

33

UNITED CHIROPRACTIC ASSOCIATION

ISSUE 62 | WINTER 2021/22

PRINCIPLES

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How to Transform Stories into New Patients

Roberto Monaco

RACING FOR STRONGER BONES
Olaf Frank

THE POWER OF PURPOSE
Matthew Accurso

PILLAR OF THE COMMUNITY
Jason Gould

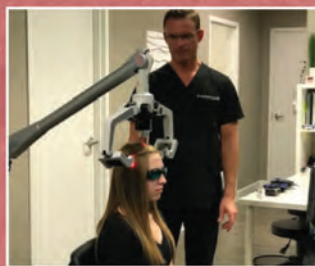
WHY DID YOU ADJUST THAT?
Tom Lawrence

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MEET THE UCA TEAM

YOUR UCA HEAD OFFICE TEAM AND CONTACT POINT



DOMINIQUE REID
CEO

dominique@unitedchiropractic.org



MARC MUNCILA
President



GLENN FREDERICKSEN
Vice President



ZOE HUNT
Executive &
Communications Officer
zoe@unitedchiropractic.org



PAUL McCROSSIN
Board Member



TARVEEN AHLUWALIA
Board Member



ANDREW ROBSON
Board Member



COLLEEN GRIFFITHS
Membership Secretary
colleen@unitedchiropractic.org



VERONICA HOPE
Board Member



ANNE RENKIN
Board Member



CHRISTIAN CASWELL
Board Member

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

+44 (0) 01293 817175

contact@unitedchiropractic.org

www.unitedchiropractic.org

OUTGOING PRESIDENT'S REPORT

Dear Members,

Welcome to the Winter edition of the 33 Principles.

Whilst life is not completely back to what we describe as “normal” it has been great to get back toward some of the life we have been accustomed to not the least being able to see people at CE from the neck down. It has been the first time we have been able to have an in person event since Spring Conference 2020 and the hybrid format allowed us to still have the usual quality speakers and for those that could not attend in person to still get involved and connect with the UCA tribe. Congratulations to the award winners.

After contributing to the consultation on the proposed healthcare regulatory body reforms by the Department of Health and Social Care (DHSC), as outlined in the summer edition of the 33, the DHSC commissioned KPMG to gauge the views of stakeholders on the number of healthcare regulators. The DHSC is recommending changes to healthcare regulators across the board aimed at streamlining regulation and to reduce bureaucracy one of which was to consider amalgamating the nine healthcare regulators into one. The KPMG stakeholder review of stakeholders asked for views on a potential multi-regulator framework and the advantages and disadvantages as such. When Nick Jones held the virtual workshops on the proposed GCC strategy for 2022-2024 this was one of the questions that the GCC wanted registrants views on. When we surveyed the membership for their views on the feedback requested in the GCC strategy consultation an overwhelming majority wanted to maintain a single regulator, which we conveyed in our response to KPMG. Whilst subsequent questions revealed an acknowledgement that the GCC had improved and engaged more, they need to better represent the diversity of the whole profession, introduce pro-rata fees and be less heavy handed in their approach to complaints. The responses to our survey were sent to the GCC and they were broadly consistent with those published by the GCC in their consultation report in early October. Thank you to those members who engaged by contributing to their response to the surveys from the association and those who were amongst

the 381 who attended the virtual GCC 2022-24 strategy workshops. We also conducted a survey to gauge your views on the requirements for continuing practice in the pandemic such as PPE and your views on vaccination in respect of practice. Thank you to those who responded and the feedback provided. There was strong resistance to mandatory vaccination and many felt limited protection from PPE with it being expensive and wasteful. That said the GCC have reminded registrants that we have to continue with it as per the UK Health Security Agency (UKHSA), which have taken over the role of Public Health England (PHE).



Paul McCrossin welcomes new President Marc Muncila.

In some news from Head Office, after 18 years Melissa Sandford has handed over the CEO reins to Dominique Reid. Dominique may be a new member of the Head Office team however she is not new to chiropractic as her sister and fiancé are both Chiropractors. Dominique is a Legal Executive and has specialised in criminal and civil litigation, and she will be working closely with the association's regulatory lawyers; Bankside law. Many members will have spoken to and had the support of Melissa over her many years as the CEO and few will not have been impacted in some way by her influence on the association and the profession at

large. I recall when Melissa took over the head office function of the UCA and it is a very different organisation now and she has been instrumental in helping steer us through a few growing pains and many celebrations on the way. Chiropractic Essentials would not be what it is now without Melissa having taken the mantle from Kim Furness all those years ago and now passing it onto Zoe Hunt.

