

# 33

UNITED CHIROPRACTIC ASSOCIATION

ISSUE 61 | SUMMER 2021

# PRINCIPLES

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## It's time for clients to learn how to trust their bodies

By Naomi Mills

STOP  
CHASING  
HAPPINESS

Tom Waller

YOU ARE THE  
DIFFERENCE  
MAKER

David Scheiner

HOW TO ATTRACT  
PATIENTS FROM  
SOCIAL MEDIA

Angus Pyke

CALM, CONFIDENT,  
CERTAINTY IN  
CHIROPRACTIC

Rose Millward



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Calm, Confident,  
Certainty in Chiropractic





# MEET THE UCA TEAM

YOUR UCA HEAD OFFICE TEAM AND CONTACT POINT



**MELISSA SANDFORD**  
CEO  
[melissa@unitedchiropractic.org](mailto:melissa@unitedchiropractic.org)



**PAUL McCROSSIN**  
President



**MARC MUNCILA**  
Vice President/Treasurer



**GLENN FREDERICKSEN**  
Secretary



**ZOE HUNT**  
Executive &  
Communications Officer  
[zoe@unitedchiropractic.org](mailto:zoe@unitedchiropractic.org)



**TARVEEN AHLUWALIA**  
Board Member



**ANDREW ROBSON**  
Board Member



**COLLEEN GRIFFITHS**  
Membership Secretary  
[colleen@unitedchiropractic.org](mailto:colleen@unitedchiropractic.org)



**VERONICA HOPE**  
Board Member



**ANNE RENKIN**  
Board Member



**CHRISTIAN CASWELL**  
Board Member

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UCA, Unit 67, Basepoint Business Centre,  
Metcalf Way, Crawley, West Sussex, RH11 7XX

**+44 (0) 01293 817175**

[contact@unitedchiropractic.org](mailto:contact@unitedchiropractic.org)

[www.unitedchiropractic.org](http://www.unitedchiropractic.org)

# PRESIDENT'S REPORT

Dear Members

Welcome to the Summer edition of the 33 Principles.

Dare I say that we have a lot to look forward to as we transition into summer with the prospect of greater freedom, travel and the opportunity to get on to the dance floor for the first time in 18 months! I don't want to speak too soon however whilst we have had a fair degree of personal freedom I am looking forward to having more personal freedoms back. I certainly won't be taking meeting up with friends for a BBQ for granted. As I mentioned in the Winter magazine hopefully Spring conference will be the last fully virtual event and Chiropractic Essentials will be at least hybrid where we will have some attendees in person as well as virtually.

The advent of more online and virtual content has made fulfilling our CPD a lot easier and has given us more access to quality speakers without the expense and time commitment of travel and accommodation. As practice and life has gotten onto a more even footing we have continued with the regular Thursday zoom calls however these will now be monthly. On reflecting and looking for the positives from the first lockdown we have decided to draw on the experience of having quality guest speakers on our zoom calls to instigate the Growth Series on the first Thursday of each month. We have had our first four already and they have been fully subscribed so I encourage you to register for the next one to have an hour long Chiropractic reset with the quality of speakers we regularly have at Chiropractic Essentials and the Spring conference. All the recordings are available in the members area of the website.

We have three new members of the executive to welcome who have added more experience and energy to our thriving organisation. We welcome Veronica Hope who practices in Kent, Anne Renkin who practices near Manchester and Christian Caswell who practises in central London. Anne and Veronica combined bring over 60 years of practice experience and Christian has a special interest in upper cervical adjusting and brings the knowledge and enthusiasm of someone early in their career. With this we must thank Ed Groenhardt, Kerri Elston and Sari Botros for their often unheralded commitment as executive members over many years in supporting the membership.

This is not to say that the rest of the executive has been sitting on their hands. Andrew Robson and Tarveen Ahluwalia continuing Sari's good work as student liaisons co-ordinating a virtual conference for the students in May with the next due in October. We have had continued engagement with the GCC such as considering the proposed Healthcare regulatory body reforms by the Department of Health and Social Care (DHSC) and in our regular Fitness to Practise meetings. The DHSC is recommending changes



I CERTAINLY  
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GRANTED.

to health regulators across the board to make it consistent across the board, faster, fairer, more flexible and cost effective. The key areas of reform relate to Governance, Education and Training, Registration and Fitness to Practise. This brings up the issue of the consolidation of health regulators again and importantly more flexibility in areas such as fitness to practise to hopefully streamline the process to resolve issues more quickly and cost effectively in a fairer way. We have provided a detailed response to the DHSC with our AUKC partners the SCA and MCA and whilst we have been here before we wait to see the outcome. The executive along with the AUKC have also responded to the governments call for evidence on Covid Certification as life returns to normal reiterating our view as outlined in the last edition of the 33 that we are pro choice and pressure should not be bought to bear on individuals either way.

As usual we have some great and varied contributions across the board in this edition and it is great to see that the Barcelona College of Chiropractic (BCC) has been granted full accreditation by the ECCE for 8 years. Adrian Wenban was instrumental in the formation of the UCA 20+ years ago and has worked tirelessly with the support of many in getting the BCC to where it is today and we congratulate them on achieving full accreditation.

We have our regular features and I encourage everyone to read the practice protection article by John Williams on how note keeping can save your bacon. We have sat many a time seeing Chiropractors go through unnecessary stress at GCC hearings because their notes were not adequate and conversely seen many cases get thrown out immediately because they were.

I wish you all continued success in practice and dare I say it a summer holiday and that we will be able to meet in person at Chiropractic essentials.

Best wishes,  
On behalf of the UCA executive.  
Paul McCrossin, President UCA.



PAUL McCROSSIN  
President, UCA



# CHIRO MEMBER **NEWS**



## Hope Spinal Wellness

▲ Introducing the new HSW addition - Olive!



## Olaf Fundraising

▲ Olaf is raising funds for The Scotland College of Chiropractic Charitable Trust by running two half marathons. So far he has already raised over £1000!

1 Short Duddon 9 mile race with a 3000 feet elevation in the Lake District on 5th June.

2 INFERNO – Edale's Ring of Hell half+ marathon on 21st August.



## Grant and Elrina

▲ Congratulations to Grant Pretorius and Elrina Van Zyl on their engagement in May!



## Conor and Dominique

▲ Congratulations to Conor Ward and Dominique Reid on their engagement in March.



## Shelley New Clinic

▲ Congratulations to Shelley Irving on opening her new centre UK Chiropractic!



# NEW BABIES

## Baby Eleanor

▼ Helen Roberts & partner welcomed baby Eleanor Grace Roberts on 6th May.



## Baby Sebastian

▼► Rosie and Josh Smith welcomed baby Sebastian Philip Smith on 12th May.



## Baby Woody

► Sian and Morgan Thompson welcomed baby Woody Morgan Thompson on 18th March.



## Baby Samuel

▼ Dean & Giselle Rieder welcomed baby Samuel Roux Rieder on 29th April.



## Baby Yasmin

▲ Adil Karmali and Nicole welcomed baby Yasmin Nicole Karmali on 24th May.



## Baby Theodore

▲ Sarah Williams and John Hutchinson welcomed baby Theodore Mark Hutchinson on 24th May.



# STUDENT **REPORT**

## CELEBRATING DIVERSITY



WE APPRECIATE THE **VAST DIVERSITY** WITHIN OUR PROFESSION AND HOPE TO UNITE ONE AND ALL.

### BY **TARVEEN AHLUWALIA**

We are very grateful for Sari Botros and all the wonderful work he has done as the student liaison over the last few years. We understand the adversity the students have faced in the last year, as an organisation we are doing what we can to assist the students in making up for the missed opportunities.

Andrew and I are very excited to take on the shared role of becoming the UCA Student liaison. At the time of print we are preparing for our first virtual ChiroBuddy event on 22nd May 2021. We have an incredible line up of well respected and experienced Chiropractors sharing their knowledge of Chiropractic art, science and philosophy with students and recent graduates. Individuals like Alex who runs a successful practice, a published author and a Chiropractic coach will discuss how a foundation in philosophy helps communicate the message of Chiropractic. Donald Francis, the Vice President of SOT Europe will talk about the importance of technique. Wayne Whittingham, a second-generation Chiropractor, will share the latest research so students can make evidence informed practice decisions. In

addition, more pearls of knowledge shared from various respected practitioners. Our next virtual Chiro Buddy event is planned for October 2021.

Since we have taken on this role, we are actively reaching out to educational institutions and hope to participate in student events and offer our support to the future generation of Chiropractors.

On 28th April 2021 Melissa and I represented the UCA at the RCC, PRT annual meeting held for the professions stakeholders. It's great to see more UCA members get involved with the Royal College of Chiropractic and we hope to learn more about their program and possibly become trainers ourselves.

The UCA prides itself on bringing the spectrum of Chiropractors together. Regardless of practice style or background of the practitioner. We appreciate the vast diversity within our profession and hope to unite one and all. We recognise women and visible minorities are underrepresented in our profession and hope to provide greater support to students whilst training. We are certainly open to suggestions so if you are a student or know of a student that would like additional support, we are here to help you.



**TARVEEN  
AHLUWALIA**  
UCA Student Liaison



# IMPORTANT BCC NEWS UPDATE

## BARCELONA COLLEGE OF CHIROPRACTIC PROGRAMME AWARDED FULL ACCREDITED STATUS FOR 8 YEARS

Dear All,

I am very happy to inform you that we have now received official notification that the BCC has been successful in its application for reaccreditation with the European Council of Chiropractic (ECCE). Specifically, the Council again awarded full accredited status to our programme of study, which involves 5 years of full-time study. The award is for 8 years, without conditions, which is the maximum period that can currently be awarded by the ECCE.

The ECCE Evaluation Team met with different BCC representatives via a series of Zoom calls from the 25th to the 27th of January. Because of travel restrictions, the related site visit and interviews took place online. As is always the case the site visit was preceded by the College submitting and having approved a detailed Self Study Report. The BCC was evaluated on 37 different quality related criteria using the following flag system:

**Dark Green** – Full Compliance,  
**Light Green** – Substantial compliance,  
**Yellow** – Partial compliance,  
**Red** – Non-compliance.

The Evaluation Team's written report related to the visit, which can be accessed in full at ECCE's web site (<https://www.cce-europe.com/index.php/institutional-accreditation-reports.html>), details the BCC's results –

|                             |                        |
|-----------------------------|------------------------|
| <b>19</b> Dark Green Flags  | <b>No</b> Yellow Flags |
| <b>18</b> Light Green Flags | <b>No</b> Red Flags    |
|                             | <b>No</b> Concerns     |

In addition, the College received the following commendations:

- The strong, committed teaching and administrative staff, who have created a quality environment to enhance the student experience;
- The enthusiastic, cohesive student body, who are ambassadors for the chiropractic profession;
- The pioneering work to establish a bilingual chiropractic programme and the commitment from Il to continue to grow and develop quality education;



- The integrated, patient-centred teaching across the curriculum, including instilling professional behaviours through robust Fitness to Practise procedures across the student body as a whole and into student clinic;
- The quick and decisive actions taken to mitigate against the Covid pandemic to ensure that students' teaching, learning and assessment continued, and which ensured student progression;

Upon completion of the site visit the ECCE Evaluation Team members expressed thanks to the staff and students of the BCC for the professionalism, hospitality and courtesy afforded to its members during the three-day virtual visit. The final official notification of the results were delivered to the BCC Principal and Academic Director via a Zoom call on the 13th of May 2021.

I have thanked the ECCE's Evaluation Team and the members of the QAAC for their hard work in coordinating the virtual site visit process, writing their detailed report and for thoroughly evaluating the related findings.

I would now like to take this opportunity to thank you and the UCA for your ongoing support of the BCC.

The BCC, through its innovative bilingual programme located in the heart of one of the Mediterranean region's iconic cities is now well positioned to help resolve the chronic undersupply of chiropractors and thereby improve accessibility to our important philosophy, science and art.

In conclusion, we are very pleased with the outcome and look forward to diligently advancing our work towards fulfilling the vision, mission and aims of the BCC.

With much appreciation,  
Adrian Wenban  
Barcelona, May 13th, 2021



**ADRIAN WENBAN**  
Principal, Barcelona  
College of Chiropractic.  
[adrian.wenban@bcc.edu.eu](mailto:adrian.wenban@bcc.edu.eu)

## GOOD CHIROPRACTIC NOTES CAN SAVE YOUR BACON

### PART 1

BY JOHN WILLIAMS, SOLICITOR, BANKSIDE LAW

There may be many members who scan the first two lines of this article and move to the next article thinking *“This is more boring legalistic preaching which isn’t going to help me treat patients better or reach more patients”*. You ignore the importance of good note taking at your peril. Those of you whose notes are in good order are much less likely to have to face stressful, expensive and damaging Civil or GCC proceedings and if you do your notes are often the best form of defence. The legal maxim *“If it’s not written down it didn’t happen”* applies to cases involving negligence [civil claims in the civil courts for damages] and unacceptable professional conduct [GCC proceedings at the Professional Conduct Committee which if found proved can result in a sanction of either admonishment, conditions of practice, suspension or erasure].

A High Court case against an osteopath in 2012 (Spencer v GOsC) held that a failure to take adequate notes of a consultation with a patient on two separate occasions (in the absence of any criticism of the treatment) was not serious enough to amount to unacceptable professional conduct [UPC] and no sanction should have been applied. However, if there were endemic problems in note-keeping over a period of time and in relation to more than one patient then this could be serious enough to amount to UPC.

The GCC’s Code of Practice provides at H3 that *“you must ensure your patient records are kept up*

*to date, legible, attributable and truly representative of your interaction with each patient”*. A *“Record”* is defined in the Glossary of the COP as follows *“Document containing personal information and information relating to the clinical assessment and working diagnosis or rationale for care of a patient. Typically it should include: relevant clinical findings, decisions made, actions agreed, names of those involved in decisions and agreement; information provided to the patient and the name of the person creating the record.”* The GCC’s reasoning is that if something happened to you the patient’s interests require a replacement to know your rationale for care and treatment.

