

33

UNITED CHIROPRACTIC ASSOCIATION

ISSUE 59 | WINTER 2020/21

PRINCIPLES

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The Climb to the Top has Never Been Harder and Easier

By James & Sophie McDermott

FORBIDDEN
ANATOMY

Timothy Saltys

IMPOSTER
SYNDROME

Kelly Melnikova-Rhodes

GLUTEN
SENSITIVITY: THE
SILENT PANDEMIC

Dzvenislava Zadvirna

THE 4 PILLARS OF
YOUR PRACTICE'S
ONLINE PRESENCE

Lee Laughton

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The 4 Pillars of your Practice's Online Presence



MEET THE UCA TEAM

YOUR UCA HEAD OFFICE TEAM AND CONTACT POINT



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PRESIDENT'S REPORT

Dear Members,

Welcome to the Winter edition of the 33 Principles. As I write our lives are still being dominated by Covid-19 and after emerging from a national lockdown in Spring we entered another in England with variations of such in Scotland, Wales and Northern Ireland. Whilst lockdown two is not as extensive in that schools are still open thankfully for those of us who have children I have observed a different attitude towards it. The public have been living with Covid-19 for several months now and we have all adapted how we live including our practices to take account of this. People have a greater understanding of what it is and isn't and what they are expected and prepared to do. The experience of the first lockdown was not pleasant for many particularly with Chiropractic services being greatly restricted in that only urgent care rather than routine care was available for many. There was an overriding public and community sentiment of let's do the right thing and look after each other as we are all in this together. Whilst that community spirit is still there now people realise they also have to look after themselves.

How does this play out for our profession? The feedback we have been getting is that after the initial lockdown practices bounced back if I may use that parlance and demand for care has been strong. The strategies we covered for staying in contact with your practice community, the added value you provided and extra mile many of you went to has been appreciated and paid off in that many practice members have returned with a greater appreciation of the importance of their care. Fortunately the Health Protection (Coronavirus, Restrictions) (England) (No. 4) Regulations 2020 which are an update to the legislation in March explicitly state that Chiropractors can remain open. What we saw in lockdown one was that the public did not exactly want us closed however were reluctant to venture out whereas now the opposite has been true where they wanted us to remain open and keep attending for care. The number of times I have been asked "You aren't closing are you...?" has been numerous.

Our practice communities value their care and their health and have not wanted to suffer as they did in lockdown one. Covid-19 is not going away soon and by March it will have been a year since it has significantly impacted on people's lives. You can change your health to a significant degree in a year either way. We are well placed to be having those conversations about promoting health and being proactive in dealing with the extra stresses that many are under in a sustainable way. We can have those conversations about how to improve health, ways to better adapt to stress and lifestyle changes rather than just focusing on avoidance without claiming that Chiropractic boosts immunity or treats Covid-19 in keeping with the advice from the GCC.



THE NUMBER OF TIMES I HAVE BEEN ASKED "YOU AREN'T CLOSING ARE YOU...?" HAS BEEN NUMEROUS.



We have had to adapt, as an Association also and there have been many positives as previously mentioned such as the increased engagement with the membership digitally and with the head office. It has been gratifying to be able to help our membership navigate the challenges we have faced this year and the head office team has appreciated the many kind words. We had our first ever virtual Chiropractic Essentials (CE) in 20 years and it was well received. Who would have thought that in Spring as we saw Heidi Haavik on stage that we would be listening to her as it happened by candlelight due to a power failure in New Zealand in the autumn. She is a worthy winner of the Stuart Rynsburger award for contribution to Chiropractic. I also congratulate the student award winner Innana Botros, C.A award winner Carly Mullen and D.C winner Roger Wood, all well deserved.

We wish you well as we come into the Christmas period and that you can celebrate and appreciate the important things in life with the important people in your lives.

As always we are here at the UCA to help serve, grow and protect by the profession for the profession as the heart and home of chiropractic in the U.K.

Best wishes,

On behalf of the UCA executive.

Paul McCrossin, President UCA.



PAUL McCROSSIN
President, UCA

STUDENT **REPORT**

STAYING FOCUSED



We were disappointed to have to cancel a lot of our events, that we had planned for you this year. Even though we are unable to do anything right now, we are still busy planning talks and workshops with top Chiropractors to supplement your studies in the near future. Some of these may be hosted online, just keep an eye out for any updates and make sure that once everything settles down, you are able to take advantage of these brilliant events.

Most importantly, don't forget to reach out if you need help or assistance in the next few months, while the situation is ever-changing, our role as Chiropractors stays the same. Remember to keep focused on your future goals, work hard, and hang in there.

Yours in unity
Sari Botros



**BE KIND FOR EVERYONE
YOU MEET IS FIGHTING A
HARD BATTLE.**

As the current situation continues to change, we know that you as students will be finding your experience vastly different from expected and no doubt you will be facing new challenges both practically and emotionally.

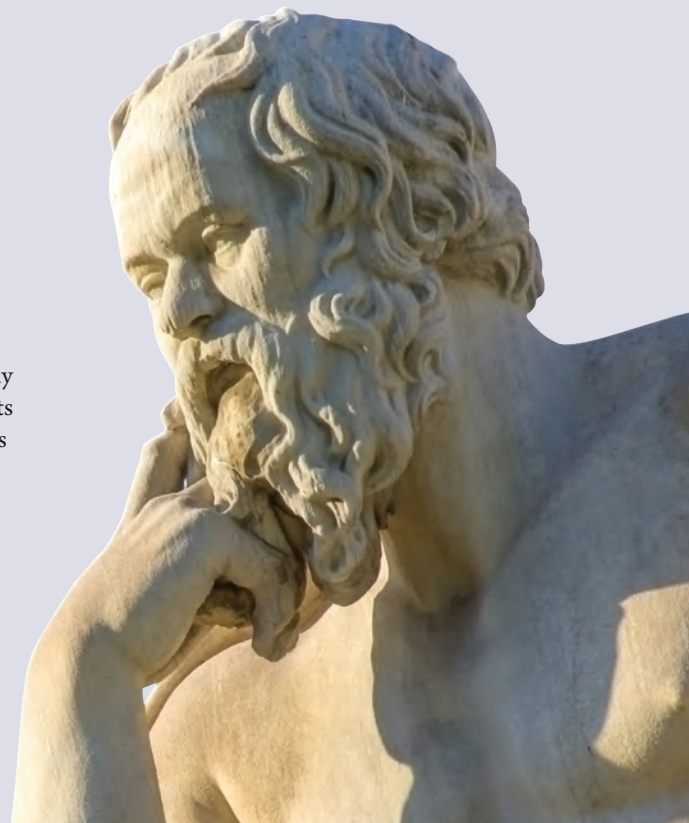
Furthermore, some of you may have found this time philosophically challenging.

As Chiropractors we understand the human body has a great capability to heal itself and many students will have gone to study in the hope their institutions support this and other Chiropractic principles.

Take inspiration from Socrates, "Be kind for everyone you meet is fighting a hard battle." By this I mean remember that the universities also have a difficult situation to navigate. There is much out of our control and therefore it is important that you adhere to your institution's rules.



DR SARI BOTROS
BSC (HONS), MCHIRO
Student Liaison Officer.
Centre Director at ROCK
Chiropractic Health
Centre



CHIRO MEMBER NEWS



Party of 5

Congratulations to Agnes and John Roberts who welcomed baby Sean Neil Matthew Roberts. Born on 3rd September 2020 at 8.20pm, he weighed a solid 8lb. With their gorgeous pandemic baby, they are now a party of 5!!!



Welcome Teresa!

Congratulations to Sari and Wida Botros on the arrival of Teresa Botros. Born on the 7th November weighing 6lb 8oz.



You complete us

Congratulations to Bruce and Holly Hilligan who welcomed baby Hunter Ralph Hilligan. Born on the 14th July weighing in at 9lb 6oz and completes their family of 4.

Congratulations!

A big congratulations to Thomas Carter who welcomed baby Arlo George Carter to the world on 1st October 2020 weighing in at 7lb 9oz. Wishing you all the best.



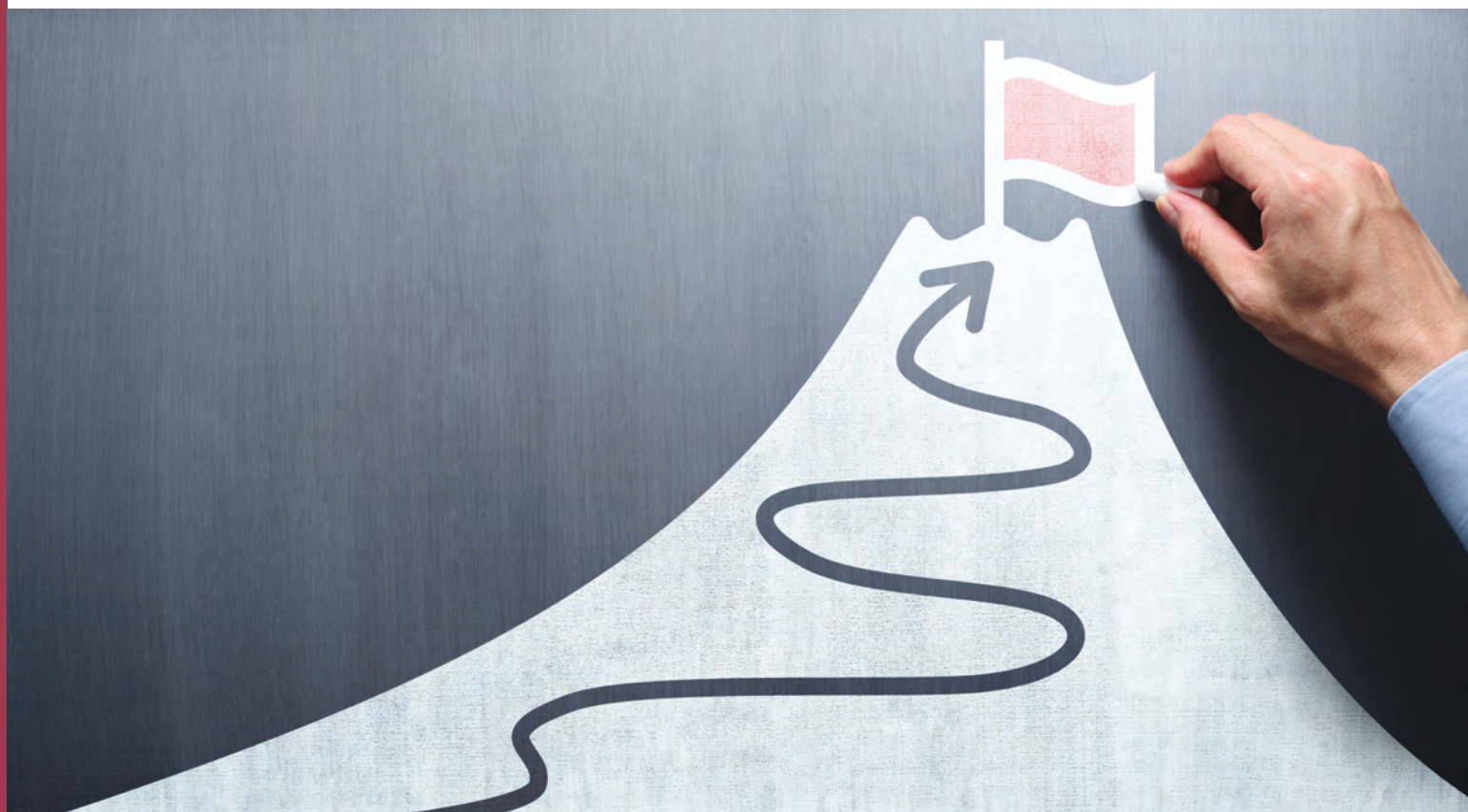
Welcome to the world

Congratulations to Sophie Rumbelow and partner Andreas who welcomed Leo Finley Plastiras to the world on Monday 3rd August. He weighed 9lbs 2oz.