It is somewhat a changing of the guard as my tenure as President is ending after 20 years of involvement with the UCA and it is with great pride that I have seen how the organisation has grown and become increasingly relevant in the context of Chiropractic in the U.K. and internationally. I thank all the past Presidents, as it has been a privilege to follow in the footsteps of the likes of Neil Folker, Richard Pim, Frank McBride and Kevin Proudman in serving the membership along with the many executive members who have devoted considerable time in service of the UCA. I am very happy to announce that Marc Muncila has been elected as President. Marc has been a member of the board for ten years, of which 3 years were spent serving as Vice President, and over 4 years as Treasurer, during which time he has developed a fundamental knowledge of the association and our members. I am very much looking forward to seeing how the association grows under his leadership. I look forward to helping with the transition and seeing the UCA continue to thrive and help us look forward and move beyond Covid-19.

I wish you all a good run up to Christmas and a much better one for you and your family than we were able to have last year.

Best wishes,

On behalf of the UCA executive.

Paul McCrossin,

Outgoing President UCA



THE DHSC IS RECOMMENDING
**CHANGES TO HEALTHCARE
REGULATORS** ACROSS THE
BOARD...



PAUL McCROSSIN
Outgoing President, UCA

STUDENT **REPORT**

CHIROBUDDY STUDENT SERIES LAUNCHED



WE ASPIRE TO HIGHLIGHT **THE ART, SCIENCE AND PHILOSOPHY OF CHIROPRACTIC.**

BY TARVEEN AHLUWALIA

The UCA has been busy working with chiropractic students and providing relevant advice to help with the transition from undergraduate to postgraduate, and the first few years of practice.

The past few months we have been running Chiro Buddy webinars in the run up to CE 2021. We aspire to highlight the art, science and philosophy of chiropractic.

Andrew Robson hosted the first event and featured Tom Greenfield and they talked about the art of the adjustment. I hosted a talk with Tom Lawrence, he talked about finding the primary subluxation and we discussed the transition from student to associate to practice owner. Christian Caswell also hosted a Q&A session for students and new graduates, in addition to a philosophy evening with Travis Corcoran and Jonny Collar.

In the coming academic year the UCA strives to

continue offering more virtual and, possibly, a live event specifically for students. We are fortunate to have an array of successful practitioners within the UCA, whom we hope to include in supporting and encouraging the future of our profession.



**TARVEEN
AHLUWALIA**
UCA Student Liaison



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CHIRO MEMBER NEWS

Baby Finn

▼ Ben Grant welcomed Finn Harrison Grant, born 4weeks early on 21st of June 21. This is a picture of him not long after his first chiropractic appointment. Congratulations!



Baby Peter

▲ Baby Peter was born at home to Tom and Becky Lawrence on 02/06/21 weighing 7lbs 12oz and has one very loving big sister.

Baby Knowles

▲ New baby girl! Arrived at home in her water pool.



Silas and Jodie

▲ Congratulations to Silas and Jodie!

Tom and Georgina

▼ Congratulations to Tom and Georgina!



Baby Sebastian

► Lucy Forster welcomed Sebastian Richard Jane, born on the 26th July weighing 8lb 4oz via emergency C-section due to him wanting to dive out feet first!! Welcome to the world.

Andrew and Clare

▲ Congratulations to Andrew and Clare Coombs!



Amanda and Will

▼ Congratulations to Amanda and Will!



Michael and Jemma

► Congratulations to newlyweds Michael and Jemma who got married on 2nd October 2021.



Baby Ódín

▲ Congratulations to Dara Tyrell on the arrival of baby Ódín 8lbs 12oz.

Baby Nalu

◀ Welcome baby Nalu Gospodinov 18/09/21 7lb 8.



Tarveen and Raj

▲ Congratulations to UCA Board Member Tarveen Ahluwalia and her husband Raj Padhan, who married on 03/07/21 in Watford.

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PRACTICE PROTECTION CORNER

GOOD CHIROPRACTIC NOTES CAN SAVE YOUR BACON

PART 2

BY MARY PHILLIPS

Results from a survey carried out earlier this year, showed that over 90% of chiropractors know that their notes are substandard and could do with a bit of help. Does that surprise you? It surprised me. Don't you worry, I am here to help!

The General Chiropractic Council (GCC) are obliged to investigate every complaint they receive. This means that the entry-level of a complaint can be very low, and although you may not have done anything wrong, it could still land you in trouble if your notes are not up to standard.