#### A FEW TIPS:

- New patients - Most chiropractors utilise **new patient questionnaires** in which the patient is asked to write down details of their health, why they are seeking care and sometimes what are their health goals, i.e. pain relief, corrective care, maintenance. This is a useful starting point in the patient’s own words and handwriting. The health goals question can be important as it can be linked to the treatment plan and referred to in the Report on Findings. It may also feature if there is a review for the patient.
- The new patient questionnaire is not only a useful tool for gathering information but can also be a tool which the practitioner uses to ask relevant questions of the patient and records brief responses. Communication lapses are the most common cause of dissatisfied patients and complaints to the GCC.
- You should **document the tests** you carry out. Standard forms are widely used, which is fine. Many chiropractors in my experience do not record ‘negative’ tests, i.e. tests which provide a normal reaction. Whilst you might get away with this in isolation it could cause you difficulties further down the line. You are safer if you record the outcome of all tests and if they are positive record the actual findings, i.e. restricted range of motion, the angle of restriction. This allows for comparison on



THOSE OF YOU WHOSE **NOTES ARE IN GOOD ORDER** ARE MUCH LESS LIKELY TO HAVE TO FACE **STRESSFUL, EXPENSIVE AND DAMAGING CIVIL OR GCC PROCEEDINGS.**





review (when the actual findings should be recorded too so that improvement or not can guide recommendations for future care). Apologies if I am stating the obvious and if this is seen as a lawyer interfering in the practice of chiropractic. From my experience what my clients don't always do is record the results of the positive tests. If they had perhaps they may not have ended up as my client?

■ **Consent forms.** Informed consent is a wide and important topic and will be covered in more detail in subsequent articles. However, a very common failing is that chiropractors or their CA's will often get a patient to sign and date a consent to examination and treatment form on the first appointment before a report on findings has been carried out and a recommendation for care made at a second appointment. It should be obvious, but a signature to treatment which has not yet been explained cannot be evidence of informed consent, so this should be avoided at all costs.

■ **Working diagnosis or rationale for care, report on findings and recommendations for care.** I appreciate that working diagnosis may be viewed as problematic by many chiropractors as they are not doctors and do not wish to engage in medical constructs. Registered Chiropractors should however seek to practice within the guidelines of

the COP and the wording 'rationale for care' can be used in your document if you prefer. One of the biggest failings I have encountered over the years in terms of documentation is that recommendations for care are treated in a very cavalier way and are either given to the patient verbally or are basically just a schedule of frequency of care and if they are given in writing to the patient a copy is not kept for the records. The recommendation for care is perhaps one of the most important documents for the patient as it will set the benchmark for their expectation for care.

- If they have agreed in writing and you have a copy then;
- communication and understanding is maximised;
  - expectation is managed;
  - there is less scope for complaints; and
  - last but by no means least a much greater likelihood that the document rather than the patient's often firmly held but inaccurate recollection will prevail at a hearing.

Further Parts will include the following topics  
**Informed Consent, X-rays, S.O.A.P. Notes, Reviews, Complaints, Chiropractic software, handling adverse online reviews.**



# DISEASE v DIS-EASE

**BY NICK REYNOLDS**

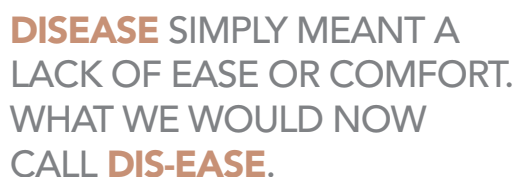
## **Overview**

Evidence based care has grown in popularity and prominence in the chiropractic profession during the last several years, reflecting the trend in medicine. In 2008 the chiropractic profession in the UK was put under pressure following a series of complaints by the “skeptical” community to the General Chiropractic Council (GCC) for false advertising. The GCC in 2010 commissioned a report investigating the evidence of manual therapies on various conditions<sup>1</sup>. In the same year (2010, updated 2017) the GCC issued a position statement

indicating that the Vertebral Subluxation Complex (VSC) is an historical concept and that claims that it is the cause of disease are not supported by any clinical research<sup>2</sup>. It is unclear whether this statement was a result of seeking cultural acceptance or a direct result of the “skeptical” complaints but either way the clamour for evidence-based care in chiropractic was a possible catalyst for the GCC to issue this statement. A similar position paper was signed by several chiropractic colleges in 2014<sup>3</sup>.

Why is there the need to issue such a statement? It should be self evident that the VSC doesn't cause disease. Confusion possibly arises because some people replace disease with dis-ease, both





## Define Our Terms

So what exactly do we mean by disease and disease? According to the Merriam-Webster Dictionary, the modern definition of disease is “a condition of the living animal or plant body or of one of its parts that impairs normal functioning and is typically manifested by distinguishing signs and symptoms”<sup>4</sup>. This notion of disease referring to a sickness started to become prominent in the 16th century, before this disease simply meant a lack of ease or comfort. What we would now call dis-ease. This was a surprise to me, as I had previously thought dis-ease was first coined by chiropractors.

Within Chiropractic literature, Stephenson<sup>5</sup> (1927) differentiated disease and dis-ease further into medical and chiropractic terms. Stephenson states “Disease is a medical term for sickness. It is an entity worthy of a name. To be driven out, purged, fought or destroyed” In contrast dis-ease is a chiropractic term in which, “the body lacks ease, health, coordination, transmission, adaptation, well-being, 100% quality, soundness, sanity etc”. It is quite possible that some of the confusion between these two separate and distinct words stems from not having a clear and concise definition at our professional inception.

## Chiropractic Begins

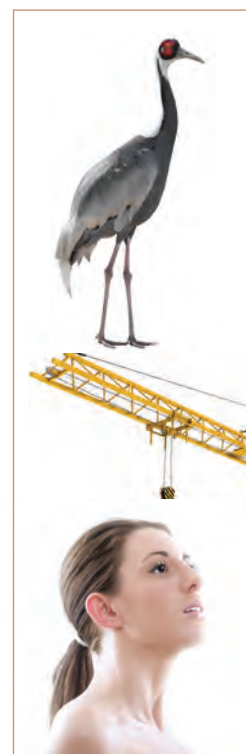
When chiropractic was first “discovered” on September 18th 1895, D.D. Palmer believed he had found the cure for deafness, when Harvey Lillards hearing was restored following a chiropractic



adjustment. Unfortunately this wasn't the case but D.D. and later his son B.J. Palmer began hypothesising that misaligned vertebrae caused all diseases. This can be observed by a 1902 advertisement proclaiming "you have no right to be sick when chiropractic cures all disease" (fig 1).

Over time this idea evolved and was refined from chiropractic not being the cause of all disease but rather all dis-ease. An exact date is unclear when this change happened, it was more than likely a fluid evolving process. One of the earliest references, B.J. Palmer (1909) defines the word dis-ease “in the use of the word dis-ease is meant a condition of not-ease, incoordination between the periphery and the hub from which centres or radiates”<sup>6</sup>. Interestingly in the same text (1909) B.J. Palmer recognises the difficulty with using a word so similar to a medical term and even toys with an alternative word. “Disease is a recognised term in the medical and osteopathic ranks and has a certain literal meaning. We have our own interpretation of the word, meaning a dis-eased state between creation and expression, but even with this we do not want to use it, because many times we would be unable to offer the explanation for its meaning as we understand it, therefore we shall use a word which implies more - incoordination.”<sup>6</sup> Did he see the future problems the word dis-ease would cause?

D.D Palmer in his book *The Chiropractor* (1914) describes different theories regarding disease. The prevailing idea at that time, quite possibly now too, was that “disease has always been considered and treated as an entity, a being with an intelligence, one which could be talked to, commanded to go at our bidding”<sup>7</sup>. He later goes onto to describe his view



## HOMONYMS

Crane could mean a bird, a machine to lift an object, or the action to lift one's head. What becomes important in distinguishing them from each other is the context in which they are placed.

that "disease is a disturbed condition, functions performed abnormally, in too great a degree or not enough; it is not something foreign to the body which by some means enters it". I find it interesting that D.D. Palmer back in 1914 is discussing disease along the lines of pathophysiology an idea that would be continued in contemporary chiropractic by James Chestnut as "adaptive physiology".

A 1924 text, *Chiropractic Hygiene*, further tries to distinguish disease from dis-ease "in using this word chiropractically it is always hyphenated to indicate that it is a condition wherein there is a lack of ease. Incoordination is the term used in Chiropractic, meaning a lack of coordinate action in the body which is caused by interference with transmission of mental impulses"<sup>8</sup>. This interference is a reference to the vertebral subluxation which will be discussed later. By the time R.W. Stephenson had penned his *Chiropractic Textbook* in 1927, chiropractic was defined as the correction of the cause of dis-ease<sup>5</sup>.

#### Art. 2. CHIROPRACTIC DEFINED

"Chiropractic is a philosophy, science and art of things natural; a system of adjusting the segments of the spinal column by hand only, for the correction of the cause of dis-ease."

Whether you currently associate with this definition or not, as it is our definition (historical or otherwise) we should be encouraged to understand its ideas and meanings.

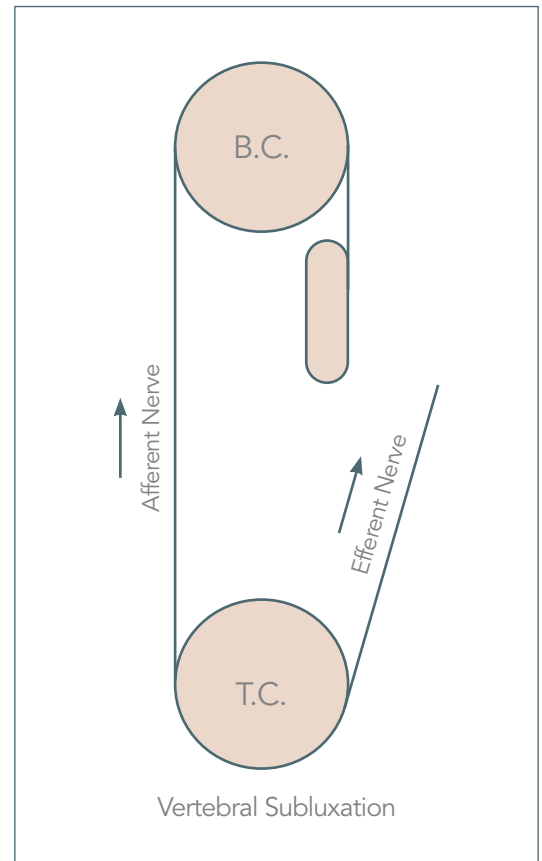
### Chiropractic Philosophy Related to Dis-ease

You're so excited to watch that new Netflix show that everybody has been raving about. Settling down on the sofa with your favourite snack in one hand and the controller in the other you press play. "Ahhhhh" you sigh with a mixture of relief and excitement. You wait, and wait. Hang on, it's not loading. "Why now?" you moan getting up from your comfy position to fiddle with the internet connection.

Let's consider the simple cycle (fig. 2). B.C. represents the brain cell and T.C. the tissue cell. If there is interference in the communication from the brain cell too tissue cell, the tissue cell won't be able to respond appropriately. Similarly, interference with the internet connection will affect the communication between the internet server and my T.V. and unfortunately leading to no T.V. show.

The following principles of Stephensons 33 Principles explain in detail how interference affects output in chiropractic.

- No. 29: There can be interference with the transmissions of Innate Forces.
- No. 30: This interference is the cause of "incoordination or dis-ease".
- No. 31: This is always directly or indirectly related to subluxations of the spinal column.



**Fig 2.** The Simple Cycle

Interestingly Stephenson wrote "incoordination or dis-ease" implying that he was not talking about a disease process or condition, rather a lack of coordination.

In the human body nerve tissues are structures that are vulnerable to plastic deformation, this can alter their shape and/or function. Considering that mental impulses are propelled toward tissue cells using these structures, it stands to reason that there can be interference with the transmission of innate forces along these nerve tissues.

The proper transmission of mental impulses is necessary for cells to function optimally. Any interference to this transmission will result in the target cell not functioning properly. Chiropractic adopted the term dis-ease to describe the interference with transmission of innate forces that results in incoordination of cellular function.

This interference occurs when an external invasive force is not able to be adapted by the body, resulting in a vertebral subluxation. The vertebral subluxation is a misalignment of adjacent vertebra that impairs neurologic structure and function, thereby impeding conduction of mental impulses.

The above explanations focus on what is going on at a cellular level but what happens when we take an organism as a whole? If cells aren't functioning optimally, over time demonstrable functionally changes beginning to take place, which eventually





WE MUST **TRY AND UNDERSTAND** CHIROPRACTIC PHILOSOPHICAL CONCEPTS, SUCH AS DIS-EASE, BETTER, **INSTEAD OF BEING ASHAMED** BY THEM.

may manifest as signs and symptoms.

Now just as several factors may stop me from watching my favourite Netflix show, such as a broken controller, no batteries in it or a faulty TV, it is important to note that a tissue cell may result in a lack of coordination by several factors. These may include an inherent structural weakness from genetic issues, previous damage or a variety of other reasons. Incoordination not related to vertebral subluxation can reduce health but it is not considered dis-ease, however specific to chiropractic, a vertebral subluxation causes incoordination and is the only cause of dis-ease, or in the Netflix analogy the poor internet connection.

### Errors of Reasoning

The main problem occurs when we use disease and dis-ease interchangeably. As previously discussed, dis-ease is a lack of ease or coordination specifically caused by a vertebral subluxation. It is not equal to disease and these two terms are not interchangeable. Using these terms interchangeably is a common method of attack by skeptic groups both within and without the profession. A logical fallacy, known as the Straw man argument. Strauss<sup>9</sup> suggests that the interchange of words maybe of a more innocent nature. He argues that some chiropractors think of dis-ease as a more chiropractic term and they should always use it. Unfortunately it is used in places where disease actually belongs. This highlights how an incomplete understanding of chiropractic philosophy can be detrimental to the profession.

Could some of the confusion stem from simple placement of the word? Sometimes the word dis-ease (ironically demonstrated!) is at the end of a line of text and the reader is unsure whether the hyphen is due to proper punctuation or is technical in nature. Is the actual word itself confusing, being too similar to its more medical counterpart? A concern that was actually highlighted by B.J. Palmer in 1909<sup>6</sup>. Other synonyms like dysfunction or disorder could be equally as confusing. Incoordination is possibly the best fit to provide more clarity as it is less likely to be confused. In fact I have used it several times in the previous section to describe dis-ease as did B.J. Palmer in some of his earlier writing<sup>6</sup>. Whether the profession should replace dis-ease with incoordination could be an interesting discussion point, however they are not strictly the same! Interference with the transmission of mental

impulses by the VSC is incoordination, which results in physical matter not having ease/ dis-ease.

As a profession, we have to be extra vigilant with our words and communication, otherwise we are asking for further attacks from skeptic groups. How many Chiropractic seminars have you been to that involve confused slogans such as “the power that made the body heals the body”? I remember hearing Reggie Gold add the word “... sometimes” at the end. I feel that the addition of that simple word makes the quote accurate and irrefutable, otherwise it is simply not true. If it was true it would happen every time but it doesn’t. It’s like other things we say without fully understanding them, such as “Chiropractic chose me”. Statements like this just add fuel to the fire to those who want to take chiropractic away from its principles.