All the best!

A big congratulations to Laura Beaumont who recently got engaged to her partner Matt. They are hoping to wait awhile before choosing a date due to COVID, maybe 2022. Wishing you both all the best!



WHO ARE YOU?

Define Your Own Success

BY PAUL McCROSSIN

I mentioned in my last article in the Summer edition of 33 about “Staying in your lane” in reference to claims made about Chiropractic. To expand on this it is important to do this personally in how you practice and your style of practice. By this I mean it is important to be yourself and to be yourself you need to know yourself. There is a lot you can do to drill down and define what your values are so you can better understand the authentic version of you. Look at where you spend your time and money for instance or be in touch with those times when you feel like everything is flowing and you are at ease compared to those times when you are frustrated or can’t get going. What were you doing, what was your state? Chances are when you were in flow you were doing something you love and likely to be aligned to what you value.

How does this relate to practice? How do you feel when you go to practice is it something you enjoy? Are you trying to be or practice in a way, which is not congruent with who you are? It is important

to have mentors and to learn from our peers. I sought out Chiropractors even before I graduated to observe and learn from and I suggest this is useful throughout your career. It may take different forms as you develop in practice and this is why attending conferences, coaches being in mastermind groups and tailoring your CPD can be helpful. I still find it very useful to visit a fellow Chiropractors practice and talk peer to peer.

It is important to define what success looks like for you and not what you think it should be based on what someone else thinks it is. Our sense of self and success needs to be internally driven and balanced with any external references we may have. In my experience when you try to be someone or something you are not then you are in conflict with yourself and you do not convey the certainty and authenticity that a practice member is looking for. This makes complaints more likely and I have seen this with practitioners who have practice mentors or coaches who try to make you a version of them in a scripted and mechanistic way. This does not

work and thankfully I am seeing examples of such practice mentors and coaches who now help you be a better version of you and help you to gain clarity on what that is. If you feel you are forcing practice it is probably because you are.

Just as we value health, exercise, time, finance and family in a certain way so do our practice members and being able to recognise what is important to them is key in practice. Helping them to recognise how their Chiropractic care relates to what is important to them rather than us imposing our values around health in particular is crucial to staying in agreement. Our role is to lead people on their health journey and not “tell” someone what they should believe. When we impose our views and values on someone else then we can move from a place of agreement where people are open and can be influenced to examine how they feel to a place of disagreement where you make someone wrong and they will not respond to your message. This will not affect change for them and can be the root cause of a complaint. The current Covid-19 pandemic is bringing our personal, teams and practice members views and values around health to the fore and making people re-consider what is important to them. Our practices are busier than ever in some cases as people are seeing for themselves that having a regular adjustment helps them to cope and be able to do more of what they love to do. Often we don't realise how important something is until it is taken away as has happened with the various degrees of lockdown we have endured. This has also helped us to value what we can do such as being able to go for a walk in nature.

So when you look at success in practice, it is not about what others think it is for you to define. What are your measures of success and what does it look like for you, Is it?



IT IS IMPORTANT TO DEFINE WHAT SUCCESS LOOKS LIKE FOR YOU ... NOT WHAT SOMEONE ELSE THINKS IT IS.

- Patient numbers,
- Clinical outcomes, in general in specific areas,
- Working with a specific patient cohort such as children, families or sports people,
- Single practice or multi-practice,
- Sole practitioner or multi practitioner,
- Work life balance,
- Having more family time,
- Flexibility to determine how/when you work,
- Being in a supported environment where you don't have to run the practice,
- Being a leader or being part of a team.

The list goes on and what brings you joy and what you define as success will change throughout your career, which is a good thing as life is not static and you will always be developing.

Remember it starts with you and people buy people, therefore being the authentic you rather than a caricature will build trust and lead to more enjoyment and success in practice.

Enjoy the journey.



PAUL McCROSSIN
Head of Peer and Ethics

CE2020

AWARD WINNERS

Stuart Rynsburger Award for Service to the Profession - Heidi Haavik

Star DC - Roger Wood

Star CA - Carly Mullen

Star Student - Innana Botros

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"keep evolving what you do and what you offer or run the risk of being left behind."

- Dr. Robert Silverman

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FORBIDDEN ANATOMY

PART 2/3

BY TIMOTHY SALTYS

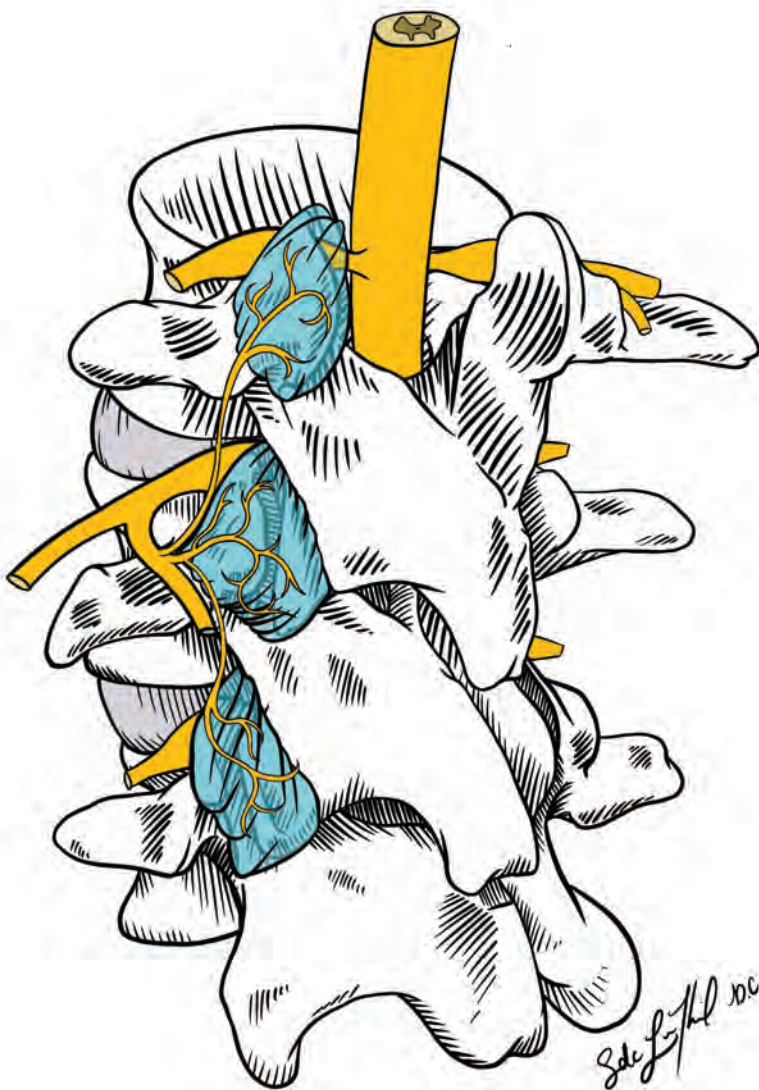
Afferentation is the process of sensory information in the form of action potentials moving *towards* the central nervous system. Action potentials are generated at *receptors*. Receptors “catch” information being presented to us by our external and internal environments, and if the trigger is powerful enough, it will lead to the creation of an action potential - the currency of neural transmission. Afferentation is how your brain knows what is going on in the world around you (and within you) at any given point in time.

Your central nervous system is made up of your brain and spinal cord, but because brains usually get most of the attention, let us focus on the spinal cord for a moment. Your spinal cord houses the white matter pathways that hold the axons of the neurons that transmit the action potentials generated at peripheral receptors. Of particular interest to this discussion are the dorsal columns. Recall that the dorsal columns relay information concerning conscious proprioception, fine-touch, 2-point discrimination and vibration (mechanical-types of information). In analyzing the white matter tracts in a cross-sectional cut of the spinal cord, note how much space the dorsal columns occupy in comparison to any other paired tract! Our bodies have allocated a significant amount of white matter real estate to communicating mechanical inputs to the CNS! Upon further investigation, one would also discover that proprioception and mechanoreception travel along the fastest neural fibers (A-alpha and A-beta) that exist in the body. If you take an even deeper look, you would observe that the dorsal columns actually transmit its information with less neurons, and thus



RECEPTORS “CATCH”
INFORMATION BEING
PRESENTED TO US BY OUR
EXTERNAL AND INTERNAL
ENVIRONMENTS.





more efficiently than tracts that transmit pain signals (it is commonly taught that all sensory tracts consist of three neurons, but the spinothalamic tracts actually house interneurons at the level of the spinal cord that bridge the primary and secondary afferents). All of these factors considered, your nervous system appears to prioritize receiving mechanical inputs in an abundant, fast and accurate manner over pain signals.

If the message is of value, then the site where that message is generated should probably be held in high esteem too. The receptors that lead into the dorsal columns are proprioceptors and mechanoreceptors, which respond to *mechanical* stimuli, like stretch, compression and other forms of physical distortion (consider high-velocity-low-amplitude thrusts). These receptors famously live in the skin, but they also exist in the paraspinal muscles (see Dr. Heidi Haavik's work) as well as in the synovial joint capsules of the spine (and limbs) – recall the drawing from Dr. Sean De Lima Thiel, D.C. (left). Whether you adjust with your hands, instruments, drop pieces or blocks, if you are making physical contact with your patients, you will stimulate these receptors, which in turn, change the signalling entering your patient's nervous system.

The destination of this signalling is just as important as where it originates. If you follow the anatomical course of the dorsal columns up into the brain itself, you will end up at the parietal lobe, specifically at the primary somatosensory cortex. Your parietal lobe famously allows you to feel things (is that cotton or wool?), to interpret proprioceptive signals (is my elbow flexed or extended?), and to solve spatial tasks (how can I get from A to B?). Less famously though no less important, our parietal lobes help us make “sense” of the world – it has *association* areas that allow for the cross-referencing of the different senses. For instance, if you smell a rose, but do not see it, how could you tell if the smell is from an actual flower or from an artificial source? If you were to have at least one other sense engaged at the same time (like sight or touch) your parietal lobe would kick into gear to help you figure it out! Making sense of the world allows you to go about your day more seamlessly – have you seen clinical outcomes that corroborate this?