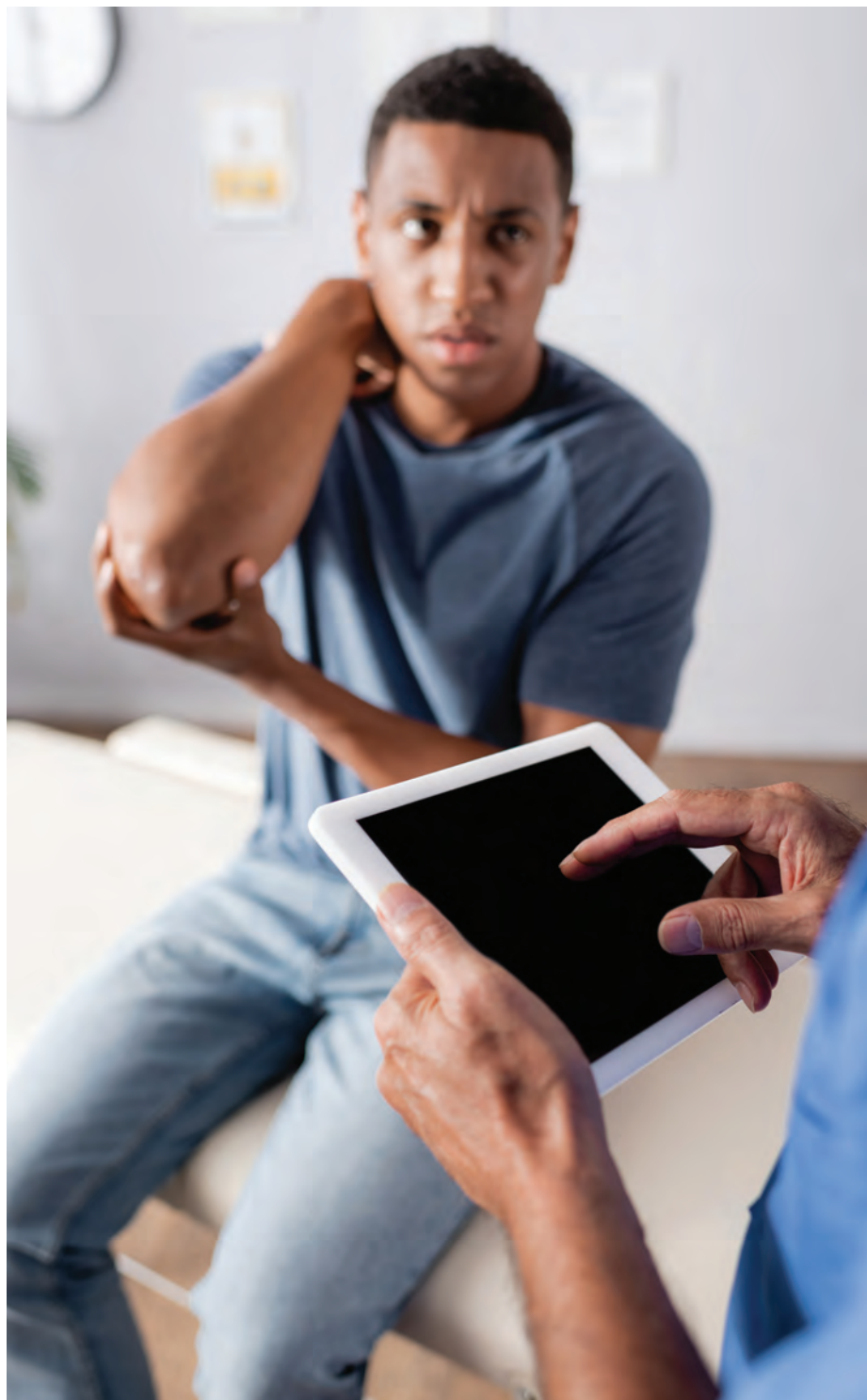
For most of us, it has been a while since we were in the tutors' lounge having our notes pulled apart. I have had many associates over the years, and notes tend to be the primary challenge. Either with keeping them up to date or the quality of them. This topic is also something I address with coaching clients. I have found that creating an effective system where finishing notes are part of the routine before leaving the practice is vital.

The time management with paperwork is mainly dependent on the emotional connection the therapist has to paperwork. So if you are behind with your paperwork, it may be worth spending some time (even 10 mins) thinking about why you are behind on your notes. Because if you don't address the underlying cause, history will likely repeat itself.