Like it or not, the term dis-ease is interwoven into the history and thinking of the chiropractic profession. It is clear that dis-ease is a separate word to disease, each having their own unique definition, or at least it should be given it’s in one of our professions earliest definitions. I believe we must try and understand chiropractic philosophical concepts, such as dis-ease, better, instead of being ashamed by them and regarding them as “historical concepts”. What would happen if we took a different approach to the current educational trends? What would happen if Chiropractic Colleges taught philosophical concepts and not just brush them off as tarnished ideas from a bygone age? I imagine this would enable the future profession to gain more clarity and certainty in what chiropractic is and why chiropractic is a separate and distinct profession.

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**NICK REYNOLDS D.C.**  
Dails Chiropractic Clinic  
and Back in Motion

I am currently working as an associate chiropractor in a couple of practices in the North West of England. I earned a BSc (Hons) in Biology from the University of Central Lancashire in 2000 and an MSc in Chiropractic from the University of Surrey in 2004. Despite this being a good education, I realised that I didn’t fully understand what Chiropractic was. This led me to take The Chiropractic Why course (<https://thechiropracticwhy.com>) which has improved both my understanding and communication of chiropractic. If you want to get in touch you can email at [chironick92@hotmail.com](mailto:chironick92@hotmail.com)



# The Spine Care Opportunity

**IDD Therapy Spinal Decompression** is the fastest growing conservative treatment for unresolved disc and spinal pathologies with an established network of UK providers and over 1,000 clinics globally.

Patients enjoy a programme of up to 20 treatments over a six to eight week period. Each treatment comprises three primary components:

- 10 minutes seated heat therapy (supplied)
- 25 minutes IDD Therapy spinal decompression
- 10 minutes cryotherapy (supplied)

Clinicians use the easy-to-follow IDD Therapy protocols to treat targeted spinal levels. Additionally manual therapy and exercise are incorporated into a structured, tailored programme of care.



After an initial consultation with a chiropractor, a spinal rehabilitation programme with IDD Therapy is prescribed. Treatment can be administered by practitioners from a variety of disciplines including sports therapists.

Delivered by the industry-leading **Accu SPINA** and supported in the UK, IDD Therapy lets you expand your practice and do more for patients.



## Treatment Prices & Clinic Revenue

IDD Therapy is billed as a one hour treatment and the Accu SPINA machine is booked in 45 minute blocks. The average UK treatment price is between £70 and £80 and patients typically pay for a block of ten or twenty treatments. e.g £70

| Treatments / Day   | 1       | 2.5     | 3.75    | 5       | 6.25     | 7.5      | 10       |
|--------------------|---------|---------|---------|---------|----------|----------|----------|
| Treatments / Month | 20      | 50      | 75      | 100     | 125      | 150      | 200      |
| Revenue / Month    | £1,400  | £3,500  | £5,250  | £7,000  | £8,750   | £10,500  | £14,000  |
| Revenue / Year     | £16,800 | £42,000 | £63,000 | £84,000 | £105,000 | £126,000 | £168,000 |

The Accu SPINA can be installed in a single room, a dual purpose room or an open plan clinic space. It is capable of decompressing targeted **lumbar** and **cervical** spinal levels, has patented joint mobilisation capability and has a vertical bed tilt for patient safety. The network is growing and IDD is **covered by AVIVA**.

## Affordable asset finance ...

You can own your Accu SPINA for just £200 per week on a lease purchase, subject to final credit, with a deposit of just £4,000+vat. A clinic need only see small numbers of patients to generate a significant return on investment. The average capacity of treatments per Accu SPINA is 200 treatments per month.

If you are seeking to get more from your clinic, contact Clinic Development Director **Steve Small** on **07817 995886** to learn more or discuss practicalities.



Download a prospectus at [www.iddtherapy.co.uk/chiro](http://www.iddtherapy.co.uk/chiro)



# STOP CHASING HAPPINESS



BY TOM WALLER

The key to a fun and happy life is not to chase one. The aim is to live a fulfilled life, one of growth and contribution. Setting up a practice or being an associate is not always fun and happy, despite what many may have told you. And the unfortunate truth of this is that the comparison kills us!

It leaves us feeling frustrated, tired, and burnt out. Seeing all these 'happy' and 'successful' chiropractors doing so well and loving what they do every day. It kind of makes us feel insignificant or in the wrong place.

But it doesn't have to be like that. I want to show you how if you aim for a fulfilled life and most importantly a 'congruent' practice, then you really will be fulfilled and have a deep sense of meaning. And while not always being happy, the frequency of happy times will increase.

It is really quite simple, to have a fulfilled life, you have to have a congruent practice. Whether that

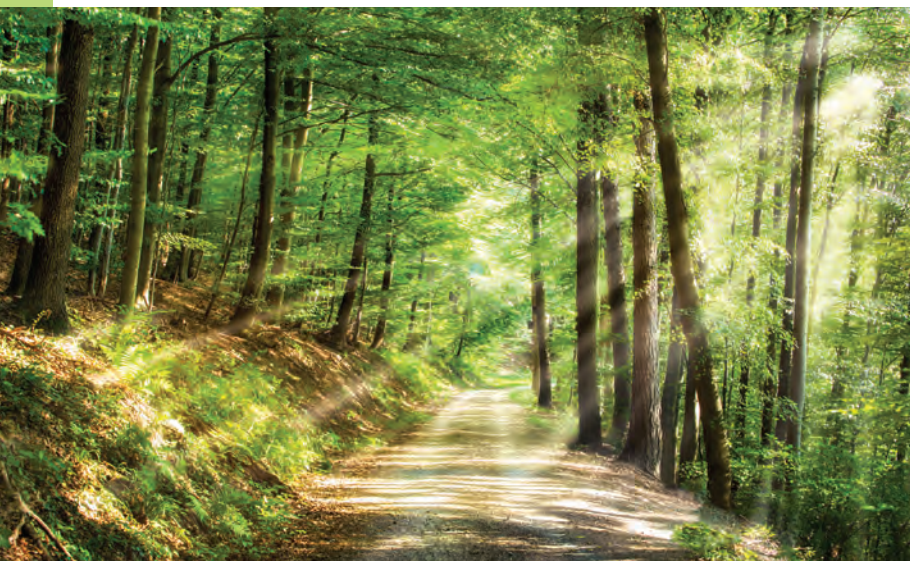
IF YOU AIM FOR A  
**FULFILLED LIFE** AND MOST  
IMPORTANTLY A  
**'CONGRUENT' PRACTICE,**  
THEN YOU REALLY  
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is your practice or one you associate in. Because honestly, who wants to work all the time and who wants to have meaningless work?

If we make our work meaningful to us and take the time to be away from work, then we will be fulfilled and have more happiness. Sounds simple right? For sure, and in the time you are reading this, I want to show you how.

Congruency means aligning our values with our actions. Quite basic really. But if you stop and think



about everything you have done this week, did you want to do it, or was it simply something you felt you 'should do' or 'must do'?

Many of us spend our lives living someone else's dream or version of reality. For example, we practice chiropractic a certain way because we were told we 'should' do. We dress a certain way for work because we have always believed we 'must' do so.

But when was the last time you stopped and thought to yourself, why am I doing the actions that I do each day? Was it because your parents told you to, was it the teacher at chiropractic school or an old boss? Are you really showing up each day as you?

Success in practice does not have to be separate and distinct of success in life. They can, and in my opinion should work together. It is what your patients want, it is what your family wants, it is what you really want, and what you deserve. To show up each day as you, in your genius and having a great time doing it. And the bonus, you will be more successful than you could have imagined when you just choose to 'be you' and be congruent.

There are 3 simple steps you need to take in order to get to a congruent life, and they really are that simple. Not to say the process isn't hard, it is just simple and predictable.

1. Know your Values.
2. Find your Genius.
3. Have some Integrity.

Firstly, take the time to assess your values. You can find our free values calculator at [www.inspireyou.uk](http://www.inspireyou.uk). Work through the exercise to determine where your true values lie.

Once you have these values you need to figure out what it is you are great at, I call this your gift.

Your 'gift' is your talent. It is what you were born to do, what only you are good at (now I know there

“  
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COMPLETELY.”

may be someone else on the planet doing exactly what you want to do, they may even be a lot better than you ... BUT they are not you, and it is YOU that the world needs to see).

The saying 'there is someone for everyone' is so true, not just in relationships and love, but also in business and service.

Your gifts are usually the things that scare you. The things that once you get going, you find yourself in flow and loving it, and not caring what others think. However, it is the thing that to get going and do is sometimes the hardest part.

I say that your gift lies right behind your biggest fear, and the courage to step into it is the most liberating place of all.

For this I want you to really define what it is that YOU are good at and what it is that YOU enjoy doing. If money and the opinions of others really were no object, what would you do?

### Try this exercise to determine your real gifts

Ask yourself these questions and answer them, on your own with courage, and honestly, do not over think your answer, say what comes to your mind (from your heart) even if it scares you a little (or a lot).

- Q. If I could do anything in this world I would ...
- Q. People always tell me that I am GREAT at ... (even if it doesn't make sense to you).
- Q. I would love to be able to make a living doing ...
- Q. I am damn good at ...
- Q. I really feel alive and energetic when I ...

How was that? Hard or easy? However you found it, don't worry because it is you. These are the areas you need to lean into.

They should match somewhat with your values, completed in the previous exercise. They probably scare you a little, you may have even realised you are walking down the wrong path completely. Whatever it is, and however you feel, there are always people to help you walk through it, this is what we focus heavily on at Inspired You.

Now comes the work, moving in the right direction to make these Gifts come true.

It all comes down to one word now, that is 'congruency'.

Are you aligning your daily actions with your values and your gifts? What is needed to make this possible, is self-integrity. Keeping the promises to yourself.

As care givers, healers and people who want to help others, we seldom prioritise ourselves and as such we lack a little self-integrity.

So, the final piece of the puzzle is just that, your level of self-integrity!





KEEPING THE **LITTLE PROMISES**  
TO YOURSELF ARE ESSENTIAL.  
THEY DEVELOP OUR  
**CONFIDENCE AND INTEGRITY.**

I am sure you are a person of integrity, when someone asks you for something, when you promise something, I am sure you deliver. However, keeping integrity to ourselves is often our downfall.

You know that time you said you would go to the gym, and you did not.

That time you decided to eat clean and on day 4 you didn't.

When you set the alarm for 6am to kick start your day and you pressed the snooze button.

Keeping the little promises to yourself are essential. They develop our confidence and integrity. It is not the big events that test our character, it is the small daily actions that make us.

So how on earth can you change that?

I have designed a challenge to really help you commit to your integrity and build it over a period of time. The aim is once you have completed this, you will have reset how you approach life and therefore be able to carry out your Gift and Values with a greater Purpose and effect.

This challenge has been developed from the 75 Hard program designed by Andy Frisella and combined with elements of the 5am Club by Robin Sharma. I want to give special mention to these people who have influenced me in a very positive way and through completing their programs I was able to design this one.

So here is it:

## THE INSPIRED YOU 66 DAY INTEGRITY RESET

This challenge runs over 66 days, this is because research has shown this number of days is the most effective to reset our habits. It is also 2 x my favourite numbers, you guessed it, 33.

There can be no breaks in the 66 days, if one day is missed or incomplete you must start over again.

The aim is to balance hard work with some adaptability, essential to achieve and move forward in life.

There are tasks to be completed EVERY day and others to be completed SIX days a week.

### TASKS TO BE COMPLETED 6 DAYS A WEEK:

1. Exercise 45minutes = 15mins outdoors
2. Read a minimum 10 pages (of a self-development book that will move you forward)
3. Cold Shower – 90 seconds
4. Breath work – 3 minutes
5. Eat Clean – zero treats or alcohol
6. Daily Play List – 3 tasks to be completed that day that will move you forward

### TASKS TO BE COMPLETED 7 DAYS A WEEK:

1. 15 minute outdoor exercise
2. Read a minimum 10 pages (of a self-development book that will move you forward)
3. Cold Shower – 90 seconds

The 7th day can only be taken if all the tasks from the previous 6 days have been completed.

If you fail to do a daily task then the challenge starts again from day 1.

Good luck.

So, there you have it, getting started can seem tough, but if you just get to it with consistent and predictable action, you will make a big impact.

With love  
Tom Waller



**DR TOM WALLER**

hello@inspiredyou.uk  
inspiredyou.uk

Dr Tom is a husband, mentor and speaker with a passion to see everyone reach their 'real' potential in life. Through personal health challenges he has discovered that the true secret to success lies in 'Finding You'.

# Are you struggling to retain patients?



THE  
SHAPING  
BAY

Do you have a profitable brand and system that attracts and retains lifelong patients every month?

## 4 symptoms.

That could be stopping you from retaining lifelong patients.



1

### You don't stand out.

What makes you unique and different from your competitors?

If you can't answer this within 3 seconds, you are competing on price, not value. We don't want you competing on price. We want patients to choose you for your unique value.

2

### Poor customer loyalty.

What percent of your patients stay for lifelong care? Longer than one year.

Generally, patients will fall out of care between the 6-9 month mark. This can be easily checked within your CRM. If the number is less than 35%, I can help.

3

### Lack of alignment.

Are all of your staff inspired to come to work for the same reason?

Ask your staff what they come to work for. If your business is aligned, they will all have the same answer. Internal alignment is key to a consistent and memorable business.

4

### Gaps in your diary.

Gaps in your diary mean lost revenue for your business!

Having a systematised approach for filling those gaps with lifelong patients ensures consistent revenue for your business.



A proven method to attract and retain lifelong patients. Let's start building your tribe.

Book a free strategy session:  
[justin@theshapingbay.com](mailto:justin@theshapingbay.com)



"We have worked with Justin since we set up our business. He has really brought our ideas alive and helped to solidify our branding. Justin always over delivers. Would highly recommend!"

Tom & Sarah Waller • Epoch, Lincoln



"Justin has a gift in building a brand from the ground up and integrating meaning behind every aspect people interact with. This streamlines a Chiropractic centre and reduces a lot of stress in the process."

Andrew Varnham • Evolve, Winchester

Check out my free training at:

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# YOU ARE THE DIFFERENCE MAKER

BY DAVID SCHEINER, D.C.

As many of you know, I graduated from Life Chiropractic College in Marietta, GA in 1996. I have been a chiropractor for 25 years and a Transformational Life / Intuitive Coach and Meditation Teacher for 30 years. I am also the author of 2 internationally widely-recognized Chiropractic books titled, **Chiropractic Revealed** and **The 8 Laws of Chiropractic Success**.