These proprioceptors and mechanoreceptors not only generate signals that reach the parietal lobe via the dorsal columns, but they also generate “unconscious” signals that reach the cerebellum via the dorsal and ventral spinocerebellar tracts. (If you have heard that the adjustment affects the cerebellum, this is one of the ways it does so!) Specifically the spinocerebellar tracts reach the anterior lobe of the cerebellum at the vermal and paravermal areas. These areas are responsible for maintaining integrity of muscle/postural tone, and for providing feedback on, and coordination



IF THE MESSAGE IS OF VALUE, THEN THE SITE WHERE THAT MESSAGE IS GENERATED SHOULD PROBABLY BE HELD IN HIGH ESTEEM TOO.



and correction of active movements through a series of neurological loops involving your cerebral cortex. However, that is not the final destination of the circuit! After the action potentials reach deep into the cerebellum, they continue on to relay in the reticular formation, at the red nucleus of the midbrain, at the vestibular nuclei, at the thalamus and then at the motor cortex. In addition to further neurological control mechanisms of movement, these areas house neurons responsible for alertness and consciousness, for creating neurotransmitters like serotonin (which plays a role in mood regulation), and for the coordination of visceral autonomic functions including aspects of circulation and breathing among others.

Since Grade 1 you have been able to recite that you have one tongue, two nostrils, two eyes, two ears, and a whole bunch of skin – all of which allow your brain to adequately determine what is going on around you at any point in time in order to respond accordingly. I would highly encourage you to add the 127 joints in your spine* to that list, which together with their stabilizing musculature also afferentate vital information (or perhaps not if subluxated!).

The final part of this series will dive into orientation (position of the head relative to gravity) and its relationship to (cervical) adjustments, and will finish with some thoughts on communicating clinical outcomes of *forbidden anatomy* with allopathic professionals.



MAKING SENSE OF THE WORLD ALLOWS YOU TO GO ABOUT YOUR DAY MORE SEAMLESSLY.



TIMOTHY SALTYS

I was born and raised in Portugal. I'm a ChiroKid! I have always played tennis and I chased that dream to Spain, and then to America where I earned a Bachelor of Science in Biology and a Bachelor of Arts in Psychology from Purdue University. In the Fall of 2014 I attended the UCA Conference, which solidified my path as a chiropractor! I attended Life Chiropractic College West and graduated in 2018. After practicing in Red Deer, Alberta for a couple of years, I moved to Calgary in September of this year to set up Connected Chiropractic with my fiancé. I also just sat for the American Chiropractic Neurology Board examinations!

*No direct reference discovered. 127 refers to the number of synovial joints that I was able to count from accepted knowledge on normal anatomy coming off of 24 adult vertebrae and the sacrum:

- 1 Anterior median atlantoaxial joint
- 2 Atlanto-occipital joints
- 10 Uncovertebral joints (C2-C7)
- 48 Zygapophyseal joints (C1-Sacrum)
- 8 Full costal facets (T1, 10-12)
- 36 Costovertebral demi-facets (T1-T10)
- 20 Costotransverse joints (T1-T10)
- 2 Sacroiliac joints (Synovial portions)





I HAD
STARTED
ON THE
TOUGHEST
JOURNEY
I WILL
PROBABLY
EVER
UNDERTAKE.

IMPOSTER SYNDROME

IDENTITY CRISIS, OR JUST GOOD OLD-FASHIONED CRISIS OF CONFIDENCE?

BY KELLY MELNIKOVA-RHODES

I joined the Royal Air Force at 20, and had, in what now feels like the blink of an eye, a 15-year career as a Survival Equipment Fitter. This changed in July 2013 when I left the RAF due to cutbacks and moved to Kingston to live with my then boyfriend.

One of the things I had really loved about being in the RAF was the kudos, being in the military, being part of something bigger than yourself, it becomes part of your identity, almost part of your genetic makeup. So, when you lose this, you can end up feeling a bit lost, directionless.

Then along came a job as a CA in a chiropractic clinic, woohoo! I had a title again, then I gained another – Mrs Melnikova-Rhodes. I was a CA, a wife and now also a chiropractic student.

No longer in freefall, but with an anchor to cling to: a chiropractic student. It has a certain gravitas, you are studying something greater than yourself, that divine entity, the human body, and you have an ambition to help people. What higher calling could there be?

Then my boss decided to sell the business... the chiropractic business... to me! Now I had another label. Business owner! In my last year at college, I had done the unthinkable – I had bought a clinic

before I graduated. Wasn't I great? Hadn't I been brave? And wasn't I pleased with myself!

This smugness was soon jolted out of me. I had started on the toughest journey I will probably ever undertake. Now it was all down to me. The business owner, the boss, the chiropractor. But who was I kidding? That little voice inside, almost cackling, "Really? Really? You really think you are good enough to do this? Run a business, not go bankrupt and be a chiropractor and actually help people and they are really going to pay you?" That little voice inside my head was having a party, and I was suffering with the hangover, daily.

So, I did something that I would like to pat myself on the back for and say was really smart – I got a great coach and mentor, Jo. I hired 2 awesome CAs, a fantastic practice manager with an inspiring can-do attitude. Things were looking great. I had a supportive husband and co-business owner and was just about to take on 2 massage therapists and then guess what ... a worldwide pandemic.

That little voice of doubt was starting to rear its ugly head again, but I had Jo, encouraging us to see what we could do to maximise on this gift of several weeks closed, how could we use this time we would never have had before?



KELLY MELNIKOVA-RHODES

Kelly is a graduate of the McTimoney of chiropractic and owner and Principle chiropractor of Kingston Chiropractic & Wellness Centre. In her spare time she enjoys walks with her husband Alexey, anything sci-fi and is a stationary and crocheting addict.

We had strategies, we had tools, we had a process, we had to get back on our feet. So that's what we did. We paid our new massage therapist (who had his start date delayed due to lockdown) to decorate the clinic. We called our clinic members and patients; we got our triage process started and we opened our doors to a very grateful public. Whilst our highest aim as chiropractors is to help people, we are also business owners; this is not a hobby, we had bills to pay, and team members who needed jobs, now more than ever.

In 18 months, we have gone from a business of me and a CA on the verge of serious trouble, to a team of 6, and counting.

I have struggled with self-doubt over the last 7 years, a crisis of confidence, imposter syndrome, whatever you want to call it, and whilst I may not have 45,000+ people to lean on, I do have a bucket load of determination and a world-class mentor. I have changed so much since I left the RAF, I have learned how to deal with that little voice, I

have learned I am capable, and I have learned this happened for me, and not to me!

If you are struggling with confidence and imposter syndrome here are my 3 top tips!

1. Recognise the "doubt" for what it is. It's years of limiting beliefs. You get to change this internal dialogue. So replace it!
2. Each time you overcome a hurdle, big or small, write it down! So when you need it, you can go back and read what YOU have achieved.
3. When you're looking for a job, look for someone who is committed to helping you get over these limiting beliefs and who is invested in getting you from where you are now to where you want to be!

If you would like to get in touch, for a chat or discuss anything in my article, please contact me at kelly@kingston-chiropractic.co.uk



IN 18 MONTHS, WE HAVE GONE FROM A BUSINESS OF ME AND A CA, ON THE VERGE OF SERIOUS TROUBLE, **TO A TEAM OF 6, AND COUNTING.**



UJCA

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CONNECTION

& COLLABORATION

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2021

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2021

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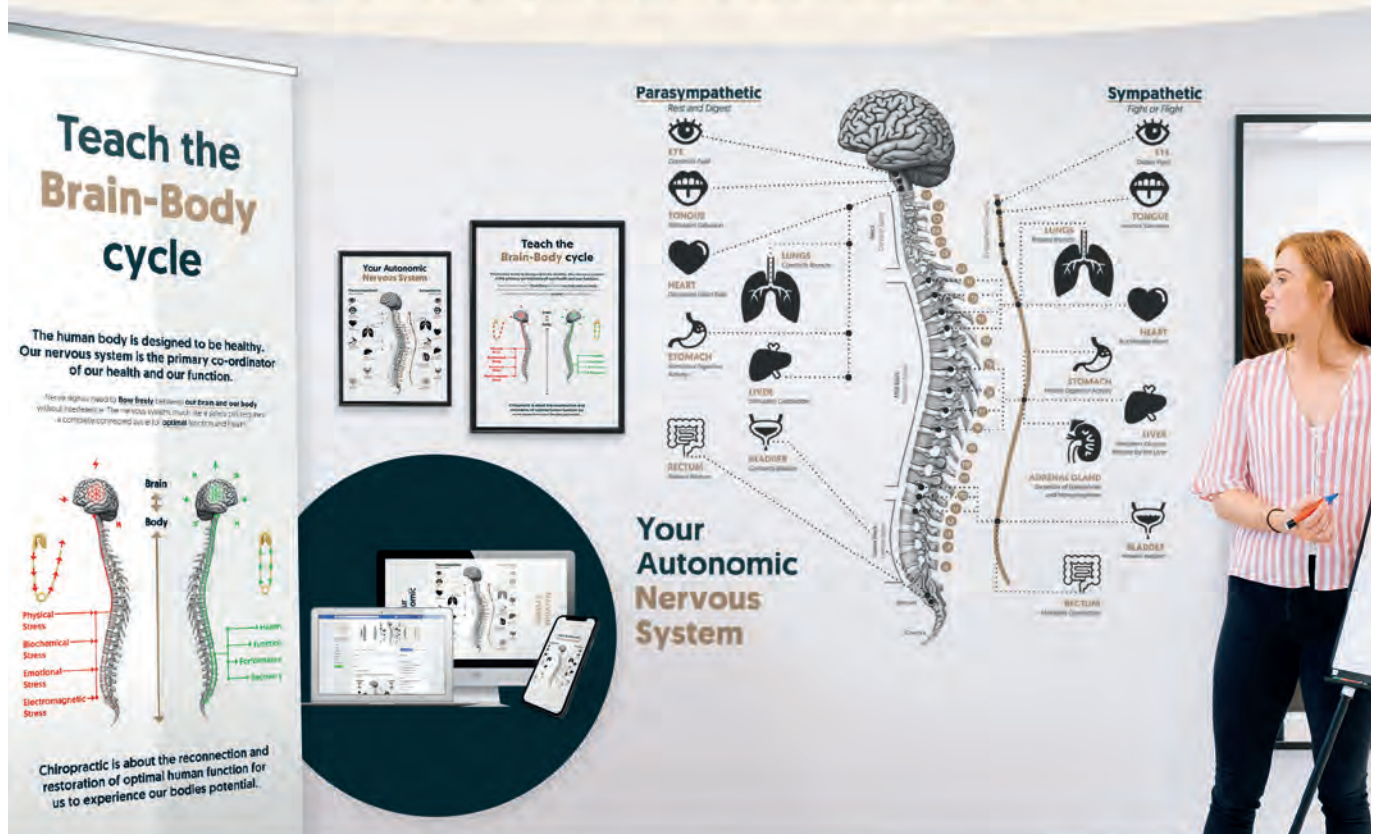
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ASK MY CLIENTS TO REFER?



BY JO DAVISON

I recently told a coaching client that great for getting ideal patients was to ask for referrals. They replied: 'ASK MY PATIENTS TO REFER ME PATIENTS? I WOULD FEEL LIKE A PUSHY SECOND-HAND CAR SALESMAN. I CAN'T DO THAT !!!'. After a brief discussion, they could see that asking for referrals does not have to be seen as a negative thing. When done correctly, it can bring you a steady flow of new ideal clients.

I have come along way since then and now teach ALL my coaching clients to ask for referrals! It is an important part of patient centred care. However, getting referrals cannot be left to chance. We only get referrals from raving fans, so lots of referrals show that we are doing a superb job, but only if we ask!!!

