team events.

About You

- Enthusiastic, dynamic, team player who is passionate about chiropractic.
- At least 1 year experience.
- Start date January 2022.

Email: olachiropractic@gmail.com

ASSOCIATE CHIROPRACTOR NEEDED IN SHEPPERTON, SURREY

A great opportunity to join our thriving clinic in Shepperton, TW17, proudly serving the community for almost 20 years. We are a team of 3 Chiropractors and 2 Sports massage therapists and 4 wonderful reception staff. Our principal, Dr. Mika is highly involved with sports chiropractic on the global arena and happy to provide mentorship and training as required.

Our website is www.sheppertonchiropractic.com

if you would like to know more about us and should you be interested in the position, please email your CV and cover letter to:

Mika Janhunen DC at
info@sheppertonchiropractic.com

Or call 01932 429584

PART TIME FLEXIBLE POSITION IN SURREY

Do you want flexibility?

Do you want to be able to travel and have freedom?

Not to be tied to a routine?

Do you want to make an impact?

Not have to worry about getting new clients-just come in and adjust and leave?

What we will provide:

Great work life balance in leafy Surrey with easy access to London in 25 minutes.

Minimum guaranteed part time salary of £25k plus clear bonus structure in place.

Maximum working of 20 weeks per year to cover other Chiropractors holidays

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

ESTABLISHED PATIENT BASE, EARNING 70K+, FLEXIBLE HOURS, GREAT TEAM

One of our lovely associates, who's been with us over 8 years is moving away this year.

So, there's an opportunity for a new lovely person to step into their 70/Rx patient base.

We'll look after you every step of the way.

For an informal chat call or message me, Clinic Director James Revell 07830 107558.

- Great patient base
- Thriving clinic (over 20,000 Rx/Yr)
- Outstanding mentoring
- Team of chiropractors, multi-level mentoring/support
- Winner of Employer of the Year
- PLUS, £3,000 pcm GUARANTEED RETAINER
- PLUS, % commission

Experienced Chiro?

Thriving, efficient, organised and happy clinic. Patient base to walk into. We encourage a work-life balance. If you're career focused there's opportunity to earn well (£70K+).

New Grad?

Plenty of support. Enjoy the positivity at our clinic, with experienced, ethical mentoring with social and clinical support from rest of team. PLUS PRTS Mentoring; weekly Chiro and case discussion meetings.

Call James Revell 07830 107558
James.Revell@LushingtonChiropractic.com

Lushington Chiropractic: Eastbourne

More info @ www.backblog.co.uk/career/

ASSOCIATE CHIROPRACTOR POSITION - CHEADLE

Would you like to become part of a friendly, supportive team that offers encouragement and achieves amazing things together?

We are looking to expand our team of associates.

We are an ethical, highly patient-focused clinic, we care about each other as much as we care for our patients.

You will need a chiropractic degree and be a caring soul who is committed to excellent patient care and lifelong learning. Someone who wants to be part of a thriving clinic where they can grow a sustainable patient base, helping others to be at their best.

The position would suit experienced chiropractors or new graduates as we will offer support and mentoring.

www.alignspinalhealth.co.uk

If you wish to apply, please email your CV to our Practice Director: victoria@alignspinalhealth.co.uk

ASSOCIATE/CHIROPRACTOR REQUIRED

JOIN A HIGH ENERGY TEAM IN OUR WELLNESS CENTRE IN BOURNEMOUTH

We have a high volume of new clients so we're looking for an individual that is motivated, dynamic and ready to quickly build to a busy client list and help lots of people. If this sounds like you, then this position is right for you.