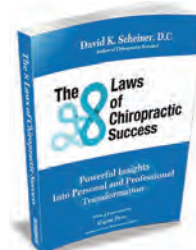
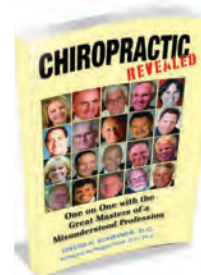
I fell in love with chiropractic before I got to chiropractic college, yet I didn't know it. I grew up in the beautiful town of Roslyn, NY on Long Island. As a youth, I would ride my bike for hours after school until the sun went down and darkness was slowly settling in. My mom would yell out, "David, time for dinner," which could be heard, what seemed like, for miles. I'd head back home right away to spend time at the dinner table, where we'd talk about spirituality and the meaning of life.

My mom introduced me to personal growth and spiritual books when I was 11 years old. I read **The Way of the Peaceful Warrior** by Dan Millman, **Jonathan Livingston Seagull** by Richard Bach, **Bus 9 to Paradise** by Leo Buscaglia, and **The Dragon**

**Doesn't Live Here Anymore** by Alan Cohen, way before I took Algebra in High School. She'd also bring Native American spiritual healing retreat workshops to our home that I'd participate in. So my mom saw within me something unique, and helped to set me on a spiritual quest from an early age to find out the true meaning of Life. There was, at the same time, much turmoil in my youth at home. My parents frequently fought and were at odds most of the time. My dad was a very angry person and took it out on those closest (in proximity) to him. What I didn't realize at the time was that these experiences were useful in creating the necessary friction and challenge to aid in one's inner growth and transformation.

The Native American elders leading the spiritual workshops at my home would often speak of the Great Spirit that is within all living objects and how we have this Spirit running through us, the same energy that rotates the planets.

I wondered often as a youth what the reason was that people took so many pills, turning to them even for the common cold. I thought that if the Great Spirit helped to create us and rotates the planets that it certainly knew how to heal us, not leaving us when we are born.



“

MY MOM INTRODUCED  
ME TO **PERSONAL GROWTH**  
AND **SPIRITUAL BOOKS**  
WHEN I WAS 11 YEARS OLD.





I felt different than the other kids I grew up around in my town. I was searching for truth and the meaning of life while they were searching for the latest Rock Album or drug to get high. I spent much time in solitude, contemplating what made people tick, what interested them, and what made them do the things they'd do. I always knew that I wanted to help people, I just wasn't certain as to what that vehicle would be that would take me to be at a high level of service for humanity.

I had a deep love of cultures and the people that made them up. I studied Sociology with a concentration in Gerontology and a minor in Spanish at a University in New York. I spent time in Mexico studying the culture, spiritual practices, and language. I also studied in Spain at the Universidad de Salamanca where I learned about the beautiful culture, ancient spiritual practices, and language.

After University, I came back home and worked at a Nursing Home in the Recreation Department where I cared for 267 "Grandparents." I'd read to them, show them movies, take them to music events, and drive them in the van to outings on Long Island. It was during my time at the Nursing Home that Chiropractic found me! I was thinking daily, "What am I going to do with the rest of my life?" Surely, the Nursing Home was just a stepping stone to something more satisfying, gratifying, and liberating. One day, a friend recommended I go



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visit a chiropractor, not because I was experiencing any pain BUT because they were told that it could help your overall quality of life, function, and performance. Being an athlete, I was intrigued. Something that could help me from within and enhance my life expression and life quality?

My neighbor across the street was a chiropractor and I always found him a little odd. Well, I thought, I suppose that's a good thing because I always thought of myself as somewhat odd and off the beaten path as well (lol). I contacted my neighbor Tony, told him I wanted to pay a visit at his office in Queens, NY and we set an appointment for the following Tuesday. I had a strong HUNCH where my inner voice was giving me momentum and excitement that I hadn't felt in a while. Tuesday arrived and so did I at Tony's office. He led me down a main hallway that had rooms on either side of it. One room to the left had multiple vials with tablets in them sitting in a rack on a counter. Another room to the right had devices and contraptions bolted to and hanging from the wall and that's when I thought, "Maybe I ought to say thanks for the tour Tony I gotta run!" That little voice within calmed me quickly and told me to stay. Tony led me into the next room on the right that had a table in the center of it and he said, "Lay face down on this table and I'll be back in a few minutes."

Before he left the room, Tony forcefully stuck these pie-shaped wedges under my right and left hip. My mind was racing, "What is this witchcraft?" "I knew I shouldn't have come" "I could be at home eating dinner right now" "I'm perfectly healthy, what do I need to be here for?" Then my thoughts abruptly stopped as the two wedges were yanked out from under my hips. "Take a deep breath in and blow it all the way out!" Tony demanded. He thrustled into my mid-back which produced an explosion the likes I hadn't heard since the previous Fourth of July fireworks display in New York City. "Turn over onto your back!" Tony exclaimed. Again my mind



“

I FELT AS THOUGH  
THE **UNIVERSE ITSELF**  
WAS SPEAKING  
THROUGH TONY  
STRAIGHT INTO ME.

raced, “What’s he doing to me?” “Will I even make it home?” “Is that torture chamber room next door the next stop?” “Relax and close your eyes, take a few deep breaths” said Tony. He put the wedges under me around my pelvis and left the room. What seemed like 30 minutes later he returned, removed the blocks from under me and came over to my head. He put his hands under my neck and gave me an unbelievable chiropractic adjustment which seemed to FREE ME! “Okay get up,” he said. I said to him 2 things. 1) “That’s it?” and 2) “What the heck did you just do to me, I feel amazing!?”

Tony looked at me, really I felt as though he was looking through me at this point and said 1) “That’s what you needed” and 2) “If you want to know what I just did for you, not to you, come back next Thursday evening 7:00PM and attend my New Patient Health Orientation Class. I said to him, “Your what?” Now keep in mind, I’m a young kid from New York with a spiritual upbringing and a little bit of an attitude and edge to him as well. Tony said, “Just get your ass back here next Thursday and you’ll find out.” I guess I understood that better than “New Patient Health Orientation Class.”

I arrived at his class that next Thursday evening at 6:50PM because I wanted to get a good seat. He did say it was going to be packed. He was right. There was 29 other people crammed like sardines in his small waiting reception area when I walked in. I thought to myself, “These people must be here for the vials and contraptions bolted to the wall - rooms!” Nope! They were here for the class, so that left one open seat. Tony came over and said, “Glad you made it” and motioned for me to take the last open seat.

“Let’s get started shall we?” Tony said. He stood up at the front of the group with nothing except a flip chart and a black marker. It was within the next hour and a half that I felt as though the Universe itself was speaking through Tony straight into me. Into my SOUL to be exact. All of the spiritual books that

my mother introduced to me, the multiple spiritual retreat Native American workshops she put on that I attended as a youth, the cultures I visited, and the Spiritual teachers I studied with, all merged within me that evening at Tony’s office. His mention of Universal Intelligence, Innate Intelligence, Optimal Performance, the body’s inborn ability to heal itself from within, and other spiritual and philosophical teachings of chiropractic he uttered that night all melted together with the teachings of my youth.

The evening ended, the room emptied out and while everyone made their way to their car through the blankets of snow coming down onto the streets of New York, I stayed behind inside. Tony said, “What are you still doing here, don’t you have to get home for dinner?” I said to him, “No Tony. I wanted to wait around to thank you. It’s because of you, what you did for me last Tuesday on the table, and what you spoke here tonight, that I now know who I came here to be for humanity, a Chiropractor.”

My friends, as B.J. Palmer, D.C. said many years ago, “You never know how far reaching something you may think, say, or do today will affect the lives of countless millions tomorrow.” My mom and Tony were that for me early on. There were countless more along the way since. You are all beacons of light and hope for your communities. You are the Tony’s of the world, the humble servants who deliver adjustments of mind, body, spirit, and soul. The Ego-less musicians, fine-tuning this magnificent instrument called the Nerve System into a higher vibration and frequency, allowing people to find their greatest and fullest expressions of life from within.

You didn’t come here to shrink and stand in the shadows of others. You came here to shine bright and light up this beautiful world of ours with Chiropractic!

YOU my friends are the Difference Maker!

David is speaking at CE 2021.



**DAVID SCHEINER, D.C.**

Dr. David Scheiner is a Spiritual Guide, Meditation Teacher, Author, Doctor, Transformational Coach, and Speaker. David feels strongly that every person has the right to have a nervous system clear of interference. His mission is to bring the true chiropractic message to the world through his writing and lectures. His books include *The 8 Laws of Chiropractic Success* and *Chiropractic Revealed*.

## ADVANCE NOTICE

Save the dates for

**CE**  
**2021**

Keeping you connected.

**SATURDAY**  
6th November

**SUNDAY**  
7th November

# HOW FUNCTIONAL MEDICINE REVOLUTIONISED OUR MODEL OF PRACTICE

BY JAMIE ELLIS AND JUDITH TORSTVEDT

What is Functional Medicine? It is a question that we get asked all the time, and one we answer with 'well, have you got a couple of hours?'

It is nearly impossible to provide a neat one-liner that clearly explains what Functional Medicine is, and truly conveys the power of a multisystem and patient empowering approach which can help people to gain control over, and even reverse, conditions that they have struggled with for years and medicine has failed to help with.

Therefore, we will answer that question for you through an appropriate double-page spread and help you to understand how Functional

Medicine can help that 10% in your practice, the gap it fills in our

current 'sickcare' system, and share our journey as chiropractors into this new emerging world.

Functional Medicine has been a very natural progression for us. We don't think we ever realised just how much signing up for a career in Chiropractic would change who we are as people, our beliefs and values and how we see the world. Most importantly, Chiropractic empowered us to question. Question why things are the way they are, and question the rules set out by authorities for our mainstream society, particularly when it comes to health. It is this constant perseverance of questioning 'why' which seems to have led us deeper and deeper.

As Chiropractors, we all relentlessly preach the 3 T's in our table talk and ROFs so our patients understand why they subluxate. However, despite our best efforts, there are always those who don't respond the way we expect. The ones with chronic







**THE BODY IS INTELLIGENT,**  
AND WE NEED TO **WORK**  
**WITH IT,** RATHER THAN  
AGAINST IT.

fatigue, autoimmunity, IBS, underactive thyroids or neurodegenerative disorders like MS.

After practising Functional Medicine alongside Chiropractic for a while now, we have come to recognise that these types of patients are the ones that make up a large proportion of that 10% in Chiropractic who struggle to thrive. However, they often keep coming back. Many will often seek out Chiropractors because they are desperate for help and getting adjusted is the one thing that gives them that spark of vitality.

This 10% represents a small part of our Chiropractic patient population, and are often our most loyal clients, but they also represent a huge void in our current healthcare system.

We as Chiropractors know that there is nowhere to refer these people. They have already been through the medical system more than once, had all the tests and have been told that there is nothing wrong with them, 'it is all in their head' and that they 'just have to live with it'. Equally, those that have received conclusive results have been given the diagnosis, prescribed a medication which they often have to take for life, but they are still not well!

It all sounds a bit extreme and serious, but the reality is, these patients make up more of our practice than we think. It is becoming 'normal' for people to live in a medicated existence to maintain suboptimal health. Is it not true that it is almost as common for us to receive a new patient who is on blood pressure medication, acid blockers, Levothyroxine, antidepressants, Metformin or immune suppressants, to someone who is not? 50% of adults are now estimated to have at least 1 chronic health condition. 25% have two or more.

The interesting thing is, when you ask these patients what the cause of their condition is, or how long they have to take these pills, they look at you rather blankly. They have never been told these things by their medical doctor, because



in the medical world, delivering the diagnosis and prescribing the medication is the end of the process. They have found the solution to manage the symptom, which is important to prevent the consequences of uncontrolled physiological imbalances, but there is zero effort put into actually guiding this person back to a state of health and wellness. It just does not exist in the medical framework. This is the gap that Functional Medicine is designed to fill.

Whether it was our discontentedness of not knowing how to truly help patients in this population or an interest in the other fundamentals of achieving optimal health and wellbeing, we found Functional Medicine, aka, 'The Medicine of Why'.

We have been in a bit of a Functional Medicine bubble for a few years now, and were initially concerned we were branching away from our Chiropractic origins, but we have actually found that Functional Medicine has not undermined our Chiropractic beliefs, but only strengthened them.

There is a common misconception that Functional Medicine is just green medicine; prescribing herbs and supplements instead of drugs to treat the symptom. However, we found this to be untrue and even frowned upon by Functional Medicine institutions. Instead, what we found was a group of professionals from all areas of healthcare;



## THE ROOT CAUSE NEEDS TO BE IDENTIFIED AND ADDRESSED FOR THAT PERSON TO GET HEALTHY AGAIN.



**JAMIE ELLIS D.C.  
AND JUDITH  
TORSTVEDT D.C.**

Dr Jamie Ellis and Dr Judith Johanne Torstvedt are both fully qualified health professionals who are have been accredited full certification by the IFM; a global leader in Functional Medicine. They are trained to understand the underlying genetic, lifestyle and environmental factors which can predispose an individual to health problems.  
<https://functionaltelemedicine.co.uk/>

MDs, Chiropractors, Physiotherapists, Nutritionists, Dentists, Naturopaths, Nurses and other awakened individuals all on board with the same ethos. That masking the symptom does not serve that individual long term. That the root cause needs to be identified and addressed for that person to get healthy again. That the body is intelligent, and we need to work with it, rather than against it, and remove interference if true healing is to occur.

After drinking from the firehose of Functional Medicine training, we have come to realise it can be an overwhelming task finding the source of that interference which keeps someone subluxated, unwell, imbalanced and being that 10%.

Toxins, microbiome imbalances, nutrient deficiencies, food sensitivities, trauma, toxic relationships, stress, chronic infection... This list goes on; however, Functional Medicine provides the road map and system to sitting down with that person and working out that puzzle.

One thing that Functional Medicine is, is that it is time consuming, which is probably why this type of approach does not, and could never exist in a GP appointment. Working through a patient's complex multisymptom problem which has accumulated over decades often requires a lengthy and deep conversation, going over events from their entire life and advanced lab testing. However, it also draws a patient who is fully committed to take responsibility for their health challenges and is engaged in a hugely satisfying therapeutic partnership.

Those people who know us will tell you, Jamie and Judith like to travel and move around a lot. It has long been our dream to work remotely so we could sustain that lifestyle until we knew where we wanted to settle, and so we set up our virtual Functional Medicine practice in 2019, aptly named 'Functional Telemedicine', and started helping clients with this approach over Zoom while everyone still had a Skype account which they never used.