What I was failing to realise in those early days, is that referrals from our ideal clients results often in MORE ideal patients. There is a GREAT time to ask for referrals (without sounding like you are begging for your patients to promote your business for you) AND a BAD time to ask. Here are my top tips regarding referral success:



ASK MY PATIENTS TO REFER ME PATIENTS? I WOULD FEEL LIKE A PUSHY SECOND-HAND CAR SALESMAN. I CAN'T DO THAT!!

1. Why Ask for Referrals?

Imagine your practice FULL of 'right fit ideal patients'. Clients who have attended their appointments, followed your advice and got significant results. The ones who you love to see. I know we should love to see all our patients, and if you already are, then that's outstanding. However, unfortunately many Chiropractors look at their list and see a mix of ideal clients and patients far from ideal. The ones who don't show up, cancel at the last minute, don't follow our advice, do recommended exercises, complain and fail to pay on time. The reason we MUST ask our ideal clients to refer is because there is a strong likelihood that they will refer people just like them! It's important to note that not all your right fit patients will refer. Some will want to keep you a secret, perhaps worried that you won't be able to fit them in if you get busier, others don't think to refer. Asking them puts YOU into their awareness.

2. When to Ask?

There are THREE best times to ask for referrals.

- At their re-report when you have just discussed all their improvements, and they have told you they are feeling great and are pleased with their results.
- When they ask you about whether you can help their friend or family member.
- When they have just referred someone to you.



MANY CHIROPRACTORS
LOOK AT THEIR LIST AND SEE
A MIX OF **IDEAL CLIENTS AND
PATIENTS FAR FROM IDEAL.**



3. How to Ask

We recommend that you have a referral voucher (we often call it a referral gift certificate) on hand to use at the above times. These vouchers should look lovely and be printed on high-quality card, not printed wonky on cheap bits of paper. You want the person you are giving it to to feel like they are giving a 'gift' to their loved one. When you give the gift certificate, you do not have to hard sell or make it a hostage crisis, you can simply make it a WOW that you are giving them this voucher to give to their loved one.

To get the best results:

- Set an expiry date. Write their name on it.
- Sign it to make it personally from you.

4. How to Thank Your Referrals

It is important that we record who our referrers are and that we thank them.

We do this in 4 major ways:

- We write them a personal handwritten card. NOT a generic printed one with our practice logo and nothing personal written in it.
- We celebrate them on our referral board in the welcome area (reception) – we use FIRST names only eg.

Thank you to the following patients who referred their friends and family into see us during the month of August. We are very grateful to you for helping us spread the word about the power of Chiropractic.

*Doris for referring Bob
Margaret for referring Ann
Sue for referring Mark*

We list only first names to maintain privacy. However, it's a great social proof tool for other patients.

- We thank them personally when they come into the centre.
- We keep a track of our top referrers and thank them publicly at our Patient appreciation parties or yearly Christmas gathering.



JO DAVISON

Jo is a chiropractor, speaker and practice growth mentor. She co-owns Blue Cow Practice Coaching and Dream Practice Secrets with her husband Steve Davison. They have helped hundreds of practice owners and their teams around the world transform their practices.

<https://www.facebook.com/bluecowpractice/>

The referral strategy is simple, effective and very easy to implement. You can start doing it immediately and start attracting more right fit ideal patients.

THE WISDOM OF 33

A Gift for Chiropractic from Scotland



Find us on Facebook
at "The Wisdom of 33"
or on the web at
www.thewisdomof33.com

BY DONALD FRANCIS

I love seminars for many reasons, the conviviality with friends and colleagues, the energy and also the wisdom. Well imagine we could boil down the best seminar in the world into a book in short chapters with wisdom from those who have and are achieving great things within our profession. The Wisdom of 33 is a book that will become a treasure to many chiropractors, chiropractic students and advocates around the world for what it gives in terms of content. It will also stand out for what it stands for and that is the creation of what will surely become one of the jewels in the Chiropractic crown, The Scotland College of Chiropractic. Every penny and cent spent on this book less for production costs will go directly to the Scotland College of Chiropractic Charitable Trust to ensure that the college succeeds.

We have chosen over 60 chiropractors and chiropractic advocates from across the breadth of the principled profession. Each person has a story of immense value to share, a tale of how they adapted to success and happiness within the profession. With some humility I remember some of my early arrogance towards colleagues, peers and mentors alike – I was the next best thing. Luckily the rubber hit the road quickly and it was not long before I sought the help and advice of said mentors and coaches. There is no magic formula, or one size fits all; there are characteristics and attitudes that are

often the common denominators to success and happiness and in this treasure trove of ideas and wisdom you will discover much of what resonates with you and perhaps some of what may not – and that is a good thing. We have deliberately sought to broaden the authorship of this book so that you will hear from your own echo chamber but perhaps you might be enlivened or emboldened by the thoughts that resonate at a different frequency than your own. There is wisdom in science, in philosophy, in art and in endeavour.

Since the early days of struggle and pain, my love and respect for Chiropractic, its philosophies and the power and scope of the Chiropractic adjustment have helped me grow into a different and better being. And it was a desire to propagate this success and happiness that lead me to thinking about this book and how we might all benefit from it while at the same time benefiting the college and the profession as a whole. The idea of this beautiful book started something like this ...

Through the mechanism of the Chiropractic adjustment I, like you, have changed countless lives. I stay in my lane and deliver chiropractic repeatedly time after time and day after day and I love it and it has made me happy and successful in more ways than I could count. What I want for myself I want for everyone but so many young chiropractors are missing the boat and leaving without ever understanding the essence of our profession.

Chiropractic is beautiful in the simplicity of what we do and so powerful... and yet we have for some reason decided to complicate it beyond fathomable understanding. For this reason, the profession and the world need the Scotland College of Chiropractic and many more like it. As I sat in the Edinburgh Lectures in 2019, I realised that I could not personally donate the figures that were needed, although like many people around the world I do make a monthly contribution. Then, as pearl after pearl of wisdom dropped into my brain from speakers I struck upon an idea: What if we could package years of wisdom from around the world into a book that we could sell?

We could bring the college into sharp focus globally, create something of enormous value and make some money for the college. As a coaching client and now friend of Ross McDonald DC over many years, his infectiousness for the project rubbed off on me and through this book I hope that it rubs off on you too. We have chosen to dedicate this book to the late Dr Dave Russell who was to be the first President of the College. Dave has left a hole that will never be filled but we will remember him as a person, a chiropractor, an intellect, a father, and a very fine human being. Bringing projects like this to fruition takes a team and I would like to thank and pay tribute to Hayley Dorrian, Naomi Mills DC, Clare Cullen DC and Mary Philips DC whose

energy and hard work has been key to producing this wonderful book you now read.

As you read from the 60 or so contributors from around the globe and from throughout our profession, you will find some well-known and established but others less so, but each has pearls of wisdom to pass on to help us all understand a little more clearly. Please enjoy this book and take something from every contribution, the ones you love and the ones that challenge you. Our book is minimally priced and if you feel the urge to be generous, then please do, in the knowledge that it will be used for the most amazing cause. If ever we see further, it is because we stand on the shoulders of giants.



CHIROPRACTIC IS BEAUTIFUL
IN THE SIMPLICITY OF WHAT
WE DO AND SO POWERFUL...



The book is dedicated to the late Dr Dave Russell who was to be the first President of the Scotland College of Chiropractic



DONALD FRANCIS
BSC DC CRANIO

Donald Francis DC practices in the Scottish Borders where he owns and runs two very busy practices. He is a certified Craniopath and teaches SOT on behalf of SOTO Europe. He also coaches vitalistic Chiropractors and lectures on technique for his own chiropractic training company Veritas Curat. He is Vice President of the SCA and is a proud founder of the Scotland College. The Wisdom of 33 is a collaborative effort of many people but is his brainchild.

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2020 CAN
STILL BE
**YOUR BEST
YEAR YET!**

BY JAMES & SOPHIE MCDERMOTT

OK, we know what you are thinking, is it 2021 yet?! Let's face it, it has been tough for us all, and we hate to be the bearer of bad news, but it is highly likely we are going to be faced with further challenges. With that being said, 2020 can still be your best year yet!

You will be glad to know that there are many chiropractors who are having records in their clinic.

Take a look at our clinic based in Watford: We have been the busiest we have ever been since we opened almost 5 years ago, all whilst working only 21 hours per week. The number of new clients who are seeking us out is insane. This is without any of our usual forms of marketing. We do not say this to brag, this is said to inspire you as we are no different from you.



THE CLIMB TO THE TOP HAS NEVER BEEN HARDER AND EASIER

Yes, you read that right, you too can achieve records right now.

Who doesn't want a ton of new clients organically? People who seek your services and want what you have to offer, no barriers, no objections. All on top of an existing client base of people who trust you and believe in you and your message. People who stay. People that you connect with, all whilst being in a fun environment.

We cannot stress this enough, if you feel you are a chiropractor on a mission, with a passion for what you do, then *you* can achieve your dreams. Now is the time to grab this opportunity tightly with both hands.

Health care is shifting.

We honestly believe that this is an exciting time to be a chiropractor. People are realising their health needs to be a priority. Many of us believe that we truly are in control of our health, even if the media portrays otherwise. This, accompanied with you taking control of your practice and having the confidence to push yourself, will allow you to break records too.

Now, before we go on, let us address the other side of the coin. Unfortunately, there are many chiropractors who are closing their doors... for good. Lockdown sadly forced clinics to close, resulting in zero income. Let alone the stress of trying to work your way through this minefield of PPE, social distancing and feeling like you are now a cleaner rather than a chiropractor.

Here is something interesting: Before the joys of Covid-19 chiropractors were already choosing to leave the profession. One study found that 74% of non-practising chiropractors believed that chiropractic was not a good career choice. Who can blame them when they most likely left the profession because they felt burnt out and fed up?

We talk to many chiropractors who feel the same. Chiropractors who are debating whether the years of university and studying is worth staying in a profession which is not how they had envisioned.

Why are some Chiropractors thriving, hitting records week after week, month after month, and others struggling and are contemplating changing their career?

Let us share some ideas and insights with you.

What if we told you there are some simple and straightforward ways to implement a change to your practice, whether you are a new graduate, an associate, or a practice owner? Strategies that will help you grow.

You can reach the peak of your success. The emphasis here is *your* success. This is different for us all. It may be to see more people, make more money, work less hours, have more confidence, have your own clinic, have associates or not to feel so overwhelmed by running a business.

Only one thing holds us back: FEAR.

Fear is common, normal, and to be expected. It is human nature. It cannot be avoided, and it comes in multiple forms. Fear of not being good enough, fear of not deserving to be the best, fear of people judging us and what others may think; all examples of the negative self talk that happens subconsciously. It holds us back without us even realising.

You may have heard of 'feel the fear and do it anyway'. Easier said than done we know. However, something which can help us with that push we all need at times is having someone to support us along the way, and to have the tools for success at our disposal.

Our Ascent webinar series is to provide all chiropractors exactly that.

Our system helps you attract 3-5 new clients that you love every single day! Can you imagine how great that would feel? To know that your practice is growing and that you feel in control of this.

Let's dive in with our top tips:

Find your DIAMOND CLIENT

The most common trap we fall for is wanting to help everyone. This also leads to us getting hung up when someone says 'no'. Now before, we go on, we get it, anyone with a spine and a nervous system can benefit from what we do. Make no mistake, people need chiropractic. What we are saying is not everyone is the right fit for you and your practice, and that is OK. Do you know who your Diamond Client is? Sounds easy right? Although when was the last time you took the time to really hone in on this?