Benefits

- Guaranteed £30k pa with potential earnings of £60K+
- Guaranteed salary with achievable and clear Bonus + Commission Scheme
- Great work/life balance with only 27.5 hours a week adjusting required so plenty of time to enjoy the beach, sea and the New Forest.
- UCA/GCC/Insurance Fees Paid
- Training and development seminars paid
- Constant training, support & Skill development with our team of experienced Chiropractors.
- Complimentary Use of all other services within the centre
- Employment contract (no need to deal with accountants/tax returns!)
- 6 weeks paid annual leave and Pension plan

Get in touch for more information or to arrange a visit to our centre!

hannah@pure-wellness.co.uk

CHIROPRACTIC ASSOCIATE OPPORTUNITY IN RETFORD, NOTTINGHAMSHIRE (IMMEDIATE START)

A fantastic opportunity for a passionate Chiropractor to take over an established and busy patient base, within a supportive clinic.

Are you looking to join a vibrant, friendly and busy clinic?

Are you passionate about promoting good health and using your talent to help others be their best?

Retford Chiropractic Wellness Centre are seeking an enthusiastic associate to join our dynamic team at our welcoming wellness centre, situated in the market town centre of Retford, Nottinghamshire.

Our multidisciplinary practice has been established since 1989 and has grown to become one of the largest practices in the local area. The clinic offers a wealth of treatments from our experienced practitioners including Photobiomodulation, Ultrasound Scanning, Massage Therapies and Acupuncture.

If you're ready for the new challenge working alongside a mutually supportive team, we might be the clinic for you!

To find out more about the position, please contact the clinic via telephone on **01777 710720** or email: info@retfordchiro.co.uk

We look forward to hearing from you!

ASSOCIATE POSITION AVAILABLE IN SURREY

Flexible Contracts - Employed or Self Employed, Part time or Full Time. We have you covered- a great contract is one that works for you!

Competitive Salary - Work hard and earn well. With full time marketing in place you are guaranteed a predicted flow of new patients.

Mentorship - 2 year mentorship programme covering - Chiropractic Technique, Day 1, Day 2, Report of Findings, Retention, Functional Nutrition, Advance your knowledge to successfully manage and resolve lifestyle diseases and metabolic syndrome naturally.

Multi-Award Winning Wellness Centre - Onsite new digital x-ray, EMG analysis, Inbody Analysis, 4 x Adjustment bays (semi open plan), Spinal Decompression, Intersegmental Traction Tables, Pro-Adjustor Technology, 2000 sq ft functional gym, rehab suit.

Team Benefits - Free Gym Membership, Regular Social and Team Building Activities, CPD Covered, GCC Fees Covered First Year

Great Location - Positioned in the heart of Surrey, close to the Surrey Hills and 30 minutes from Central London you will be perfectly positioned for a town or countryside lifestyle.

Contact:

Call Joe Tilley: 07725877358

www.corewellnesscentres.com

Email: drtilley@hotmail.co.uk

FANTASTIC OPPORTUNITY!

We have a fantastic opportunity for Chiropractors of all levels to join our team in the **Isle of Man** and then the chance to work in, and co-own a state-of-the-art corrective chiropractic clinic in the South East of England. We love our patients and we work hard to deliver the best corrective, vitalistic care possible. We are a high-performing team, have great fun in practice, benefit from seeing superb clinical results, high earnings and have a superb quality of life. The Isle of Man is a beautiful island with a **max 20% tax rate!**

- Align 4 Life DCs earn more than £90,000 per year on average.
- We will provide you an abundance of new patients
- In-house access to one of only 2 advanced certified Chiropractic Biophysics (CBP) practitioners in Europe.
- World class coaching always present.
- First class support structure – our support team takes care of all the headaches involved in running a business, leaving you free to enjoy practice with less stress and more success.

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

CHIRO.LONDON/KEW & RICHMOND CLINIC HAS A POSITION AVAILABLE

We are looking for either an:

Experienced DC - we'll allow you autonomy, encourage mastery and help you clarify your purpose.

or

Newer graduate - you get PRT training and full mentoring by our founder Craig McLean.