The pandemic has only propelled that venture, and we have been receiving increasing amounts of referrals from fellow chiropractors as we've become recognised as people who can help with those 'problem cases', but still understand the important role of chiropractic. We are now looking to scale up our practice with the potential of taking on health coaches, providing online courses and annual retreats where people from all over the world can come for an intensive week of rediscovering their power, healing and of course, getting adjusted.



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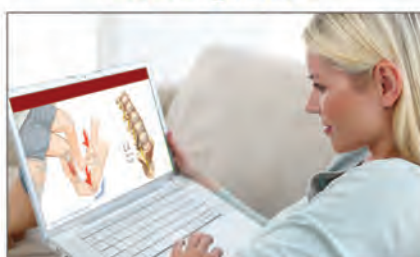
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# HOW TO ATTRACT PATIENTS FROM SOCIAL MEDIA

## The 13 POINT Facebook checklist

BY ANGUS PYKE

Are you frustrated and sick and tired of wasting your time with social media marketing?

Are you confused about where to start or overwhelmed with the entire concept of social media marketing?

If you answered yes...you're not alone. I used to feel the same way too.

I'm a chiropractor just like you and in the early days I thought all that was needed for practice success was for me to take good care of my patients and the new patient "fairies" would take care of the rest LOL!

Sadly, taking great care of our patients is only half of the equation. In 2021 if we're to have a profitable, enjoyable and successful practice we must understand how to use social media.

Marketing expert and business leader Gary Vaynerchuk recently said... "if you're not on social media by 2022 your business will not survive".

Every week I'll have chiropractors from around the globe reach out to me in frustration because they're not seeing results with their social media marketing.

While there's lots of reasons why these docs might be having challenges, more often than not they're missing some of the basics.

Before you tell yourself... "I'm paying an agency to manage all this for me", be warned...

Just last week I had a Canadian chiropractor work her way through this checklist and she realised that the social media agency that she had been paying had actually put the wrong phone number on her page....arghhhhh!

Now, maybe you've heard that Facebook is dying and that you should focus on Instagram, TikTok or LinkedIn instead (see point 13 below). Yes, it's true that Facebook doesn't have the dominance that

it once had but it's still the BIG kid on the block by a long way!

Facebook still remains the most used and engaged with social platform. There's an influx of older users (baby boomers) and due to Facebook's sheer size and engagement rate, it makes sense for you to have a presence here in some way.





There's also an exciting trend of users using Facebook as a search engine, particularly when looking for local businesses ( i.e find a chiropractor near me). If your page isn't there, is poorly set up or looks tired and dated you will get passed over.

In this article we're not going to get into any of the fancier tactics and strategies, we'll get to that later down the track. Instead we'll be making sure that the foundations are in place and that your Facebook page is set up right.

With the foundations in place you'll be well placed to grow and scale without the risk of things imploding.

Let's get to it.

## 1

### Cover Image

The cover image is often the first thing that a prospective patient will notice when they come to your page. Used correctly it's a small and powerful tool to promote you and your services. Think of it like a free billboard advertising your practice.

Don't judge a book by its cover is nice advice but like it or not, you will be judged by what your Facebook cover image looks like. If your cover image is missing, is boring or looks like everyone else's then you're off to a bad start.

Steer way from stock images. If I see another chiropractic website or Facebook cover with a picture of a family holding hands walking down the beach I'll scream!

The best photos to use are ones from your practice. Get some professional photos taken of you and your staff or even better get some taken of you doing your great work. (Notice I said professional photos... that doesn't mean your iPhone).

Adding some text to your photo can help to further share your vision, mission and brand. Just don't complicate it. Remember when you confuse... you lose!

My favourite resource for create attention grabbing cover images is [canva.com](https://www.canva.com). Canva is a free graphic design software that can make even the most unartistic amongst us look like graphic design pros.

## 2

### Profile Picture

Your profile picture is what your audience will see next your posts in the news feed. It also appears at the top of your page.

If you're a solo practice use your headshot as the profile picture. Make sure the picture is clear, professional and you're smiling.

If you're a multi practitioner practice then use your logo.

## 3

### Customise The Call To Action Button

Facebook wants to make it easy for potential patients to reach out to us. They do this by providing a large customisable "Call To Action Button" just below the cover image.

Too many chiropractors ignore this or don't customise for what suits them best.

There's a few choices that make sense for us as chiropractors

- Call now
- Send Message (Facebook messenger)
- Book now (check to see if your booking platform integrates)
- Send email
- Send WhatsApp Message

For simplicity sake I recommend the Call Now Option.

However, if you choose WhatsApp, Email and Facebook messages then be sure to be checking your messages regularly.



**YOUR SOCIAL MEDIA SUCCESS BEGINS WITH GETTING THE BASICS RIGHT.**



4

**Name**

This one's not rocket science folks but it's scary how often it's left blank or incomplete. Your patients and potential referrals will be searching Facebook looking for you. The search term they'll put in will be your practice name. If you haven't filled this in then it will be hard to find you!

5

**Username**

Your Facebook username is a customisable name that adds professionalism and simplifies directing people to your a Facebook page. Try to choose the same name as your practice.

This means that instead of sending people to a random, long and confusing Facebook address, when you customise your username you'll be able to direct them to [www.facebook.com/YourUserName](http://www.facebook.com/YourUserName)

6

**Description**

Facebook gives you 255 characters to describe your practice. Simplicity is the key here. Here's what I used... *We're here to help. Voted chiropractic of the year TWICE. 22 years experience and over 8000 happy patients. Award winning, safe, gentle and effective chiropractic care.*

7

**Categories**

Categories helps Facebook direct the right people to you. You can choose up to 3. Choose chiropractor and anything that might reflect your practice i.e massage

8-12

**Practice Details**

The next 5 items on this list might be simple but be sure to check that they're accurately filled in.

8. Phone number
9. Email. (No gmail, yahoo or hotmail addresses)
10. Website
11. Location
12. Hours

13

**Connect Your Instagram Account**

Since Facebook purchased Instagram in 2012 it's become ridiculously simple to cross post content between the platforms with a press of a button.

This simple step helps you access even people and expand your reach without the hassle of having to be everywhere.

There you are my friend. How did you go, how many of the 13 points did you have properly implemented?

Remember, your social media success begins with getting the basics right.

If you'd like to learn more heart centred tips to help you attract high quality new patients, then search for The Marketing Your Practice Podcast on your favourite podcast listening device.

Thanks for all you do. Keep saving lives.

**ANGUS PYKE**

Angus has had a love hate relationship with marketing for the past 12 years. Initially frustrated and turned off by pushy, sleazy and get rich quick marketing strategies he eventually stumbled upon a heart centred way to reach more people with his chiropractic practice. Since then he's been in the trenches testing what works and what doesn't. He's developed a simple marketing formula that even the most shy and technophobic business owners can implement. Over the past 5 years he's taught this formula to more than 2000 practitioners from around the world, helping them to reach more people, have more impact and grow their income.  
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# CALM, CONFIDENT, CERTAINTY IN CHIROPRACTIC

BY ROSE MILLWARD

I have taken some time away from adjusting as I became a mum in January of this year. Reflecting on my time in practice and the challenges we face every day, I feel I should share my insight both from my years in practice, my past frustrations and the calm I now have with people, even when they think of the world through a completely different headspace to me.

Working with people in any sector with opinions and viewpoints which collide with our own is no small challenge. I have often said that our job is one of the hardest in the world. No matter how much we love what we do. We are working with people in pain, often coming to us with foggy minds and perceptions, they can be frustrated with misunderstandings and unable to see what we are actually doing, further to this they are having to pay for our services so we have to be able to deliver on all fronts, which I am sure you will agree is a challenge to say the least.

To deal with these challenges and to maintain both sanity and longevity we each have our own foundation that acts as our navigation system and keeps us on purpose. It's a combination of our philosophy on the world, our learnt knowledge and our intuitive opinion on who we are to each person.

It's incredible to me to think that we are able to stay calm and see a lot of people. I am certain I couldn't do it without my foundation or indeed a healthy firing nervous system.

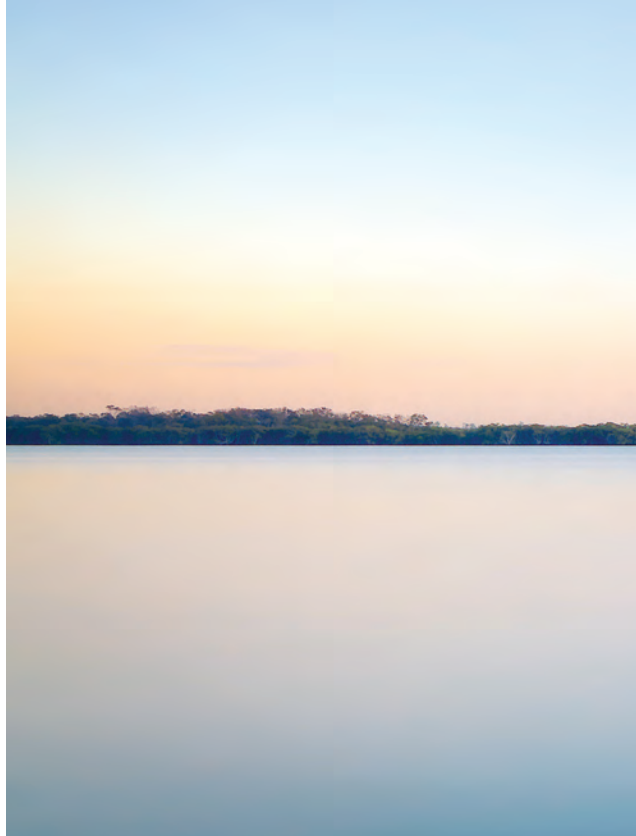
If you really think about what we do, and why we do it, we are constantly striving to deliver an incredible service to humanity with all of these factors in play. We try to stay calm whilst we do it, and even judge ourselves if we are not happy and energised going home every day. If only everyone could have even the slightest appreciation of the way we see the world, with our respect and appreciation of vitalism and the innate intelligence which governs healing, then at least we would align to a certain extent and we could get on with the job... if only.

May I suggest that in this turbulent world of division and vitriol, a potential role of the

Chiropractor is to be the person so confident in what they are doing and why they are doing it, they can graciously accept anyone else for who they are. The Chiropractor is there to deliver an adjustment appropriate for that person in that moment, but as important is to allow that person to express themselves in the truest, most elemental level.

To achieve this I have realised I must merely offer my own view instead of forcing the point. I try to present my opinion on the vitalistic stance on health as an alternative, yes, but avoid the rhetoric that would see people almost forced to accept an alternative view to their own. I know that within our profession there is often a desire to see people who 'get it' or to see people who are so positive and proactive with their health, each visit with us is practically a sing-song of enthusiasm and adjustments- the truth is that this is very rarely the case. The luxury of being able to only see people who align with our values is, in principle, ideal. However some people, who may have been raised holistically, have been through such trauma and confusion, that the hurt they have expresses itself as sceptical, resistant and unenthusiastic. We must remember that in our quest to help people, as we pinball around our community helping one person to another, rejecting these people or trying to mold them to be something else, is exhausting for both parties and frankly, unhelpful. I would suggest that we offer kindness, love, and to allow the adjustments we deliver to be the key spark in the change for them, rather than our council.

I believe this realisation has allowed me to change my mindset from often feeling stressed and as if I must push people into a place of agreement and acceptance. I have found that people are far more likely to absorb information and gravitate personally towards someone who is not pushing or judging but is allowing them to be who they are. Caring for







IT'S INCREDIBLE TO ME TO THINK THAT WE ARE ABLE TO **STAY CALM** AND SEE A LOT OF PEOPLE... I COULDN'T DO IT WITHOUT MY FOUNDATION OR INDEED A HEALTHY FIRING NERVOUS SYSTEM.

them regardless. Practically a phrase I use in reply to barrages of negativity and woe is to kindly ask them “Would you like me to check everything today and do what I can?” Of course the only answer to this can be, ‘yes.’ Not to be dismissive, but to allow them to feel heard and cared for, and for the adjustment to happen without lengthy conversations. Perhaps having them feel the change an adjustment creates, rather than explaining the changes they could make, particularly in the initial stages of care has more value to them than any advice we could offer.

As a new parent I am in awe of the changes and development my gorgeous tiny boy is experiencing. It is a symphony of such complicated brilliance I cannot comprehend how anyone could deny the existence of innate intelligence. He is learning, growing and developing new skills all the time and indeed he has recently developed the ability to rollover which was unthinkable 2 months ago! As a Chiropractor I have a deep appreciation of the natural forces governing his precious life. Another mother, perhaps seeing the world through a mechanistic logic, would see the same amazing changes in their baby as simply expected milestones, to be modestly celebrated or quietly acknowledged, but not marvelled at in the same way. The dance of innate through all forms of life is marvellous to witness, a tree healing after its branches have been damaged, a swallow navigating through its senses across the world or even a body growing stronger again after a period of sickness.

Not everyone sees the world the same way, and I have at times felt frustrated with humanity's stubbornness to not acknowledge our bodies amazing ability to heal and regulate.

However my conviction, and belief in the innate intelligence of all things was sorely challenged in January during the birth of my son. I now

understand why it can be so difficult to see the wonders of life, when actually, it can serve up some remarkably scary and sad situations. The birth of my son did not at all go according to plan, and after 3 days of early labour it was apparent that the natural intelligence of my body had failed me, and now both my life and sons were in danger. Thankfully, we were both saved by modern medicine bringing my baby earth side through a caesarian section. My point is that we never know how a person's opinions and fears have been formed over the course of their lives, so we must give them space and understanding, of course, the right adjustment, at the right time.

I am so grateful that I have my trust in my body, to heal and to recover from such a trauma, but I know that not everyone has that same view. And even though it is a gift to have a true vitalistic practice, appreciating the special energy which allows us all to live and heal, it is completely alien to many and, although I completely agree we should never hide or not share this premise, we could however present this view point to our patients with less force and more calm.

Every human on the planet chalks up an unexplainable trauma in their own way. Some people will naturally lean towards the “that’s life” philosophy, or that I somehow was not “connected enough” or that “the universe delivers what we need or what we are attracting”. Now, this is what I believe is the crux of the problem we face in our practices every day, caring for people who view both the world and their body, through a lens of fear and distrust which they have built as a way of understanding their reality. I would say that perhaps the best course of action is to allow that person to be where they are, to breathe in that space, adjust them, and let that calm and confident certainty be the difference in that person's life.