Attraction is key

Listen up, you do need to think and talk about business as a chiropractor. We know that it is not what everyone wants to hear, but it is part of running a successful practice. Seriously put some thought into this. Do you know your attraction plan for the next 12 months? Did you create a plan at the start of the year, never to be looked at again? It's OK, in the past we are guilty of doing just that. Let us take the guess work out of this by sharing what has worked best for us.

Work on your DREAM TEAM

Surround yourself with people who empower you, challenge you, push you, make you be better, make you laugh and make you happy! Your team can do just that. Your team is more important than you think. Your team is not just who you work with, but who is supporting you behind the scenes of your practice and who is making your job easier.

Ensure you have CHECKPOINTS

Scripts... they do not work. How do we know? We've been there. Memorising the list of things to say to magically convert each client. Systems on the other hand, what we call checkpoints, are vital. When was the last time you reviewed your checkpoints? Do you know which are the most important? This is so much more than just your initial consultation process.

And this is all just the tip of the iceberg.

If you want full access to our Ascent programme check out: www.coachwithsummit.com

Don't just take our word for it:

"I highly recommend these webinars. Such great content and they are so easy to listen to. there is GOLD that you can implement straightaway to create a better service and client care! Thank you, James and Sophie,"
Rebecca

A word of caution: To be the best you can be takes hard work and support. It may seem that those who are where you want to be got there overnight or are just 'lucky'.

What we offer is one on one support. Why? Because your practice is unique to you. Let us guide you, remove the stress, maximise your profitability and allow you to enjoy what you want to do, which is adjust and connect with your community. Isn't that the reason we all became chiropractors anyway, to help people? Don't you deserve to have that passion and excitement back into what you do?

Do you want...

- Proven systems that work
- Accountability and support to keep you on track
- Increased income that is sustainable
- Confidence and certainty on how to run and grow a business
- Save time and reduce the need of the business needing you to thrive
- Plug and play files and documents
- Ways to build and manage your team
- Less stress and sleepless nights of worry?

Let us help you to get instant results and the success you deserve.

Now more than ever your community needs you. Now is the time for you to step up and put in the work. If you don't who will?

Who are we?

We are James & Sophie McDermott, husband, and wife, and both Doctors of Chiropractic and founders of Coach with Summit.

When we graduated we were lost. We had little to no support and very quickly got overwhelmed. We felt we had to give more attention to the BUSINESS than adjusting our clients and it was exhausting.

There was no fun. It felt like we were talking to a brick wall most of the day with poor patient retention and constant staff issues.



THIS IS ALL
JUST THE
TIP OF THE
ICEBERG.

We were stressed! A change was needed.

We spent time with the best coaches and mentors from around the world. After years and years of investing in ourselves, sitting through thousands of pounds worth of the world's greatest healthcare and business programmes, this one thing resonated with us...

MINDSET is everything!

To put this into action: guidance, support and accountability is essential for growth. This takes hard work.

At the ages of 26 and 25 we opened our clinic from scratch in Watford. Years have passed and our clinic is a highly successful, high volume, fun environment that works for us rather than against us, all whilst maintaining a healthy work-life balance so we get to spend lots of time with our two beautiful kids, who are 3 and 1.

We LOVE what we do, and it shows! How do we know that? Because other chiropractors have asked us 'What is your secret?'

If you want to discover more email us at team@coachwithsummit.com and like our Facebook page **James & Sophie McDermott – Coach with Summit** and join us for our Sunday lives at 8pm for your weekly does of motivation and to get you ready for the week ahead.

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2992535/>



JAMES & SOPHIE MCDERMOTT

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



GLUTEN SENSITIVITY

THE SILENT PANDEMIC

BY DZVENISLAVA ZADVIRNA

In the months that COVID-19 swept through the nation it has dominated a vast majority of conversations and put most health complaints on the back burner.

But among many other ongoing health challenges there lies the silent type of pandemic. Something that still affects and will continue to ail many individuals, but due to a lack of awareness and readily available diagnostic modalities it does not gain the necessary recognition.

Gluten sensitivity is a subject that has been occasionally spotlighted in health magazines – widely debunked by some and labelled as a fad diet by others. Frankly, I wasn't sold on it myself until I lost my balance, mobility and the use of my left arm with no apparent cause.

Celiac Disease vs Non-Coeliac Gluten Sensitivity

Most will associate gluten with coeliac disease. While it's prevalence is estimated to be one in 100 people and poses its own diagnostic challenges, gluten sensitivity is multifaceted and can present in a variety of ways.¹ These include dermatological presentations as Dermatitis Herpetiformis, and neurological as Gluten Ataxia.²

The differentiating factor between coeliac disease and non-coeliac gluten sensitivity, known as Gluten Ataxia, is the target tissue of the autoimmune attack.

The former is an autoimmune reaction triggered as a response to gluten ingestion that attacks gut mucosa leading to abdominal pain, diarrhoea, constipation, bloating and often chronic nutrient deficiencies (think iron, folate, B12).^{3,11}

With the latter being non-coeliac gluten sensitivity, the autoimmune reaction targets Purkinje cells in Cerebellum and/or the peripheral nervous system leading to a spectrum of neurological symptoms.

Officially Gluten Ataxia has been defined as a sporadic and otherwise idiopathic cerebellar ataxia associated with the presence of serological evidence of gluten sensitivity (usually antigliadin IgA or IgG with or without endomysium and transglutaminase antibodies) and has been shown in a one-year controlled trial to be responsive to a gluten-free diet.⁴

Gluten Ataxia is thought to have prevalence of 15% amongst all ataxias and 40% of all idiopathic sporadic ataxias.⁵

Additionally, around three out of five newly diagnosed coeliacs had neurological symptoms including severe headache (45%), balance problems (26%) and sensory symptoms (14%).¹

Clinical presentation

In the summer of 2017 after a few particularly stressful months I had found myself suddenly not able to walk or lift my left arm. I had previously experienced numerous non-specific symptoms that got attributed to migraines, but this sudden event was enough to stop me in my tracks, quite literally.

The neurological presentation of non-coeliac gluten sensitivity is unfortunately poorly understood in the medical community. People with non-coeliac gluten sensitivity are said to remain habitually in a “no man’s land”, without being recognized by the specialists and lacking the adequate medical care and treatment.⁶

I found this to be the main barrier in my diagnosis since despite seeing numerous hospital doctors and two neurologists none could come to the diagnostic consensus and the suggestion of gluten ataxia came from a fellow chiropractor with the background in functional neurology.

The mean age of diagnosis is 53 years old though symptoms may present at any age.⁵ Commonly, the onset is slow and progressive in nature.

Very early on it may present as fatigue, headaches, dizziness, or numbness/tingling.⁷ These are frequent complaints that walk into a chiropractor’s office which is why awareness amongst members of our community could be critical for early recognition and management.

Due to cerebellar involvement as the disease progresses balance disturbance, difficulty with arm or leg control and ataxic gait may be observed with intention tremor.^{4,7}

Patchy loss of Purkinje cells throughout the Cerebellar cortex is found in post-mortem examinations of patients suffering with Gluten Ataxia.⁵ This is thought to be due to cross reactivity between antigenic epitopes of gluten peptides and Purkinje cells.⁵

Peripheral neuropathy is the second most common presentation of gluten sensitivity. In this form it is usually chronic and of gradual progression, affecting both the sensorimotor axonal and the mononeuropathy multiplex.⁸

In a cross-sectional study conducted at the Sheffield Institute of Gluten Related Diseases, 28 participants with idiopathic peripheral neuropathy were recruited. The prevalence of TG6 antibodies was 14 of 28 (50%) compared to 4% in the healthy population.⁹ This is suggestive of not only central but peripheral nervous system involvement.¹⁰

Infrequently there may be presentation of Ataxia with myoclonus, Myopathy or even Gluten Encephalopathy.⁵

There is also a well-known association between Celiac disease and other autoimmune disorders such as autoimmune thyroid or type 1 diabetes that should raise suspicion in presence of neurological symptoms.^{1, 11}

Establishing Diagnosis

Diagnosis for Gluten Ataxia is usually established based on clinical presentation, serological evidence, and MRI spectroscopy.

NICE guidelines recommend testing for Coeliac disease everyone with unexplained neurological symptoms especially ataxia and idiopathic peripheral neuropathy.¹¹

However, Transglutaminase (TG2) and endomysial antibodies (EMA) are serum markers specific to coeliac disease but not necessarily for gluten ataxia.

Antibodies against TG6 are gluten-dependent and appear to be a sensitive and specific marker of Gluten Ataxia.¹² Similarly for Dermatitis Herpetiformis TG3 appears to be the target autoantigen.¹³

Unfortunately, currently TG6 antibody test on NHS is only available at the Sheffield Institute of Gluten Related Disorders.

On MRI up to 60% of patients with GA have evidence of cerebellar atrophy and all patients have spectroscopic abnormalities primarily affecting the vermis.⁵

Treatment

The main form of management for this condition is a strict lifelong gluten free (GF) diet. An improvement or stabilisation of symptoms usually takes place within a year on a strict diet. Likelihood of improvement depends on duration of Ataxia

”

I HAD
FOUND
MYSELF
SUDDENLY
NOT ABLE
TO WALK
OR LIFT MY
LEFT ARM.



CEREBELLAR PURKINJE CELL LOSS IS IRREVERSIBLE, THEREFORE EARLY DETECTION AND TREATMENT IS KEY IN THE PRESERVATION OF BRAIN TISSUE AND IN EFFECT QUALITY OF LIFE.



DZVENISLAVA ZADVIRNA

Originally born in Ukraine, after emigrating to the UK, Dez graduated from Welsh Institute of Chiropractic in 2014. She is currently pursuing her acquired interest in functional neurology while working as an Associate Chiropractor at Lawrence Chiropractic Clinics.

symptoms prior to commencement of GF diet.⁵ In cases where there is evidence of cerebellar atrophy stabilisation of symptoms is expected rather than improvement.¹⁴

Cerebellar Purkinje cell loss is irreversible, therefore early detection and treatment is key in the preservation of brain tissue and in effect quality of life.⁹

Cerebellar rehabilitation may take form of balance exercise, strengthening the core, addressing nutrition and in my experience good chiropractic care for appropriate cerebellar input.

In summary

As Chiropractors and primary health practitioners we have an opportunity and duty of care to our patients to be aware of the above and consider it in differential diagnosis. This may be the pivoting moment for somebody's health and livelihood. It can decide the direction that the rest of their life will take, as it did for me.

I have since recovered most of my function – thanks to starting the diet within months of becoming symptomatic – and now able to work and lead a gluten free, but otherwise normal life.

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DATES FOR YOUR DIARY

Make a note of the great events and promotions the UCA head office have planned for 2020/21.

DECEMBER 2020

CHRISTMAS CARE & SHARE CAMPAIGN

Members only.

CHRISTMAS OFFICE HOURS

Head office will be closed Thursday 24th December 2020 and will re-open Monday 4th January 2021.