Please email: craig@chiro.london

CHIROPRACTIC POSITION IN CENTRAL LONDON N1/EC1

Join our team! We have available a part time Chiropractic position across two locations. Brilliant opportunity for the right candidate to build a thriving business. The position also comes with a £1000 -£1500 retainer per month depending on hours worked and experience. PRT graduates are welcome to apply. Please email CV and covering letter to: shaheeda@clerkenwellbeing.co.uk

CHIROPRACTOR WANTED FOR FULL TIME EMPLOYED POSITION

We are an established clinic in leafy Fulham looking to add an amazing Chiropractor, Osteopath or Physiotherapist to join our team.

Position held - Chiropractor/Team Director

Duties/Responsibilities

- To direct and lead a multidisciplinary musculoskeletal team in an exciting revolutionary chiropractic model integrating the three fundamentals of Segment, Posture and Movement;
- As a Team Director this position requires you to identify various MSK dysfunctions obtained through standardised evidence based chiropractic and functional movement assessments, and direct your team to manage the findings;
- Management includes - Segmental Adjustments; global and focused mobility, soft tissue extensibility, stability/patterning exercises, and Joint/Soft tissue loading;

Open to new graduates and experienced Chiropractors, Osteopaths or Physiotherapists. Full training, education, and coaching provided.

This is a full-time employed position commencing when the right candidate is found. A Base Salary plus bonuses to be offered depending on experience.

If this interests you please send us your CV to admin@thecentrefulham.co.uk and we will contact you to arrange a preliminary phone interview. The Centre, 604 Fulham Road, SW6 5RP London

ASSOCIATE/CHIROPRACTOR REQUIRED

WE ARE DIFFERENT

Many associates find life in practice to be very different to how they envisaged.

We are a long established practice with a steady flow of patients.

We can provide you with the support YOU deserve along with an abundance of patients for you to see.

You'll enjoy coming to work and you won't be left on your own. You will be surrounded by a supportive team.

It's a great opportunity to join our team in our newly refurbished centre with digital x rays onsite.

We are looking for an outgoing individual interested in personal development and well-being and are based in the North of Manchester.

We will provide:

1. Support with your technique and help with mastering your consultation, ROF and adjusting skills.
2. A guaranteed basic wage plus bonuses- previous associates have earned £30-£40k in their first year with us and £70k+ thereafter.
3. Cluster booked adjusting shifts (with early starts, early finishes and late starts, late finishes)
4. Weekly coaching sessions

Sounds great?

Email: burchiropactor@hotmail.co.uk
Tel/Text: 07887576381

ASSOCIATE POSITION JOB OPPORTUNITY @ IMPERIAL HEALTH CLINIC

RICHMOND UPON THAMES, TW9, LONDON

A FRIENDLY, CARING, BUSY CLINIC, PROVIDING PAIN RELIEF, POSTURAL CORRECTION AND MAINTENANCE CARE.

HAVE ALL THE HELP, SUPPORT, TRAINING AND COACHING YOU NEED.

Please send a CV and cover letter to Dr Toby Wragg:

07422639928

www.imperial-health.co.uk
tobywragg@hotmail.co.uk

ASSOCIATE FOR FAMILY-BASED CLINIC

- Community centred wellness practice in Cheltenham in a great location
- Passionate and energetic chiropractor wanting to make Olive Chiropractic their home.
- Work-life balance encouraged
- New grad or those with experience
- Flexible start date

Interested? For more information or to send your CV, contact us on: laura@olivechiropractic.co.uk

SPECIALIST DISC INJURY & RADICULOPATHY CLINIC

One of the UK's most progressive and technologically advanced chiropractic clinics.

Require motivated full time Associate Clinician

Located in leafy Surbiton - SW London/ Surrey border

(20mins direct train into London Waterloo)

Specialising in acute disc herniations, degenerative & inflammatory disc disease, stenosis and radiculopathies.

We combine traditional chiropractic techniques with cutting edge technology including:

- Spinal Decompression Therapy.
- High Intensity Laser Therapy (Class IV).
- Radial Shockwave Therapy.
- Neuro-Muscular Stimulation Therapy.
- Digital X-ray suite.