**ROSE MILLWARD D.C.**  
Tweed Chiropractic

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# IT'S TIME FOR CLIENTS TO LEARN HOW TO **TRUST THEIR BODIES**

BY NAOMI MILLS

In any caring profession it's easy to take responsibility for someone else's healing when as Chiropractors, we know it's the body that has to heal itself. Communicating the idea of a whole, dynamic nervous system, where each part affects the other and is hugely impacted by our lifestyle and stress levels is a challenge. I have spent years trying to find different ways to educate my clients on the bigger picture of their health and found it frustrating when they didn't "get it." Encouraging clients to play their part in the healing process and take responsibility for their own life choices is not always comfortable and rarely easy.







IT HAS TAKEN A DECADE OF  
SMALL, CONSISTENT CHANGES  
FOR **HEALTHY HABITS** TO  
**BECOME PART OF MY  
NATURAL ROUTINE.**



The truth I came to realise is that *we* (Chiropractors) are not the answer, but they (those we serve) are. You can deliver the best adjustment in the world, but it's their nervous system that processes it. Like the human body, Chiropractic is much more than the sum of its parts, which is why I serve my clients best by adjusting them AND giving them a wider perspective on health. When clients understand the impact their daily choices have on their nervous system, it's much easier for them to see how it impacts their healing: that the control is in their hands, not mine. Otherwise, it's easy to over-rely on the power of the adjustment to transform people's health alone and put all the responsibility for results firmly at the Chiropractor's door.

When I first graduated in Chiropractic: I was so overweight and unfit that I struggled to walk up the

hill leading to my clinic. I was intimidated by my super healthy boss whose life and health seemed so sorted that I felt afraid to ask questions or admit I didn't even know where to begin to rebuild my own health. It took me nearly 18 months of working in that office before I found the motivation to drop one third of my body weight. However, it's taken many more years for me to make regular exercise a habit and develop other healthy life routines of meditation, wild swimming and eat a consistently healthy diet. Today, I could walk back into my first associate position and feel as though I fit in. But it has taken a decade of small, consistent changes for healthy habits to become part of my natural routine and I'm not done yet!

I have to wonder how many people come to a Chiropractic office and feel so intimidated by the sheer amount of work that's needed on their health that they either don't start or find a practitioner who will sell them the tempting myth of "it's a quick and easy fix." So how can we show our clients how to make small, consistent changes which will fit naturally into their life? For me, the answer came in sharing my own story of learning to trust my body in my book "You are the answer: why it's time to trust your body." In it, I position the individual where they belong: right in the driving seat of their health and future.

The book illustrates the importance of re-connecting with our bodies, understanding how they work and taking a good look at how we live our lives. The aim is that by showing people that they can trust their body, they can live a more balanced, healthy and happy life. It's not filled with new ideas, but they are presented in a new way. Through personal stories and those of my clients over the years it's a gentle, engaging and chatty read designed to make the more abstract concepts around health and the nervous system relevant and interesting. Split into 4 chapters, the book takes the reader on their own journey from discovering how their clever body works, looking at how we think about health, introduces the concept of reaching their full potential and then delivers practical ways on how they can change their health.

By sharing the impact that nervous system health has on their quality of life, readers are motivated to create new health-building habits that fit easily and naturally into their daily lives. It also highlights the idea that any symptoms they experience are signals from their body to be interpreted into action rather than hidden or ignored. It shows how anyone can make their body a friendlier place to live, no matter what their stage of life. I believe that empowering our clients to trust their own bodies will help them lead longer and healthier lives and see the value of long term Chiropractic check-ups playing their part in this.



In the six weeks the book has been available, more than 150 people have read it and the feedback has been overwhelmingly positive. Most memorable is a new client of mine who was recently diagnosed with motor neuron disease (MND). When I met him, he seemed emotionally broken: physically crumpled in on himself with a seemingly endless list of health complaints. On his second visit he said to me “I’ve read your book from cover to cover. I only wish I had read it 4 years ago and I might not be in this same position.” He went on to explain how his diagnosis of MND was made more devastating by the fact that he has spent the last 30 years of his life living in stress. He

questions people naturally have and gives them numerous ideas for health habits they can start for themselves. This allows the focus to be on Chiropractic when they come for the adjustments and they have a new appreciation for the ease it brings them.

My long-term goal for this book is to spread the message of health and the nervous system as far as possible. All profits



MAKE REGULAR EXERCISE A HABIT AND DEVELOP OTHER HEALTHY LIFE ROUTINES OF **MEDITATION, WILD SWIMMING** AND EAT A CONSISTENTLY **HEALTHY DIET.**

worked so hard that he still answered work emails while on holiday with his family, stopped doing hobbies and had little time for friends. This new diagnosis has made him acutely aware of the time he has lost to spend on his own wellbeing and quality of life. It was touching to hear how the Chiropractic message of health was helping him make sense of everything that’s happening in his life right now and the hope he has for having the best quality of life that’s possible from now on.

For me, helping people change their lives through their health is what makes me excited to go to my office every day. My way of facilitating this is through the adjustment but it is wonderful to show people that this is an important element of a much bigger picture. The depth of conversation I have with clients after they read the book is incredible. It answers so many

from sales are going towards an adapted version for teenagers in schools as I believe this is a vital time for young adults to start understanding their bodies and find healthy ways to manage and process stress. This book is also a gentle and engaging education tool to help my Chiropractic clients transition from pain-based care into nervous-system based care. I would love for you to read it and discover the value it holds for your office. The book is available via my website at [www.lifeandlightchiropractic.co.uk/serve/book](http://www.lifeandlightchiropractic.co.uk/serve/book). As a UCA member you can save 20% on the purchase price using the code UCA20. If you are interested in purchasing multiple copies at a bulk discount, please email me directly [naomi.chiro@gmail.com](mailto:naomi.chiro@gmail.com) and I will be happy to help.



**NAOMI MILLS**

Life and Light Chiropractic,  
Edinburgh  
[lifeandlightchiropractic.co.uk](http://lifeandlightchiropractic.co.uk)  
[naomi.chiro@gmail.com](mailto:naomi.chiro@gmail.com)

Naomi Mills has spent her working life in healthcare, first in mainstream medicine then as a Chiropractor. Through her own journey Naomi has come to see that there’s an important balance to be struck between the medical and natural approaches to health, one that could help us, our communities and our healthcare system as a whole.

# WHY YOUR PRACTICE DOESN'T NEED A "DIGITAL MARKETER"

BY LEE LAUGHTON

There is a stark contrast between digital marketing and building an online presence that matches the level of care you give in practice.

There are no quick tips or secret formulas that will help you get to a "£1,000,000 practice", and anyone trying to sell you their "special funnel" with promises of doing that is, for lack of a better word, full of it. Also, not everyone wants a £1,000,000 practice! But every chiropractor I've ever met does want to help the people in their community live a happier, healthier life.

We've found that the best approach to your online presence in the exact same way you built your practice. In line with your beliefs and vision, and with your patients in mind.

Marketing your practice is less about "conversion rates" and "cost per lead" than it is about providing high-quality valuable content that your patients and site visitors will find useful and informative.

Do this correctly and those analytics and numbers will take care of themselves.

## It's No Wonder Chiropractors Don't Like Marketing Themselves

One thing I've noticed is the internal struggle some chiropractors have when it comes to marketing their practice, something that shouldn't even be a thought when you are changing so many people's lives each and every day.

Having said that, I do understand why you feel this way.

Since working within the chiropractic industry, I have seen ad after ad telling chiropractors how they can create a "£1,000,000 practice" by "replicating this simple funnel" and while these funnels may bring you "leads" in the short term, you have to ask yourself, what will be the quality of these leads? and will this method be detrimental to your long-term plan and the reputation of your practice?

I've also received numerous messages on LinkedIn from marketers who see the word chiropractic but fail to even take the time to read my profile. I know this because the messages go something like this "Hey Doc, I'm looking to partner with a chiropractor in your city to send 20-30 new

leads a month, are you a good fit for this?" You can be sure that messages like these are nothing more than a script that has been sent out to every chiropractor on LinkedIn.

You know this when you read those messages, and I want to show you today that there's a better way to approach things online, a way in which you provide so much value that you feel comfortable and ethical when promoting your practice.

## Content Is King!

The reason I chose the name Blitz Digital Media and Not Blitz Digital Marketing for my business is because there is so much more to building an online presence than just marketing. And while paid advertising has its place, trust me when I say your results from it will suffer if you're not also adding value to build trust and authority.

It's like walking up to a stranger and asking them if you can adjust their spine without them knowing who you are or what you do. I think you'll agree that providing value (helping them discover what's causing their pain or problem) and building trust (meeting them in person, introducing the team and giving them an orientation and introduction to chiropractic) will help them to feel more at ease when the time comes to begin adjusting.

It's exactly the same online, the content you share online will build trust, show them you care and showcase your knowledge on a particular problem that they are experiencing.

So, take some time this weekend, brainstorm a few blog posts or video ideas and allocate some time each week to creating high-quality content for your website.

Even if you create the most well-produced 4k video for your Facebook ad, it's very unlikely someone is going to call you up immediately to book in for a consultation. What's more likely is that they will click on the button or the link you have in the caption, visit your website, spend a few minutes browsing each page; meet the team, about us, your blog page (if you have one) and your testimonial page. Then, they will make the decision whether or not to get in touch and book that new patient assessment.

And if they land on your page and you have no content, or your last blog post was 6 months ago, they're immediately going to be put off. That's just



“

**THE QUALITY OF YOUR CONTENT IS IMPORTANT FOR A FEW REASONS, FIRST OF WHICH IS THAT IT BUILDS TRUST.**



the way it works these days. People subconsciously expect a certain level of experience if they're going to interact with a business or brand. And though they will likely experience this in practice when they visit, it's also vitally important they feel that through your website and other digital platforms.

### Quality Is Queen

You will notice above that I have said “quality content” a lot. The quality of your content goes a long way, and this stands true for every element of your online presence

- Website
- Social media
- Email communications
- Paid advertising

The quality of your content is important for a few reasons, first of which is that it builds trust, adds authority and shows that you really care about your brand and have taken the time and effort to make something that looks professional and clean (you may be able to see a theme here).

There is a time and a place for the quickfire from the hip live videos shot on your phone but if you are asking someone to interact and invest in themselves by investing in you, then it's a good idea to take

the time to make that content as professional and polished as possible.

Creating high-quality content will really make you stand out in a crowd and show your audience the standard of care they are going to receive in your practice before they've ever stepped foot in your door.

### So, what I'm really trying to say here is this:

Too many people see their online presence or their “marketing” as a separate part of their business that has a bad taste to it (thanks to unethical marketers). But the truth of the matter is that the world's attention is online, and we live in an age where your digital presence is as important for your practice as anything you do offline, and smart practice owners are allocating as much energy to their online presence as they can.

It's kind of like the mask from the 1994 Jim Carrey movie, if you're a hopeless romantic then it turns you into “The Mask”, and if you're a baddie... well, you've seen the movie.

I've met a lot of chiropractors and I know you do what you do to help people to live a healthy life naturally, so please don't feel bad when you're marketing your practice.

And remember this, when using paid advertising, you are simply paying for the attention of people who are currently outside of your audience so that you can bring them as much value as you bring those who are smart enough to already be in your audience.

If you have any questions about creating an authentic online presence, then please don't hesitate to email me at [lee@blitzdm.com](mailto:lee@blitzdm.com) we offer free digital assessments for all UCA members and I'm happy to answer any questions you have free of charge.



**LEE LAUGHTON**

Lee Laughton is a student of personal development, a proponent of chiropractic and the owner of Blitz Digital Media, a complete media agency providing services such as content creation, social media marketing, email marketing, community management and branding to chiropractors across the U.K.



# HONEY TOASTED MACADAMIA NUTS & CRISPY BROCCOLI SALAD

## Ingredients

1 cup macadamia nuts  
1 tbsp honey  
2-3 large handfuls of rocket  
1 head of broccoli  
2 tsp Changing Habits Turmeric  
1 tsp garlic powder  
1 medium sweet potato  
(peeled if it's not organic)  
Changing Habits Coconut Oil for  
cooking each ingredient  
Changing Habits Seaweed Salt  
and pepper to taste  
Roughly 0.5 cup of homemade  
pesto or more if required, such as  
this one  
Optional: 1/8th cup olive oil,  
1/2 lemon or lime juiced

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



CHANGING  
**HABITS**

## Directions

1. Preheat your oven to 200C.
2. Chop up the sweet potato into your  
desired sized pieces. Place in a  
bowl and coat with 2 Tbsp melted  
coconut oil.
3. Line a baking tray with baking  
paper, and lay out the sweet potato  
pieces evenly.
4. Sprinkle with salt and pepper  
evenly, and place in the oven to  
bake for 40-50 minutes or until  
browned and crispy. The bigger  
your pieces, the longer it will need  
to bake.
5. Whilst the sweet potato is baking,  
chop the florets off the broccoli.
6. In a medium to high heated pan,  
add 3 Tbsp coconut oil, and then  
add the broccoli to start cooking.
7. Sprinkle with salt, pepper, garlic  
powder and the turmeric and fry  
for roughly 10 minutes, or until they  
become crispy and softer. Set aside.
8. In a small bowl, coat the macadamia  
nuts in the honey, and in a medium  
to high heated pan, add 2 tbsp  
coconut oil and then the honey  
macadamia nuts.
9. Stir consistently until they have  
become browned and crispy just like  
the photo.
10. Once all is cooked, allow each  
ingredient to cool just slightly so it  
doesn't immediately wilt the rocket.
11. Lay out the rocket, and then top  
with each ingredient evenly, sprinkle  
with salt and pepper and an extra  
drizzle of olive oil and/or lime/lemon  
juice if you feel it needs it.
12. Enjoy!



## DATES FOR YOUR DIARY

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



## UCA CPD HUB

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

**Episode 5: 6th August 2021 – 8pm**  
with guest speaker Ben Le Vesconte

**Episode 6: 2nd September 2021 –  
8pm** with guest speakers Jamie Ellis  
and Judith Torstvedt

**Episode 7: 7th October 2021 – 8pm**  
with guest speaker Kerry Sissins

## CHIROPRACTIC ESSENTIALS

Saturday 6th and  
Sunday 7th November 2021



# CLASSIFIEDS SUMMER 2021

## 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](mailto: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

### HEY DOC, WANT TO BE PART OF AN AWESOME TEAM IN HEXHAM, NORTHUMBERLAND?

Are you seeking a meteoric rise to amazing practice success and want to 'fast track' the process? Then look no further as we can provide the mentorship and coaching to get you there!

With nearly 30 years' practice experience, including involvement in several business & personal development mastermind groups, means our principal Chiropractor can provide unbelievable added value to the new associate making this an exceptional opportunity for the right person. Plus...

- Assistance with GCC fees and PI insurance (first year)
- In house training/CPD
- Full support team

Practice spec

- Open plan, high energy, happy environment
- High tech diagnostics (DR x-ray facilities /DACBR reporting, Myovision sEMG, InBody)

We are looking for an ambitious, high energy, team player with a 'can do' attitude. If you want the ultimate life success formula, then you'll fit right in.