JANUARY 2021

WOMEN'S CONFERENCE

Saturday 23rd January

MARCH 2021

UCA SPRING CONFERENCE

Saturday 6th March

NOVEMBER 2021

CHIROPRACTIC ESSENTIALS

Saturday 6th and Sunday 7th November

DON'T FORGET TO LOOK OUT FOR OUR

SPINAL AWARENESS WEEK

EASTER

BACK TO SCHOOL

AND HALLOWEEN

CAMPAIGNS!



STUFFED CHICKEN BREAST

Ingredients

Stuffed Chicken Breast

- 0.5 tbsp coconut oil
- 2 rashers of bacon
- 3 chicken breasts
- 150 g goats' cheese
- 1 tbsp fresh thyme
- 1 cup fresh spinach, chopped
- 100 g sundried or semi-dried tomatoes, diced
- Changing Habits Seaweed Salt to taste
- Changing Habits Pepper to taste
- Sprinkle of paprika (optional)

Veggies

- 1 large sweet potato, chopped
- 1 large head of broccoli, cut into florets
- 1 tbsp coconut oil
- Changing Habits Seaweed Salt to taste
- Changing Habits Pepper to taste
- 1 clove garlic, mined

Step by Step

1. Preheat oven to 180 degrees Celsius and line a baking tray with baking paper. Heat a fry pan on a medium-high heat and add 1/2 a tablespoon of coconut oil.
2. Trim the chicken breasts and place them on the baking tray. Cut 5 slits into each breast.
3. Fry the bacon until it starts to become crispy. Remove from the pan and place onto paper towel to remove the excess oil. Dice once cooled.
4. In a bowl, mix together the goat's cheese, bacon, thyme and spinach and season with salt, pepper and paprika.
5. Push the goats cheese mixture into each of the slits in the chicken.
6. Cut the sweet potato and place on the tray with the chicken and bake for 45 minutes.
7. In a bowl combine the broccoli, oil, garlic and salt and pepper. Place the broccoli in the oven for the last 20 minutes of the chicken and sweet potato cooking time.

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

CHANGING
HABITS



CHIROPRACTIC CARE ALTERS BRAIN CONNECTIVITY IN STROKE SURVIVORS

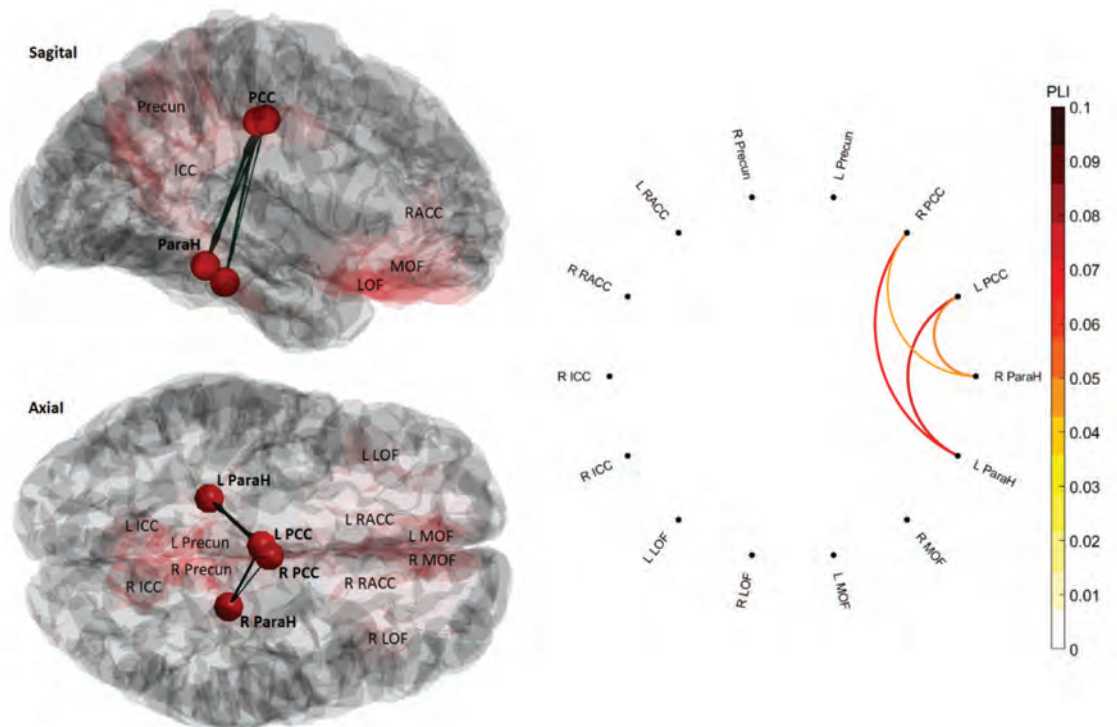


Figure from paper¹. Illustration of the alpha functional connectivity change between brain regions following chiropractic adjustments.

BY HEIDI HAAVIK PHD, BSC (CHIROPRACTIC)

My team at the Centre for Chiropractic Research (CCR) at the New Zealand College of Chiropractic are celebrating another fantastic publication showing chiropractic care alters brain function in stroke survivors!¹ This achievement would not have been possible had it not been for a generous research donation from the UCA, so I want to thank you all for making this research possible. I have a highly trained and skilled team and I have top level neurophysiology equipment, but without funding, all this skill and expensive equipment goes to waste! I literally cannot express how grateful I am to you all at the UCA for believing in us and supporting us with that research grant a few years ago. I hope that this series of amazing research publications gives you

all a sense of gratification! This is something we have achieved together!

This current study is not the only project we managed to publish from the UCAs donation. My team is extremely good at squeezing every last bit of research out of every single pound we receive in research donations. Earlier this year, we published another study that demonstrated changes in early sensorimotor integration in the brains of chronic stroke survivors following chiropractic care.² And last year we published our first paper from this research program in Scientific Reports (A Nature Research journal!) which showed a single session of chiropractic care increased strength in weak leg muscles of stroke survivors by on average 65%!³ So this latest publication just furthers our understanding about how chiropractic care changes brain function

for these people who have survived a stroke.

This latest study investigated the immediate effects of a single session of chiropractic adjustments of subluxations on the functional connectivity of various brain regions in **subacute to chronic stroke survivors**.¹ Functional connectivity provides a measure of the correlations in activity between different brain regions. In simple terms, it measures how different parts of the brain ‘speak’ to each other. To our knowledge, this is the first study to investigate the neural changes in functional connectivity using resting state EEG data in subacute to chronic stroke survivors following a chiropractic adjustment intervention. So, this study certainly is something to be proud of!!

The results showed a **significant increase in functional connectivity** in the alpha band within the default mode network (DMN). **The functional connectivity between the posterior cingulate cortex and para-hippocampal regions increased following the chiropractic intervention.** So, what does this mean you might wonder? Well, previous studies investigating the function of the DMN in stroke patients, have mainly found disruptions and decreased functional connectivity in various brain regions of the stroke survivors compared to healthy subjects. Therefore, an increase in functional connectivity after chiropractic care is a very promising finding, suggesting improved brain function for these people.

AN INCREASE
IN FUNCTIONAL
CONNECTIVITY AFTER
CHIROPRACTIC CARE IS A
VERY PROMISING FINDING.



One possible explanation for this result is that the adjustments may have altered cortical pain processing. Stroke survivors often end up with chronic pain and as I’m sure you all know; chiropractic care has been shown in clinical research to relieve pain. The posterior cingulate cortex and parahippocampal cortical regions (whose connectivity was shown to increase after the adjustments) are believed to be involved in pain modulation and the development of chronic pain syndromes because of their involvement in introspection, emotion and memory. Such changes are therefore considered maladaptive neuroplasticity and thought to be reflected in the disrupted and reduced functional connectivity of the DMN. So, the fact that we can increase such functional connectivity by adjusting subluxations for these people suggests chiropractic care has a positive neuroplastic effect on brain function.





However, as this was the first study of its kind, ever, we did not measure whether the subjects in our study were in pain at the time of the study, nor did we ask whether they felt any changes in pain feelings after the chiropractic intervention, so we don't know if the functional connectivity changes seen in this study were due to modulation of pain. There are other explanations that could also explain the results of this study!

For example, abnormal connectivity in the posterior cingulate cortex and hippocampus regions has been linked with episodic memory impairment in Alzheimer's disease participants. It is therefore possible that the increased functional connectivity found after the chiropractic intervention in the current study may reflect improved episodic memory for the stroke survivors. Again, we did not ask about this in the study (because we did not even know whether adjusting subluxations would change anything!!).

Another possibility is that our stroke survivors improved their spatial representation and navigation after the adjustment session. In other words, it's possible they became better at knowing where their body was in space and were able to move around more precisely and with fewer mistakes. Both imaging and animal experiments link the posterior cingulate cortex and hippocampus parts of the DMN to spatial representation and navigation. Therefore, it's possible the stroke survivors in our study had better spatial representation and navigation following the chiropractic adjustment session.

So where to next? We now need to follow up this project with additional studies in order to investigate whether adjusting chiropractic subluxations in subacute or chronic stroke survivors leads to altered chronic pain perception, cognitive improvements and/or improved spatial representation and navigation! We also need to run a clinical trial to see

whether these brain changes in stroke survivors that we have found after chiropractic care^{1,2,3} are clinically meaningful to the stroke survivors themselves. Does it mean they feel better, or can they move better?

These are all very important questions we need to explore! So, if you feel this is important work, and would like us to continue, please speak to your UCA leadership and ask them to make another research donation to my team so we can keep going!!!

We could not do this complex analysis of EEG without the knowledge and expertise of some very clever biomedical engineers that we are so fortunate to have working with us. Toby Waterstone spent many months with us in New Zealand working on this project as part of his Master's thesis that he was completing at Aalborg University in Denmark under the joint supervision of Afshin Samani and our very own Imran Khan Niazi. I really do have a team of super bright scientists, and we collaborate with exceptional scientists from all over the world. Hence all this research is a team achievement, including you guys at the UCA for partially funding the projects!

So once again, our heartfelt thanks go to you all for your financial support! Without you, we would not have been able to do this work. I'd also like to acknowledge and thank the other financial supporters of this project; the Australian Spinal Research Foundation (ASRF), the Hamblin Trust (New Zealand Chiropractic Association), The Rubicon Group (TRG), the Scottish Chiropractic Association, Halsa Chiropractic & Physiotherapy, and the Centre for Chiropractic Research (CCR) Supporters Programme at the New Zealand College of Chiropractic (NZCC).



DR HEIDI HAAVIK
CHIROPRACTOR,
SCIENTIST, FOUNDER, PHD

Author of best selling book *The Reality Check* Dr Heidi Haavik, PhD, is the founder of Haavik Research, a chiropractor and a neurophysiologist who has worked in the area of human neurophysiology for over 15 years.

Her work has been instrumental to the industry, and she has helped prove the efficacy of chiropractic care in improving people's health and wellbeing. Heidi's expansive knowledge and expertise has paved the way for her best-selling book to be turned into this exciting resource.



DOES IT MEAN THEY FEEL BETTER, OR CAN THEY MOVE BETTER?

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THE 4 PILLARS OF YOUR PRACTICE'S ONLINE PRESENCE

BY LEE LAUGHTON

Does your online presence match the level of care you provide in your practice?

From working with some incredible chiropractors, I have seen first-hand the amount of work that goes into running a practice and not surprisingly, producing content, managing social media and creating email sequences often has to take a back seat.