Position includes

- Options for salaried or self-employed remuneration
- Bonuses dependent on experience.
- AM or PM shifts ensure plenty of free time
- Take over existing patient base after 3 months fully paid "apprenticeship"
- Mentorship from brand chiropractors with 45+ years combined experience
- Advanced training and support learning how to integrate the latest technology into your clinical approach
- Specific training courses on disc injuries, stenosis, neural rehabilitation, CCEP extremity & CBP corrective techniques.
- New Grads considered & fee assistance available.

If you would like to join our fun and friendly team, send your CV to K.forward@proback.co.uk for consideration for interview.

HELP!!

Demand for our services has skyrocketed and we cannot service the need.

Experienced or not, old or young; we only ask that you are a great adjuster, have a strong philosophy and caring soul and really want to be part of a thriving community and want to be busy.

Situated an hour from London, you can have the best of both worlds. Big city or quintessentially English countryside? You choose....we have overnight accommodation that we can make available if required.

Flexible working hours to create your work/life balance so call or email to open discussions.

OTE £65-75k for 20 hours pw.

Email: kerrysissins@hotmail.com
Tel: 07533145585

EXCITING ASSOCIATE POSITION WITH OWNERSHIP OPPORTUNITY, KENT

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

Our Principal Chiropractor provides outstanding support, one to one training (including patient communication, case management and specialised foot balance training). **Plus, dedicated paid for CPD and practitioner training.**

For the right person we would love to offer you the exciting opportunity to invest in our business and become a Partner!

We offer:

- Great earning potential + full-time employed position with holiday and pension benefits.
- A busy new patient flow 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
- Become a valued member of the team

To apply please contact Rachel at info@ashfordbackandwellness.co.uk

ASSOCIATE WANTED- SHEFFIELD

We are looking for an enthusiastic full-time associate, to join our friendly clinic in Sheffield. Sheffield is close to the beautiful peak district, a university city with a vibrant night life, great sports facilities and great transport links.

We practice predominantly Diversified with use of Thompson Drop, Activator, Exercise Rehab, Myofascial release techniques and Dry Needling. Our experienced PRT trainer can help support you if needed.

We are a team of 4 chiropractors, 1 massage therapist and a great front of house team.

The associate would take over and build upon an existing patient base.

- Remuneration based on percentage of gross
- Location: Sheffield, UK
- Job type: Self- employed. Full- time (would consider part-time)
- Suits: New graduate or experienced chiropractor

If you are looking for a friendly, supportive low-pressure environment and want to do the best for your patients then get in touch with us today. Please send your CV to reception@hillsc.co.uk

FT EMPLOYED CHIROPRACTOR REQUIRED IN BEDFORD

This is a fantastic opportunity for a **new graduate or an experienced chiropractor** to join our clinic in Bedford, just outside Milton Keynes.

We are looking for a hands-on chiropractor who will work well in a team dynamic and who is willing to go that extra mile. The associate should be coachable and possess excellent communication skills as well as be reliable and punctual.

What we are offering?

- Basic Salary of £30,000 PA, plus a percentage
- Full-time employed position
- 40 hours a week
- Paid malpractice insurance and GCC fees
- High volume of new patients to help build you a patient base
- Full training and mentorship
- **Paid 1st and 2nd Year CPD**
- Paid time off (28 days)
- Pension Contribution
- Strong career progression and work life balance
- **Future Partnership Opportunities**

If you are motivated to learn and build a sustainable practice, we would LOVE to hear from you! Please apply with your cover letter and CV to:

Rebecca

Info@amiclinics.co.uk

CHIROPRACTIC ASSOCIATE TO JOIN A GREAT TEAM IN THE NEW FOREST

Associate position available 3 full days/week working in our town-centre clinic in New Milton 20 mins from Bournemouth. Possible to see 40 to 120 patients per week. Guaranteed minimum income of £24k pa with £35k-to-£55k being possible in your first year.