In terms of location, Northumberland offers everything for both individuals and families. We have the ultimate lifestyle enjoying the best of rustic country living and cosmopolitan city life.

Please apply to

[contact@aligned-chiropractic.co.uk](mailto:contact@aligned-chiropractic.co.uk)

### ARE YOU THE PASSIONATE, HIGH ENERGY & MOTIVATED ASSOCIATE CHIROPRACTOR WE ARE LOOKING FOR?

Are you driven by providing wellness based clinical outcomes & do you thrive on personal & professional development? If so, this could be your dream role!

Video, further details & apply at

[www.duiganchiropractic.com/careers/](http://www.duiganchiropractic.com/careers/)

### ARE YOU LOOKING FOR A LIFESTYLE CHANGE?

Island lifestyle with warmer climate, miles of clean beaches with a modern / metropolitan living, lower tax rates and no language barrier.....

Welcome to practicing in the British Isles. We have a waiting list referral practice in desperate need of an experienced Chiropractor to immediately take on the overflow of patients that need care.

Specialising in multi-disciplinary care we are the leader in our field focusing on a 360-degree approach to health and wellbeing.

#### WHY ALIGN?

- Busy waiting list referral practice
- Full support & training
- GCC and UCA fees covered
- Regular company social events
- Well established business
- Taking over from previous associates - 50-70 visits per week
- Rare licence which enables the licensee opportunity to purchase Jersey property immediately or rent qualified properties.

#### WHY JERSEY?

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

#### Want to find out more?

Contact Georgia Blease at  
[Georgia@align.je](mailto:Georgia@align.je)

#### 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

### MAKE A TRUE IMPACT ON PEOPLE'S HEALTH BY BEING THE CHIROPRACTOR YOU WANT TO BE

Our clinic established in the heart of the Maidenhead community has a unique opportunity for a new chiropractor to join our team. Due to one of our chiropractors reducing their hours, this vacancy full or part-time has a huge demand of patients.

We are here to allow our patients to live their life to the fullest by providing tailored treatment to their needs and providing them with the tools that allow them to stay active.

Offering a clean, professional yet personable clinic our patients become part of community that genuinely cares for their wellbeing. We are trusted, relied on and keep no secrets when it comes to educating them about maintaining their health and wellbeing.

The successful applicant for the role will be looking to establish a long-term relationship with our team, hitting the ground running. You will also have business opportunities available to you with your continued service.

Contact [jenni@activehealthclinics.com](mailto:jenni@activehealthclinics.com) to apply for the role or call us on **01628 626565**

### ASSOCIATE POSITION AVAILABLE

Fantastic opportunity to join a busy, friendly and thriving practice in South Wales. Clinics in Cardiff and Newport  
Busy full schedule

Excellent %

Retainer paid for the first 6 months

PRTS and training if required

Friendly, positive team environment

Guaranteed flow of new patients each week

Please send your cv and cover letter to Michelle on [info@axischiropractic.co.uk](mailto:info@axischiropractic.co.uk)

### THIS IS AN EXCELLENT OPPORTUNITY FOR AN EXPERIENCED CHIROPRACTOR IN OUR MILTON KEYNES CLINIC

- Full time position.
- Outgoing chiropractor is currently seeing a steady patient base of 80-100 patients per week.
- OTE of £100,000 per annum
- Regular provision of New Patients
- Full time Marketing team
- Position to suit a chiropractor of 2+ years with a proactive attitude to sustaining and building a solid patient base.

-Onsite Digital x-ray DR facility.

Please apply with CV to  
[drlawrenceking@gmail.com](mailto:drlawrenceking@gmail.com)

### WE ARE SEEKING A PASSIONATE AND PURPOSE DRIVEN CHIROPRACTOR TO JOIN OUR CHICHESTER CLINIC

We are Michael and Rebecca and own 2 clinics in West Sussex, having 30+ years experience in the Chiropractic and Health Care industry

We are seeking a passionate and purpose driven Chiropractor to join our Chichester clinic. Someone who wants to transform the lives of their community, one adjustment at a time. Someone who believes in the power of a specific Chiropractic adjustment, delivered with precision and focus.

We have onsite digital x-ray facilities, touchscreen and standing workstations in treatment room's and CA's whom manage reception, payments and bookings and take the x-rays on a daily basis.

Taking over an existing client base, you'll be averaging over 200 adjustments a week, with plenty of room for growth.

We offer training from ourselves and some of the best Chiropractors in the world. As a team we coach where needed on adjusting technique, subluxation detection, X-ray exposure/diagnosis and best practice patient communication.

#### What we require;

- GCC Registration and Qualifications
- Cover letter
- Experience in a high volume clinic

#### What we can offer;

- Target earnings of £100,000 - £140,000 per year.
- Minimum 4 days

[admin@chichesterchiropractor.co.uk](mailto:admin@chichesterchiropractor.co.uk)

### ARE YOU: PROFICIENT AT ADJUSTING HAVING WORKED FOR AT LEAST 5 YEARS, BUT ARE READY TO TAKE THE NEXT STEP IN YOUR CAREER?

Comfortable with volume?

Practice with a strong philosophy but keen to support that with science?

Keen to make this work for you?

Our lovely Associate is heading back to Australia after almost 5 years with us. We are looking for someone who can take over the care of his patients as well as grow their own "following".

OTE of £70+k pa working a 20 hour week. Fabulous work/life balance practising in a rural location an hour from London and on the edge of the Cotswolds.

Overnight accommodation on site can be provided if required. We know it has to work for you if it is to work for us.

Formal learning in functional neurology will be provided and supported in a clinical setting.

We know that understanding the science that supports the philosophy, promotes a lifelong passion that means this is not "work".

Apply to [kerrysissins@hotmail.com](mailto:kerrysissins@hotmail.com)

### BRILLIANT NEWS!!! WE ARE HIRING.

During the past 12 months Fulham's two premiere Chiropractic clinics joined forces to form The Centre, in leafy Fulham London.

We are an evidence-based multidisciplinary team with combined clinical experience over 30 years, committed to educating and leading our community to achieve abundant health and well-being.

Do our core values resonate with you? Energetic, Reliable, Efficient, Motivated, Respectful and Responsible. We are looking for the right associate who is happy and content to contribute their skills and knowledge to our Team. We offer support and coaching as we learn and grow from each other's experience.

Whether self-employed or employed, new graduate or more experienced, we believe everyone is an individual and approach each applicant as such, providing a package that best suits you.

If this sounds like you, please contact us to have a chat or set up an interview.

Tel: **0207 731 7640** and ask for Ola

Email: [admin@thecentrefulham.co.uk](mailto:admin@thecentrefulham.co.uk)

Insta: [@the\\_centre\\_](https://www.instagram.com/the_centre_)

FB: [www.facebook.com/thecentrefulham](https://www.facebook.com/thecentrefulham)

Website: [www.thecentrefulham.co.uk](http://www.thecentrefulham.co.uk)

We look forward to meeting you.

### SPRING 2021 START IN ESSEX

30-35 hours per week at Life Chiropractic

Our current chiropractors are working to near full capacity and we are seeking a dedicated chiropractor to meet the demands of our growing client base.

Life Chiropractic Clinics are proud to be part of the largest chiropractic group in Essex. Join our successful and dynamic team which currently consists of chiropractors, soft tissue therapists and full team of chiropractic assistants. We also benefit from in-house clinic marketing and support team allowing YOU to focus on treating your clients.

Earn 70K+ on 30 hours per week with our implemented bonus structure

Other benefits include:

- An initial retainer to make sure you are not stressed about finances
- First year GCC fees paid
- Accountancy fees paid
- An initial bridging loan available to get you started

If you have a keen interest in health and wellness and are looking to work alongside a driven and passionate team to deliver the highest standard of patient-centred care, then get in contact with us today.

Please send CV and covering letter to [lifechiropracticjobs@gmail.com](mailto:lifechiropracticjobs@gmail.com)

### CHIROPRACTOR WANTED! FOR THE BELFAST CHIROPRACTIC CLINIC

Want to build your own practice at our busy, well established clinic?

We are looking for an associate Chiropractor to join us at the Belfast Chiropractic Clinic & Complementary Therapies.

Our new recruit would have an ideal opportunity to quickly build their chiropractic practice within our reputable, family orientated Clinic.

They would join a strong, supportive team of 4 Chiropractors. Each has an integrated care approach to patients' chiropractic management and well being. We readily refer and co-manage patients with the Massage, Cranio-Sacral, Nutritional and Mind Coaching therapists on our Clinic Team.

This would also be a wonderful opportunity to tap into the highly experienced paediatric chiropractic care and mentoring available from specialist, Anne Matthews.

Please email your CV and motivation letter to [admin@belfastchiropracticclinic.com](mailto:admin@belfastchiropracticclinic.com)

Check out our Clinic:  
[www.belfastchiropracticclinic.com](http://www.belfastchiropracticclinic.com)  
& on FaceBook



### OCCASIONAL, PART-TIME, LOCUM NEEDED IN EASTBOURNE

We're used to Locums, so if it's your first time doing something different don't worry. We're a friendly bunch and will look after you.

Happy to agree the ad-hoc shifts that suit your lifestyle and other commitments. You need to be totally reliable, a competent diversified adjuster, confident and at least 18 months experience.

Suit Sussex, Surrey or Kent based chiropractor looking for some extra work.

Call James Revell, Clinic Director on **07830 107558** for a chat.  
**James.Revell@LushingtonChiropractic.com**  
**www.back.blog.co.uk**

Lushington Chiropractic, Eastbourne, East Sussex

P.S. We also have a permanent associate opportunity available if you're looking for a permanent position  
**www.backblog.co.uk/career/**

### VIBRANT CHIROPRACTOR TO SERVE THE FAMILIES OF MANCHESTER

Want the buzz of Manchester City and the beauty of the Peak District with a dream job?

Plentiful New Patients, established over 10 years

4 Weeks paid Induction

Ongoing training programme & collaboration with experienced D.C's (13 yrs +)

Are you looking for an inspiring role to become the best doctor for your patients?

Learn how to become an expert in family care for your community.

Work with passionate chiropractors and supportive CAs to enjoy a fun family-focused practice.

Employed position, basic salary plus bonuses. UCA and GCC paid.

Email: **info@body-evolve.co.uk**  
**Body-evolve.co.uk**

### ASSOCIATE CHIROPRACTOR/GRADUATE - LEIGHTON BUZZARD

Join our happy compassionate team for patient centred care at its best. Full time position available taking over full patient base. Lovely clinic at the heart of the healthcare community in our town. Respected and trusted for over 20 years.

Please send your CV and covering letter to: **jobs@chirozone.co.uk**

**https://chirozone.co.uk/jobs**

### OUTSTANDING ASSOCIATE GRADUATE OPPORTUNITY AVAILABLE NOW

Based in Gidea Park Essex

- Don't miss out on what we can offer you!!!
- The opportunity to create a busy client list
- Full time position with excellent work/life balance
- Great salary
- GCC/UCA fees paid
- Great support/ social life
- Newly refurbished centre
- Computerised notes
- Career progression
- Weekly team coaching
- Seminars as part of our training programme

We are looking for someone who is:

- Outgoing
- Interested in personal development
- Keen to grow in a supportive empowering environment
- Love animals (we have a team dog)

Our passion at nurture chiropractic is to give you the best start, so send your application to sue

**cvs.4.nurturechiro@gmail.com**

### ASSOCIATE POSITION AVAILABLE IN BRIGHTON

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

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

**www.chiropractor-brighton.co.uk**

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

### ASSOCIATE POSITION AVAILABLE - NORTH YORKSHIRE

Our growing clinic is looking for a motivated chiropractor to join our friendly team, delivering outstanding chiropractic care to the local community of Harrogate. A full-time employed position with a mixture of shifts consisting of morning and afternoon starts, alongside cluster booking, allowing you to make the most of your time outside of work.

Guaranteed retainer plus performance-based bonuses

**https://www.falconchiro.co.uk/associate**  
**info@falconchiro.co.uk**

### ASSOCIATE CHIROPRACTOR-WEST CHIROPRACTIC, SURREY

Do you want to be busy? Do you want to make an impact?

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

Are you looking for a role where you can grow?

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

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

What we will provide:

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

Minimum guaranteed first year salary of £40k plus clear bonus structure in place.

20 paid days off per year

All insurance and GCC fees paid.

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

Clear achievable targets to progress within the practice.

Click the link for more information  
**https://westchiropractic.lpages.co/associate/**

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

### WE ARE LOOKING FOR A LOCUM CHIROPRACTOR FOR AN 8-WEEK MATERNITY COVER IN LITTLE STOKE, BRISTOL (OPPORTUNITY TO STAY ON PERMANENTLY)

If you are an experienced, caring, and passionate Chiropractor that confidently can step into a busy (but super organised) practice - we would love to hear from you!

What is on offer:

- 8 weeks cover starting 30th July, 2021
- You will be seeing around 125 patients per week in 25 patient contact hours.
- Our clinics are open plan, state of the art and beautiful. Designed for ambitious and loving chiropractors.

Please visit our careers site to find out more about us:

**https://chiropracticjobs.com/**

- Experience of practicing Diversified Technique is essential.

This is a fantastic opportunity work with a team like no other. And if you will love it as much as we do - there will be a possibility to join the Willow at the end of the cover period.

GET IN TOUCH TODAY:

**people@willowlife.co.uk**

## ASSOCIATE/CHIROPRACTOR REQUIRED

### ASSOCIATE POSITION WITH MENTORSHIP PROGRAMME - POOLE, DORSET

£44,000+ P.a. Package

**SALARY:** £28,000 p.a. + Team Performance Related Pay

**BENEFITS/TRAINING:** £16,000 benefits and training package

We pay throughout the duration of your employment:

- GCC registration fees
- UCA membership fees
- Training and development seminars/conferences (CPD is sorted)
- Locum cover and paid holiday (5.6 weeks) (no need to stress, worry or pay for your own cover)

#### Other benefits:

- 2 - 4 weeks management/technique training when you start to hit the ground running.
- Mentorship and ongoing Support
- Growth potential within the company
- Brand Activation Opportunities
- Learning and Skill development
- Clear, fair and detailed employment contract (no need to deal with accountants/tax returns!)
- Pension plan
- Work/Play by the sea and new forest on your doorstep with Poole, Sandbanks and Bournemouth right on your doorstep.

For more info go to:

<https://offers.lifebalancechiropractic.co.uk/hiringchiropractors>

Demand for this role is expected to be high

### ASSOCIATE POSITION IN THE BEAUTIFUL CITY OF YORK WITH IMMEDIATE START

Opportunity to join our very busy practice full time here in the city of York.