But remember this: your online presence is one of the most important factors in how your community and potential patients view both you and your practice. It's the first impression they have before you've even met.

My name is Lee Laughton, I'm the owner of Blitz Digital Media, and in this article I want to share with you the 4 areas we focus on as a Media Agency that works solely with chiropractors, why you should be focussed on these areas, and why breaking my back was the best thing that ever happened to me!

What Are The 4 Pillars?

1. Acquisition

Would you like a constant flow of new patients? Silly question? Well, here's one that's not so silly: Do you know your perfect patient avatar (PPA)?

"What is a Perfect Patient Avatar?" I hear you say.

A PPA is a detailed profile of your ideal patient. This is crucial to working out exactly how you can help that patient and where they spend most of their time online. You may have more than one PPA depending on your specialist areas but you definitely need to know at least one.

These days, no matter what the age and demographic of your PPA, they are likely spending a lot of their time online. That's just the world we live in.

Once you have your PPA or PPAs figured out, you're in a much better position to begin showing them content and offers that resonate *with them* in the places you *know* they are spending their time online.

High quality social media ads are hands down the best way in the current climate to inform, educate and ensure a constant flow of new patients in to your practice.

Knowing your PPA will tell you where to place these ads. A 25 year old male suffering with a sports injury is not spending his time in the same place as the elderly lady who's suffering with osteoarthritis. But you better believe that they're both spending their time online somewhere.

2. Nurturing

Once you've acquired your new patient the work doesn't stop there, and it doesn't stop in your practice either.

Your patients need to know they are cared for digitally just as well they are both mentally and physically when they visit to you for adjustments and advice.

Perfectly timed emails and text messages to check in on your patients along their journey, and to bring them advice and value in between sessions does just this, and no, I'm not talking about appointment reminders.

Judy sees your ad on social, has been in touch with the front desk and her new patient assessment is booked. She now needs to know exactly what to expect. I know from my own experience as a chiropractic patient, the thought of someone cracking your neck can be daunting and even a little scary when you know nothing about chiropractic.

An onboarding sequence is perfect for this, being in constant contact with your new patients while they settle in to care is vital, emails in this series can include:

- What happens at your initial assessment
- Welcome to the practice
- Pre and Post R.O.F emails
- Patient testimonials
- Informative video series
- And more

These emails reassure, inform and even entertain throughout the patients first 1-3 months and builds more of a relationship, making them feel cared for, comfortable and at ease when they next come in to the practice.

Emails are also a great way for sharing your blog posts and updating your patients both in and out of care on what's been happening in your practice. Your patients like to see behind the curtain and feel like they are a part of a community.

Speaking of which, Pillar number 3 is...

**YOUR PATIENTS NEED TO
KNOW THEY ARE CARED
FOR DIGITALLY JUST AS
WELL THEY ARE BOTH
MENTALLY AND
PHYSICALLY.**

”



3. Community Building

By offering patients a view into your practice, perhaps even your own health journey or personal anecdotes, and giving them a platform to share their personal stories and connect with each other is paramount to building *your* community.

Community building is vital to growing your practice and the engagement you have online, helping make the decision to return to your practice and recommend you to friends and family an easy one.

The best places to build your community is on Facebook and Instagram or if you're good in front of the camera which I know a lot of you chiropractors are, then YouTube is a great place to provide value and create a real community amongst your followers.

By building fans of your practice, you won't need to 'sell' them on anything – word spreads, your expertise speaks for itself, and your community backs the great work that you do. This creates ambassadors for your brand that will share your content with their friends and family time and again.

And yes, your practice is a brand. Let's discuss this further.



4. Branding or Identity

Your branding is your identity, both online and in the real world.

Before a visitor reads a single word on your page, they have already judged you on the style and layout. The old adage "don't judge a book by its cover" doesn't apply when it comes to your website. Attention spans are sadly, shorter than ever and all it takes is a poor choice of colour pallet or a badly designed logo to turn people away from your site.

I started this journey as a graphic designer so this part is very close to my heart. The colours you choose, the spacing in your logo and the documents you hand to your patients on their first visit and progress exams leaves a lasting impression.

People likely won't consciously think about this (unless they're obsessed with this kind of thing, like me), but subconsciously, they will appreciate the clean look of a well-designed form or logo and the professional level of your content will reassure them they are in good hands... Literally.

Does your branding portray the caring, friendly atmosphere that you have in your practice? Or could it use a bit of attention, maybe to bring it in to the 21st century.

Take a look at some brands you admire and see how they are doing things, but don't use the same logo as every other chiropractor out there, and try to make yourself unique in your branding.

People will notice.



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.

Conclusion

I truly hope you got some value from this article, and it's given you some food for thought when it comes to planning and executing the work you do online.

Chiropractic has made such a huge difference to my life and I'm so pleased to be able to give back to the industry by using the skills and knowledge I have acquired over the last 6 years of running online businesses to introduce people to the great work you do.

In 2017, I fractured 5 vertebrae from T8-T12 while living in Thailand. I went to the hospital there where they gave me a lot of pain killers and sent me on my way. I then got the same treatment when I visited the hospitals here in the UK.

Luckily, A friend of mine recommended I go to my local chiropractor, Epoch Lincoln, where it's safe to say my life was changed forever. I still go every other week just to keep myself aligned and give my body the best chance to tackle anything that comes my way.

3 years after my first visit and I'm in the best health of my life, I am pain free and am now able to help people discover chiropractic every day, which brings me immense fulfilment.

That is why, breaking my back was the best thing that's ever happened to me. If I hadn't had that accident in Thailand, I may have never discovered chiropractic.

Because we work closely with the UCA, we're

**DOES YOUR BRANDING
PORTRAY THE CARING,
FRIENDLY ATMOSPHERE
THAT YOU HAVE IN
YOUR PRACTICE?
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offering free audits to all members. This involves me going through your online presence and giving in depth feedback and suggestions in a free 30 minute phone call. There is no obligation to work with us. It's just a bonus for being a UCA member.

Our mission here at Blitz, is to introduce chiropractic to 1 million people. If you would like to help us achieve this, or you have any questions about the things I've covered in this article, please don't hesitate to get in touch. You can complete a contact form on our website www.blitzdm.com. Ask me anything you want and I will do my very best to help you.

You will also find links to our social media and YouTube channel, where I go into these topics in much more detail and even show you step by step how to set a lot of them up.

Have a wonderful day and thank you for all that you do.



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

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

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

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

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

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You will be working in a beautiful clinic with state of the art technology, light spacious rooms and a great team for support.

Please email your CV and reasons why you would be suitable for this position to sarah@thelondonchiropracticclinic.com

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You must be confident in delivering full spinal adjustments, including Upper Cx and have a working knowledge of SOT and AK or similar techniques. An interest or experience in Craniopathy, Cranio-dental, paediatrics and emotional application would be beneficial.

Please forward your CV with a brief email to: jane@humanhealthcentre.com

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E-mail your CV with a cover letter to britchiro@gmail.com

Exciting Associate Position Available

Award winning Isis Clinics are currently looking for a Chiropractor at their Aylesbury Clinic. The position is open to experienced Chiropractors and graduates.

Aylesbury is a beautiful lively town with excellent travel links with London.

The position is taking over a long-established patient base with consistent earnings in the region of £6,000 per month and is full time with a 36-hour working week.

All clinics are of a high standard with the latest modalities including digital x-ray facilities and computerised notes.

We have a full mentorship programme for new graduates. Our most recent graduate from the AECC has now completed two years. This is what he had to say about his experience with us "I joined Isis Chiropractic as a new graduate and have now completed two years at the clinic. The owners, Per and Jatinder, have vast experience and have been fantastic in mentoring me throughout this time. As a result, I have been able to establish a great patient base that is continuing to grow" AH

Email: julie.driscoll@isischiropractic.co.uk
Website: www.isischiropractic.co.uk

Derbyshire. Flexible part or full time, Associate needed.

Help! We can't cope with all the New Patients!

Clay Cross, Derbyshire.

Self-employed.

Take over existing Patient Base, plus loads of New Pts.

To start in December

Part-time 3 days.

Or, 4-5 days with a 2nd clinic.

Good %.

Diversified / Biomechanical based.

1hr New Patient, Treatments 15-30mins.

Established 11 years, great reputation.

Relaxed friendly clinic, 2 treatment rooms.

Support / mentoring to suit you.

Great Massage Therapist support.

For more info or an informal chat, drop me a line! Nina

07971 561 274.

ninagurling@hotmail.com

Salutogenic and Vitalistic Associate Opportunity Available!

If the childhood habit of asking "BUT WHY IS THAT???" followed you into adulthood, then our team is for you. Led by an inspired mentor who never ceases to ask 'why?' we are excited to be expanding again.

We have an amazing opportunity for an associate to join our team. We are based in North Staffordshire with 2 clinics, one in Stoke and the other in Leek, surrounded by the beautiful countryside of Britain's first national park, the Peak District

- Weekly coaching from an inspired mentor providing training in AK, SOT, NIP, Sanrocco.... PLUS, the communication training needed to maximally impact the health of those you serve.
- A full time employed position with excellent remuneration through salary and bonuses.
- Learn how to deliver life changing care to hundreds of clients per week based on the latest neuroscience.
- Professional fees and associate fees paid.

Send your application via email to clinic@peakchiropractic.co.uk. We have an abundance of great people waiting for you to serve them at the best of your ability.

**CONTACT US FOR
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**[unitedchiropractic.org/
advertising](http://unitedchiropractic.org/advertising)**

Chiropractors – Want A Job You Love?

CHECK OUT OUR VIDEO AND BROCHURE FOR THE LOW DOWN but let's be honest, you never know whether a place is the right fit until you've

- Spoken to the people that will become your colleagues and friends
- Observed how the clinic works
- Seen yourself becoming one of the team

For that reason, we invite you to spend a day with us because a day at Chirohealth will speak for itself.

You'll get a feel for the mentoring we offer and go home with something practical you can use with your patients because your visit will include:

- Communication strategies to help you connect better with your patients
- 1:1 Adjustment technique masterclass with Julia Pullin DC
- Q&A about any patient challenges you may be having
- We'll pay for your travel to visit us (UK residents only)
- We'll pay for an overnight stay to maximise your time with us

To spend a day with an amazing team, contact Spencer on **01724 871222** or spencer@chirohealth.co.uk

www.chirohealth.co.uk/join-our-team/

[https://www.youtube.com/
watch?v=xAshl4MZQTI](https://www.youtube.com/watch?v=xAshl4MZQTI)

Fantastic opportunity in the heart of Cheshire

We are a family, wellness based clinic with an opportunity that would suit either a graduate or an experienced DC.

Our Clinic has been established 24 years, serving the local community, and providing outstanding care. Our purpose-built clinic is located in the beautiful Cheshire countryside with easy access to nearby historical Chester and the vibrant City of Manchester

Our Doctors have collectively over 70 years of experience and we will offer continued support and mentoring to the successful candidate. We pride ourselves in the development of the team and our commitment to deliver the expectations of our DC's which results in healthy long lasting business relationships expanding over many years. First class Chiropractic Assistant support is provided.

There is an existing patient base to take over with a regular flow of new patients on a weekly basis to your ambition. We are offering either a guaranteed, flexible salary for a new graduate or attractive % age-based package for a self-employed DC.