Full training, support and mentoring by BritChiro's founder Dr Peter Westergaard provided. You will need an interest in evidence based wellness Chiropractic protocols similar to those taught internationally by Dr James Chestnut and a desire to become a top professional primary practitioner. Join a fantastic, dynamic and friendly team of approx. 25 across 3 clinics, where we treat patients the way we would want to be treated ourselves.

All clinics have digital in-clinic X-ray departments, Zenith Hi-Lo verti-lift benches and well-trained support staff. See our website www.britchiro.com for videos and more information about our clinic group.

E-mail your CV with a cover letter to britchiro@hotmail.co.uk to register your interest.

WE HAVE A FULL TIME SALARIED CHIROPRACTIC POSITION AVAILABLE IN SOUTH WALES CF81 8QZ

Base salary with bonus incentives
Flexible working hours
PRTS trainer
Paid annual CPD allowance
In - house weekly CPD / 1-1 training
Lovely boss
Friendly team environment
Full time reception and admin support
click below

To apply please click the link below:

<https://www.bargoedchiropracticjobs.co.uk/recruitment>

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

RARE OPPORTUNITY TO JOIN US & TAKE OVER AN ESTABLISHED CLIENT BASE IN POOLE, DORSET.

FULL TIME POSITION & MENTORSHIP

Put your focus, energy, love of people, communication skills, attention to detail, passion for great service & client outcomes to great use. Our vision is to be one of the world's most respected providers of Chiropractic. Our mission is to enable families to live a better quality of life throughout life. Our purpose is to enrich human connections, provide certainty to bring back possibility and create more joy in people's lives. We live through our Values: Care Personally, Connect Fully & Create the Remarkable |

£40-£60 k+ Salary Package + Performance Related Pay (%)

Base salary of £28k + performance related earnings (%)

BENEFITS £19k + P.A benefits package

- GCC registration fees
- UCA/BCA membership fees
- £3,500 towards CPD pa
- Locum costs covered
- 5.6 weeks Paid holiday
- Pension
- Ongoing mentorship & training.

Find out more & apply here:

<https://bit.ly/join-lbcc>

To Meet & observe email: joshua@lifebalancechiropractic.co.uk

Start Date: February 2022 and June 2022

ASSOCIATE POSITION – READY TO INSPIRE THE PEOPLE YOU HELP? SEND - SURREY

Are you

Self motivated? Finding your passion? Looking to inspire yourself & others you help?

We Offer

An opportunity to join a team that's looking to work and grow together! We hope to train you to inspire others and in doing so find your passion!

Self Employed full time - 36hrs

Done for you marketing - sharing methods we have learnt to help for your future practice...

Principle Chiropractic training - Chiropractic Technique, prescription of care, interaction with patients and training in Reporting of findings.

Facilities to broaden your rehabilitation skills and prescribing exercise - Onsite digital x-ray, Rehabilitation space for individualised care. Private and open space treatment area.

Personal & Professional development

- We encourage your CPD. Find your passion and we will help you. (Cover 1st year GCC fee)

Lovely location - Between Guildford and Woking, in SEND, just off the A3, easy commute, parking on site.

Edwin Cheung 07912964494

www.Optimalhealthinspired.com

Email Edwin@optimalhealthinspired.com

ARE YOU IN THE TOP 5%?

One of the top 5% Chiropractic clinics in the country is looking for a top 5% Chiropractor

Is that YOU?

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

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

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

Some benefits:

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

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

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

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

CLINIC/PRACTICE FOR SALE

LONDON CITY CLINIC FOR SALE

Close to Liverpool Street Station and immediate street access to clinic.

Chiro is emigrating due to family circumstances therefore clinic is up for sale.

The annual turnover is £250k minimum and 400+ new patients for the past 20 years.

Strong maintenance base of patients from so many years of care.

Sole Chiropractic practitioner for past 18 years.

There is an absolutely huge possibility to expand the clinic to incorporate more treatment rooms as floors in the clinic not being used and thus more practitioners or services.

This is a bargain of a lifetime and looking for a quick sell.

Clinic returning to pre-covid numbers as the city returns to normal.