Located on the Northern aspect of the city the clinic is on the main A19 heading North to Harrogate the clinic is within 7 minutes walk of York Minister and the train station.

The Clinic has now been running for 7 years and the current waiting time for New Patients is over 4 weeks.

We use Practice Hub front desk booking software which is easy and accessible.

Dr Paul Stick, the Chiropractor here at Simply Chiropractic with over 40 years of Chiropractic experience would be happy to mentor and support the right associate as necessary.

Furnished shared accommodation also available within 5 minutes of the clinic.

All enquiries by email in the first instance to Dr P E Stick

[info@simplychiropractic.co.uk](mailto:info@simplychiropractic.co.uk)

**Simply Chiropractic**

**74 Clifton York YO30 6AW**

[www.simplychiropractic.co.uk](http://www.simplychiropractic.co.uk)

### INCREDIBLE ASSOCIATE OPPORTUNITY IN THE BEAUTIFUL ISLE OF MAN AND SUNNY SOUTH EAST UK

Looking to join a true "win-win" associateship (in the Isle of Man) that will be able to teach you to become an EXPERT in both structure and function of the spine and nervous system? Afterwards, would you like the opportunity to go on and run a cutting-edge chiropractic and wellness centre in South East UK/Greater London area?

Some of the benefits:

- Hands on adjusting and rehab training where you will learn how to achieve remarkable spine and posture correction as evidenced from digital x-ray and posture analysis from one of only two European based Advanced Chiropractic Biophysics (CBP) Practitioners.
- Full access to all our online training programmes to enable you to become a very successful, results orientated chiropractor and communicator.
- Work alongside our amazing team to help you become a very successful chiropractor and business operator.
- An excellent remuneration and bonus structure that looks after associates well.
- GCC registration and UCA fees covered for the first year.

Interested?

Contact: Dr Neil Thompson  
Email: [cbpclinic@gmail.com](mailto:cbpclinic@gmail.com)  
[www.align4life.com](http://www.align4life.com)

### CHIROPRACTIC ASSOCIATES REQUIRED - BOURNEMOUTH & HORSHAM

Associate positions available 3-to-5 days/week working in our Westbourne/ Bournemouth (Dorset) or Horsham (1 hr south of London) clinics. The associate will work three or five days per week, depending on their availability and income needs. There is the possibility to see between 40 and 120 patients per week. Guaranteed minimum income of £24k pa with £35k-to-£55k being more likely 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 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](http://www.britchiro.com) for videos and more information about our clinic group.

E-mail your CV with a cover letter to [britchiro@gmail.com](mailto:britchiro@gmail.com) to register your interest.

### ASSOCIATE CHIROPRACTOR - JERSEY (CHANNEL ISLANDS)

Live, Work & Play in Beautiful, Sunny & Safe Jersey (C.I.).

- Position - Full-Time Associate position within a well-established multi-disciplinary Chiropractic/Wellness Centre with large referral network.
- Patient Base - Take over existing patient base (6-months) + build additional patient base thereafter.
- Mentoring - 2x Principle Chiropractors (40+ years experience) available for professional development.
- Connectivity - U.K. (Southampton) = 30 min (London) = 40 min / France (St. Malo) = 1 hour.
- Location - Stunning waterfront location in Jersey (St. Helier) within a beautiful & newly developed modern premises.
- Salary - Sliding scale Commission + minimum guaranteed monthly income.
- Taxation - Channel Islands = circa 20%.
- Starting Date - June/July 2021

Please send your CV and a covering letter to:

[admin@the-wellness-centre.com](mailto:admin@the-wellness-centre.com)

For more information on our centre please see our website:

[www.jerseychiropractic.com](http://www.jerseychiropractic.com)

### WELLNESS PATIENT BASE READY TO TAKE OVER

Walk into my established patient base of 125 visits per week, South West UK.

<https://player.vimeo.com/video/531658087>

Feel like you're not fulfilling your potential? Willow offers you the freedom to practice your way by providing you with the support, coaching and resources to guarantee continued success.

What is on offer:

- I am moving to another Willow clinic closer to home so we are looking for someone to take on my gorgeous patients.
- Established wellness practice with a consistent stream of new patients; I am currently seeing over 125 visits per week in 25 patient contact hours.
- Take over my income of more than £100,000 per year.
- Benefit from Willow's world-class coaching program.
- 3 days off per week - a fantastic work life balance with low stress.
- Our clinics are open plan, state of the art and beautiful

The hard work has already been done - this is a very unique opportunity to walk into a practice that most chiropractors can only dream about.

GET IN TOUCH TODAY:

[people@willowlife.co.uk](mailto:people@willowlife.co.uk)

[www.chiropracticjobs.com](http://www.chiropracticjobs.com)



### OPPORTUNITY IN HONG KONG

Our group is one of the largest health care service providers with more than 20 centres throughout Hong Kong, Macau, China, Australia and Singapore.

- Registered Chiropractor
- Position Based in Hong Kong
- Attractive Remunerations
- Comprehensive Medical Equipment

Interested parties please whatsapp (852) 55953800 or send resume to [recruitment@perfecthealth.hk](mailto:recruitment@perfecthealth.hk)

### 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

### EDINBURGH CITY CENTRE: A FANTASTIC OPPORTUNITY TO WORK IN ONE OF SCOTLAND MOST ESTABLISHED CLINICS

A position for a full-time associate chiropractor has arisen for a new graduate or an experienced chiropractor. The successful candidate will take over an existing patient list of six years and have the opportunity to grow the list. We offer a mixture of techniques at the clinic ranging from Diversified, Gonstead and Activator. Our team is made up of 10 staff including massage therapists and podiatrist who work alongside the chiropractic team.

Edinburgh is one of the most vibrant cities in Europe, it's full of culture and history and is on the doorstep of the beautiful Scottish Highlands. Our clinic, which opened 13 years ago, is based in the city centre and is one of the most established clinics in Scotland.

[info@capitalchiropractic.co.uk](mailto:info@capitalchiropractic.co.uk)

0131 226 1336

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

### CHIROPRACTIE CENTRAAL STARTED IN 2017 SINCE THEN OUR TEAM HAS OPENED SIX BUSY PRACTICES IN THE NETHERLANDS

We are looking for more chiropractors to join our expanding team in 2021.

The Netherlands has a high standard of living, it has a large international expat community and welcoming locals. It has incredible access to the rest of Europe.

We mostly practice diversified technique and aim to provide great affordable care to all of the Netherlands.

We are offering a full employment contract with a fixed 44,000 euro base salary and bonuses as well as full employment benefits and the 30% Dutch tax benefit for highly skilled workers (for qualifying candidates).

Have a look at our website to find out more about us. If you think you'd make a good fit for our company and you like to join us in practice and maybe on a few weekend trips send your cv and cover letter to [george@chiropractiecentraal.com](mailto:george@chiropractiecentraal.com)

### DO YOU WANT THE ABILITY TO SHINE?

Are YOU a skilled, professional chiropractor looking for a positive, patient-centred working environment? Are you a mature, intelligent and highly-driven individual?

#### ABOUT US...

We run a multidisciplinary clinic focussed on family and wellness care in Fife, Central Scotland encompassing total body health care.

Our international team are expertly trained in X-ray diagnostics and application, nutrition and sports injuries and the principal chiropractor has a post-graduate degree in pregnancy and paediatric care and a masters in business.

#### ON OFFER...

- Salary range £80 – 96K depending on experience and abilities
- You can take the position as self-employed, as a company or employed, please state your preference when applying
- A generous bonus scheme
- Buy in options
- Visa sponsorship
- Professional development including in house CPD hours
- Accommodation initially to ease the pressure of your relocation
- Overall superb work life balance
- In-house loccuming to support your family time

All this and more for the type of candidate who is looking to achieve patient-centred care.

Get in touch to discuss your future with us;

CV and cover letter to:  
[fifeassociate@gmail.com](mailto:fifeassociate@gmail.com)

### OUR MISSION IS TO PROVIDE PLACES IN THE COMMUNITY WHERE PEOPLE CAN GO TO UNLOCK HIGHER LEVELS OF HEALTH AND HUMAN POTENTIAL WITH CHIROPRACTIC AT ITS CENTRE

Goose Lane Clinic and Hollings Lane Clinic have an exciting opportunity for YOU to join the DREAM TEAM.

- Joining the Dream Team means:
- Joining a family
- Working in vibrant and busy wellness clinics
- A full time position
- Support

Great mentorship program with weekly and monthly session as well as 1:1 and group training which is tailored to YOU Paid for and contribution towards CPD events throughout the year, every year A team working hard to help you build and sustain your ideal practice member base

Living in the centre of the country in close proximity to The Peaks, Derbyshire, North Yorkshire Moors and Yorkshire Dales with brilliant transport links to Manchester, Leeds and London.

Fantastic pay with earning potential upwards of £50k

Get in touch:

[tom@gooselaneclinic.co.uk](mailto:tom@gooselaneclinic.co.uk)

To find out more about us:

<https://www.youtube.com/watch?v=DrpuUO93VAY>

### URGENT- THIS IS IT! DOCTOR OF CHIROPRACTIC WANTED! START DATE 26TH OF MARCH!

Aberdeen Chiropractic Clinic

Aberdeen, UK Full Time

Compensation: £80,000 to £120,000 Annually

What we offer and what's unique about Aberdeen Chiropractic Clinic?

- Aberdeen is a very affluent area with very low competition.
- An abundance of new and old clients every month.
- Our brand name is second to none in the area.
- A beautiful traditional listed building with four treatment rooms.
- On-site x-ray and Thermal Imaging Facility.
- The local area is amazing for people loving nature, and the clinic is just a small walk from town.
- Brilliant for families with excellent local public and private schools.

Applicants are preferably UK registered with the General Chiropractic Council

[eline.pedersen@aberdeenchiropracticclinic.com](mailto:eline.pedersen@aberdeenchiropracticclinic.com)

[aberdeenchiropracticclinic.com](mailto:aberdeenchiropracticclinic.com)  
+357 96 404021

## ASSOCIATE/CHIROPRACTOR REQUIRED

### CHIROPRACTIC ASSOCIATE POSITION IN READING, BERKSHIRE

An exciting position available in a busy Chiropractic Biophysics (CBP) based practice in Reading. We have a waiting list for new clients, therefore expanding the team to allow for abundant growth and to serve our local community. Our focus is on structural corrective care, wellness care and helping as many of the local community and surrounding areas as possible, to live a happy and healthy life.

#### Benefits:

- T-bar adjusting area, open plan rehab and traction area.
- High quality DR X-ray facilities
- Well trained and highly experienced Chiropractor and team
- One-to-one coaching
- Expand your knowledge of chiropractic and advanced biomechanical traction
- Wealth of new clients
- A positive buzzing environment
- Tuesday to Saturday half days with work/life balance
- GCC fees paid for the first year
- Team training, seminars and socials

#### Person Specification

- Interested in the CBP technique (no previous experience needed)
- Trained in the Diversified technique
- Willingness to be coached and enjoys a high energy environment.

Please apply to Bruce & Holly Hilligan:  
[holly@optimalalign.co.uk](mailto:holly@optimalalign.co.uk)

### EXPANDING FAMILY FOCUSED CLINIC IN BEAUTIFUL NORTH OXFORDSHIRE VILLAGE SEEKING ASSOCIATE.

We're a fun, busy family-based practice with a great reputation looking to expand so we can serve and support our local community even better. We're at capacity in our referral based clinic with a waiting list for new patients and are looking for someone keen to work around family life in a heart centred community practice. Our focus is on family care and wellbeing and we have great relationships with local health practitioners to support this.

The ideal candidate is willing to work flexibly, to include weekends and a few evenings and keen to get involved in community activities. Support and training available including GCC fees paid for the first 2 years.

Please send all CV's and covering letters to Mel at:

[info@activefamilychiropractic.co.uk](mailto:info@activefamilychiropractic.co.uk), or call **01869 722053** for further information.

### EXTREMELY BUSY FAMILY PRACTICE ONLY 25 MINUTES FROM THE CENTRE OF EDINBURGH

We are an extremely busy Family Practice based in the centre of beautiful East Lothian with countryside and beaches on your doorstep but only 25 minutes from the centre of Edinburgh

We currently have a 3 week waiting list for New Patients and need to hire an Associate to join our team.

Salary will be a generous % base and other perks.

Please submit your cover letter and CV to: [themelbournes@melbourne-chiropractic.com](mailto:themelbournes@melbourne-chiropractic.com)

## CLINIC/PRACTICE FOR SALE

### CLINIC SALE DUE TO RELOCATION, SUTTON-LONDON

Central location on a busy high street, next to main train station

Recently refurbished, fully equipped including digital X-rays facilities, physiotherapy modalities (electrotherapy, ultrasound, hydrotherapy) and traction table

Excellent reputation

Large patient base, new patients every week despite COVID-19

Established for over 20 years

Spacious clinic with separate treatment rooms and open space

Handover support

Contact: [info@alignedhealthclinic.co.uk](mailto:info@alignedhealthclinic.co.uk)

### PRACTICE FOR SALE WINDSOR

A unique opportunity for those who want to work from home.

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 over 2.5 days.

Contact Louise  
[info@windsorchiropractor.co.uk](mailto:info@windsorchiropractor.co.uk)

## CLINIC/PRACTICE FOR SALE

### EARN AN EASY £140K PER YEAR! PRICED LOW AT ONLY £110K FOR A QUICK SALE

Deposit taken with an optional payment plan for the remainder.

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

The clinic has been established for almost 25 years and has great reputation. Great location close to Glasgow's cosmopolitan west end. Close to the city yet only 30 mins drive to beautiful countryside.

Profit averages £136k per year over the last 6 years with low overheads. Friendly and long standing patient base. Professional and well trained front desk staff. Easy to run clinic setup with paperless notes. X-ray facilities. Patient visit numbers are at pre-Covid levels.

I'm happy to stay on for shadowing/transition period to ensure smooth handover.

Please contact me at  
[chiroglasgow@hotmail.com](mailto:chiroglasgow@hotmail.com) if you would like further details.

### BRISTOL CLINIC FOR SALE

Emigrating April priced for quick sale.

Small practice in multidisciplinary clinic in the heart of Clifton.

10 hours per week, great patient base.

Ideal for someone looking to develop their own practice, plenty of potential in the area. Happy to provide ongoing support and training for small number of vestibular rehab cases.

[louise@thebodycompass.com](mailto:louise@thebodycompass.com)

## EQUIPMENT

### METRON S'CHIRO SERIES DROP TABLE

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