To apply please contact Sue:
Email yvonnecccc@gmail.com
or phone **01606 47776**

ASSOCIATE/CHIROPRACTOR REQUIRED

We are a passionate fun and caring team that is looking for a chiropractor to join us.

Our centre is based in the busy heart of Kingston-Upon-Thames.

Our Clinic Director – Kelly Melnikova-Rhodes DC, has been working in the chiropractic industry for 7 years and she believes in helping patients not only get well, but stay well.

We see a wide range of patients from desk workers to OAP's, and we strive to give the highest level of care to each and every patient.

We are looking for someone who is outgoing & self-motivated. A team player who is passionate about personal development and wellbeing.

You will be keen to grow in a supportive environment, and willing to go the extra mile for your team and your patients.

If you are looking for a full time employed position with an excellent work life balance, with guaranteed basic wage, a generous and achievable performance bonus, a structured program of coaching please email: pm@kingston-chiropractic.co.uk.

This position would be suitable for a new graduate or a more experienced chiropractor.

Lead Associate required for fully tech driven CBP practice in West London.

We are looking for a Lead Associate that can step up to become a full diagnostician, consultant, and clinical lead in a multidisciplinary CBP corrective practice. Training will be provided but you must commit to further developing outside of the practice. The Health Lodge specialises in complicated and hard to treat spinal conditions including stress fracture management, discopathy and congenital abnormalities, as well as elderly care and CBP correction. We are looking for someone seriously committed, willing to learn & apply themselves and step up as a Team leader.

To apply, please contact Louisa Savage at louisa@thehealthlodgepractice.com

Chiropractor South-West (Near Glastonbury Festival)

Help our established Hight-Street practice to meet growing demand. We take a holistic approach to care based around a core of functional muscle testing and diversified adjusting. You will have the autonomy to develop your niche but can count on mentorship. Flexible/PT.

Please introduce yourself by private message via our Facebook page (Mendip Chiropractic)

Our busy practice in Warwickshire is looking for an outgoing and focused Associate Chiropractor, to take over a full-time position.

Fantastic location, Beautiful Kenilworth is close to the M6, M1 & M40 motorways.

Outstanding team, joining Drs Peter & Cindy Townsend (Directors), and 6 Associates.

Taking over a list of 85+ patient visits per week

6+ new patients per week guaranteed.

Onsite parking and digital x-ray facilities.

PRTS provided if required / mentorship.

Monthly retainer of £2000.

Starting percentages negotiable depending on experience.

This position would be particularly suited to anyone interested in working within professional sports or the entertainment industry. Dr Peter Townsend is FICS certified and the clinic looks after many international teams and athletes. In addition, during the 12 months prior to covid we have provided care on tours for WWE, Bruno Mars, Justin Bieber, Ariana Grande, Guns and Roses, Prophets of Rage, Fleetwood Mac, X-factor and more.

If you are perfect for this position, please send your CV and covering letter to Dr Pete Townsend:

peter-townsenddc@hotmail.com

Tel: 01926 865985

www.kenilworthchiropractic.com

Ambitious chiropractor for 2 Midlands practices

We are looking for an ambitious chiropractor to work between 2 practices situated 20 minutes apart.

At Hinckley we have an excess of new patients. At Lutterworth a patient base is becoming available. Fast growth potential in affluent expanding towns with a relatively low cost of living.

Experienced or new graduate - support and mentoring provided as desired, with the freedom to develop your style and your clinical interests.

Days/hours to be arranged to suit you as far as possible.

50% to begin, with a pathway to further raises. Great expansion potential, we are looking for an ambitious chiropractor who is ultimately motivated to work towards becoming a partner.

Please get in contact for further information, to have a chat, arrange a visit, or to apply. Email, message, Whatsapp, text or call Ed:

edogormanchiropractic@live.co.uk

07969 006241

<http://www.chiropractorhinckley.co.uk/>

Target Health Chiropractic

Full-time Associate Chiropractor required to take over a patient list in S.E. London. Target Health has been established for 23 years and at its current location for 12 years. The departing associate has been at the clinic for 6 years and is returning home to Italy.

We have a holistic approach to our practice, using Applied Kinesiology muscle testing, S.O.T. and Diversified adjusting. We use A.K. for Nutritional problems and N.E.T. for emotional/stress issues. Knowledge of these techniques would be beneficial but more importantly a willingness to learn and practice this way as we will be mentoring over the first year. Targethealthchiro@outlook.com
Tel: 02087712070

Quality Chiropractor wanted for immediate start in Stunning Scotland. Must be a team player with high integrity, who is focused on helping patients reach their goals.

Having been established since 1986, we are a large multi-disciplinary team looking to expand our practice further by providing more clinical excellence. We currently have a 6-week waiting list so need someone who can start ASAP. If you want to be part of something special just send us a quick video on "Why you are our next team member?" To jayne@riversidechiropractic.co.uk or call us to discuss why you're the one for us on +441224211517. We already have 4 established clinics so we need someone with a full drivers licence please. The area is absolutely breath-taking and would suit singles and families

Chiropractic opportunity to work with a leading Chiropractic clinic in East Midlands

Come work with a dynamic, wellness-based practice and help us change the direction of our community's health and wellbeing. Top three best rated practice in the east midlands.

We are based in Derby located near A52 and M1 with good transport links.

You will be paid on a percentage-based commission with flexible hours. Minimum 6 hours a week and up to 20 hours.

We are looking for someone who at least knows about and willing to develop skills in; tonal adjusting using an integrator, activator and MC2 technique.

If you are a graduate, we can offer free training that is hands on. To help develop your communication skills, technique and more.

Contact use if you believe you are open minded, adaptable to different patients and enjoys working under pressure.

hugompl@yahoo.co.uk

07973573540

ASSOCIATE/CHIROPRACTOR REQUIRED

£45,000 Salary package

<https://lifeeffectchiropractic.godaddysites.com/>

SALARY: Guaranteed base salary of £30k p.a. + percentage-based earnings (%)
BENEFITS/TRAINING: £15,000+ p.a. benefits package

We pay:

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

HOURS: 28.5 hours/week

ESTABLISHED PATIENT BASE

START DATE: Nov/Dec/Jan 2020/21

Chiropractic Associate SW London

We are looking for a Chiropractor who is professional, fun, energetic and loves to check and adjust young families. We are a long standing female team who are joyful, focussed and experienced.

If you would like to join our solid and stable group who came through COVID with flying colours, then reach out! You will enjoy loads of support, respectful challenge, gentle guidance, and skilful mentoring from our associates and amazing CAs.

If this resonates with you then we are the practice that you are looking for.

Reach out to us at emma@northcotechiropractic.co.uk

Dynamic Associate Chiropractor needed to join our great team

We are looking to employ an Associate Chiropractor to join the team at our busy centre in Gidea Park, RM2. This position benefits from a salary plus commission.

The role is open to new graduates and experienced Chiropractors. We have a full mentorship programme for new team members.

So if you are

- A fully qualified Chiropractor registered with an appropriate governing body
- Well-motivated, caring, enthusiastic and conscientious
- Looking to work in a friendly but highly structured team and be mentored by experienced practitioners

We offer

- A salary plus commission
- Access to our business coach and training
- 121 training
- UCA and GCC fees paid
- Various seminars, coaching sessions
- An excellent work life balance

For more information and to apply, please email your CV to team@nurturechiropractic.co.uk

Advertising Costs And Classified Terms

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

Busy wellness based practice Peterborough

List of patients to take over and develop.
Potential option to buy (or buy into) the clinic in future if you wish once settled and busy (2-3 years). You can work for yourself down the line if you wish with this opportunity; no need to start up again later

Training provided, on site X-rays, open plan, 7 hours Mon-Thur, 3 Friday.

Rare % based pay rates available.
Earn as you adjust rather than making someone else rich.

40% 0-70 adjustments per week.

45% 76-150

50% 150+

Applications to
peterboroughchiropractor@gmail.com

<https://www.peterboroughchiropractor.co.uk/>
01733 555568

!!AMAZING OPPORTUNITY!! SE London/Kent

Maternity cover with view to a permanent position.

Passionate chiropractor with pregnancy and paediatric experience/interest.

Suitable for confident new grad or more experienced chiropractor

Great remuneration % based

Fully supported

Full patient list to take over

25 min from central London, 5 min to Kentish countryside

Call 01689 87 9292 or email info@vitalfamilychiropractic.co.uk

CLINIC/PRACTICE FOR SALE

Great opportunity for the right practitioner

Owner retiring and the longest established chiropractic clinic in the Midlands requires a new owner. Two full-time chiropractors and fully equipped with three treatment rooms with a possibility of two extra rooms that can be converted. The website is birminghamchiropracticclinic.co.uk.

Interested persons can contact me on 07738338985 or email jamesmrousseau@gmail.com

CLINIC/PRACTICE FOR SALE

Well established clinic available in Cullompton, Devon

Cullompton is an expanding town with 5000 houses being built, as such would be an amazing opportunity to develop a thriving clinic in a rapidly growing town.

Operating 3-4 days a week as a sole practitioner, with demand already available to expand.

3 Rooms, large reception, and rehabilitation area which could suit a second chiropractor and massage therapist.

Contact: 07817675698

nidinedelange@yahoo.com

Your dream practice is ready now!

Turn key. Wellness based 25 years local, in a elegant skyrise. Referral based, no ads. Catchment area 1 hour radius greater London, 15 min from Victoria. 5 min walk from major train station. Many patients with 10 to 40 years of regular wellness care.

Can adapt to many disciplines. Will stay on for intro and hand over. With a variety of tools and technologies. Save yourself 10 years. Flexible terms, will help finance.

Email info@spinalhealthuk.com

LOCUMS

Experienced Locum Available

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

Please contact: Sam Pinkerton

075 803 460 84

sampinkerton@hotmail.com

EQUIPMENT

For sale

Thuli maroon lumbo-pelvic drop piece for sale, like new. £275 obo.

Hydraulic hand dynamometer for sale. £150 obo.

Please ring 07865 063012 for info/pics.

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unitedchiropractic.org/advertising

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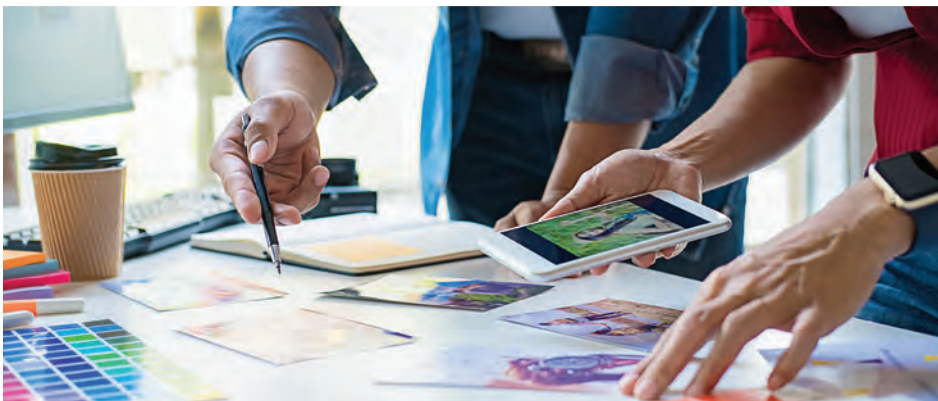
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