POA, for further information please email thecitybpc@gmail.com

DUNFERMLINE CHIROPRACTIC

23-year-old clinic with place to live

Great town and Practice

210,000 for everything

Contact shanecarlson@hotmail.com

23-YEAR-OLD DUNFERMLINE CHIROPRACTIC CLINIC IN SCOTLAND W/ GREAT PROPERTY

almost free business price 10,000 and 180,000 for property with accommodation

this is the best deal ever for any clinic in the UK

Contact shanecarlson@hotmail.com

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

unitedchiropractic.org/advertising

PRACTICE FOR SALE WINDSOR

A great practice with a family focus, patient base of over 16 years. 5 star google reviews and 7 NP a week. Opportunity to grow, currently seeing 100 patients a week over 2.5 days.

A unique opportunity to work from home.

Contact Louise

info@windsorchiro.co.uk

MID SUSSEX CLINIC FOR SALE

Long running, well established clinic originally started in 2007 by the current owner. Conveniently located on the High Street of a picturesque mid Sussex village.

Run on a high profit, low overhead model. Great patient base and strong word of mouth referrals. Includes digital x-ray. Unique opportunity as practitioner retiring.

Please contact for more details on **07752616608**

EQUIPMENT

BENNETT HFQ 300SE X-RAY SUITE £1000

Manufactured 1994. Full working order. Buyer to remove.

Full details at this URL.

<https://planet1.com/show-ad/196124/bennett-hfq-300se-complete-x-ray-suite/united-kingdom/x-ray/>

Contact Graeme on 07811 954070 or email chirobrooks@yahoo.com

ADVANCE NOTICE

Save the dates for

CE 2022

The heart of chiropractic

SATURDAY

5th November

SUNDAY

6th November

FREE
JUST PAY SHIPPING!

The Ultimate Book Series To Grow Your Practice

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THE NEW PATIENT AVALANCHE SYSTEM

THE EXACT MARKETING
BLUEPRINT THAT HELPED
ME SCALE TO 9 PRACTICES
AND OVER 11,000 NEW
PATIENTS EVERY YEAR

Dr Ryan Rieder

THE COMPREHENSIVE GUIDE TO HOW I SUCCESSFULLY
GREW A CHIROPRACTIC BUSINESS TO 9 SITES, TURNING
OVER \$7 MILLION AND 11,000 NEW PATIENTS EVERY YEAR



PRACTICE GROWTH SPEAKING SECRETS

HOW I LEVERAGED
LIVE EVENTS AND
WORKSHOPS TO
GENERATE OVER 1,000
NEW PATIENTS IN A YEAR

Dr Ryan Rieder

HOW I LEVERAGED LIVE EVENTS AND WORKSHOPS TO
GENERATE CONSISTENT, HIGH QUALITY NEW PATIENTS
AGAIN AND AGAIN



THE CONVERSION ALCHEMY SYSTEM

THE DEFINITIVE GUIDE TO
AN EFFECTIVE NEW PATIENT
EXAMINATION AND REPORT OF
FINDINGS, SO THAT PATIENTS
PAY, STAY AND REFER

Dr Ryan Rieder

THE DEFINITIVE GUIDE TO AN EFFECTIVE NEW PATIENT
EXAMINATION AND REPORT OF FINDINGS, SO THAT PATIENTS
PAY, STAY AND REFER



Ryan Rieder Done For You Service - Your Clinics Advertising Taken Care of -



Lacking New Patients?



Lacking Marketing Expertise?



Look no further, let my expert team take care of your clinics digital marketing for you. This is marketing for chiropractors, by chiropractors.

Get started today and book your free
discovery session to find out more!



SCAN ME



Dr Crawford, Wollaston UK

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Thank you to the DFY service . The results are amazing after 4 weeks: **£699.90** spent on Facebook adverts. **197 leads**, **104 new patients booked in** (paying in advance)... those **104 patients** are worth **£20-£50k lifetime value** for us!



United Chiropractic Association

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