It is essential to be realistic. Are you allowing enough time to write your notes? Are you writing

“

OVER 90% OF
CHIROPRACTORS KNOW
THAT THEIR **NOTES ARE**
SUBSTANDARD.



too much? Setting off time separately for notes can help you stay on top of them.

I've popped together a brief refresher for clinical notes for those who feel they could benefit from this.

Break down each treatment/care session into subjective, objective, assess and plan AKA SOAP notes.

Under "Subjective", you should be reporting the patient's subjective view of their symptomatology. "Ok" or "Feels better" is not enough; try and elaborate. It would be best to record the progress status toward functional goals set at the beginning

SAMPLE SOAP NOTES

■ Subjective:

R low back sore, lots of gardening etc and run 4-5 times since last apt. Generally achey. Very busy "chasing my tail".

■ Objective:

C1L C2L T1L T3LR T4LR T10LR T12LR L1L L5R SIL

L ES hypertonic

UT B TTP

R adductor TTP

TTP B gluts

■ Assessment:

2 x week for 4 weeks due to symptoms

1 x week for 4 weeks then reassess

Obtained verbal consent to manually adjust neck

■ Plan/Procedure:

C3 R AR

C7 HOT AR

T6 AR

L5 R drop x 2

TPT B gluts, SCM (tender)

Pt left happy, tolerated Rx well

of care. (Do you set functional goals? Maybe you should consider doing it)

"Objective" should include objective findings and evidence of change since the last visit, e.g. degrees of cervical rotation, as well as list segmental findings. Record negative test results, as well as positive ones.

The assessment box is the one I frequently see misused. "Assessment or Action" should include that day's assessment, and it is the provider's opportunity to share their thoughts. Record whether the patient is improving or not and why they do or don't need more treatment. It is also the section where you should include any exacerbations or other setbacks. If you are changing techniques, you need to record that you obtained verbal consent.

Plan/procedure: The "Plan" section of a SOAP note where you outline the treatment rendered on this visit. Include the segments adjusted and any ancillary treatment, trigger point therapy modalities and procedures performed on the visit. Noting "same as last time" is insufficient as the GCC wants to see that there has been some conscious thought process during the session. Make a note of any feedback post-appointment and record any changes to the plan.

All notes need to be documented in a clear, structured manner to ensure continuity of care. The SOAP notes should read like a story of the patient's experience in your practice. Another practitioner should be able to pick them up and understand what is going on, what you have been doing, and what the plan is going forward.

Did you know there were approximately 90 GCC cases last year? I was one of them, and I can categorically confirm a summons is anything but relaxing. Being investigated is stressful for even an experienced chiropractor, and I am incredibly grateful to Melissa Sandford, the UCA, and John Williams (Bankside Law) for guiding me through the process. Luckily there was "no case to answer" in my case. Part of that was down to my documentation of the communications with the client.

The GCC will determine what they believe has happened in the case of a complaint. They can only make this decision based on the statements from the complainant and the chiropractor. As this is a bit of their word against the patient's, your notes can play a significant role. Some electronic systems time and date stamp them. If you use a paper system, make sure you also do this.

Most complaints received by the GCC against chiropractors get thrown out at the Investigating Committee stage, which in my case took 11 months. However, if they deem that your notes are inadequate, they may continue the case against you and apply what they deem is an appropriate action against you.

The most common cause of problems is when the report of findings is not communicated clearly to the patient, with inadequate explanation for the care and care plans. This miscommunication can lead to confusion, unrealistic expectations, dissatisfaction, and complaints to the GCC. In the word of John Williams "Good notes can save your bacon".

You can also download a checklist here on the basics above of what you should be recording at a routine appointment from here:

<https://consciousbutterfly.co.uk/Routine-Appointment-Checklist/>

For more in-depth guidance, the GDPR checklist, including the option to have your notes audited for potential improvement, do get in touch at hello@consciousbutterfly.co.uk. One of our team will assist you.



**MARY Y. PHILLIPS,
DC, CACCP**

Mary is a 2nd generation DC on the Isle of Man who has been a keen and long term supporter of The Scottish College of Chiropractic Trust. With 16 years running her own chiropractic practices she now mentors solo chiropractors, helping them to grow their practice and achieve the lifestyle they desire. For more in-depth guidance tailored for you email hello@consciousbutterfly.co.uk a note-keeping guide to help keep you out of GCC trouble.

For more in-depth guidance, tailored for you, to help keep you out of GCC trouble email hello@consciousbutterfly.co.uk



RACING FOR STRONGER BONES

BY OLAF FRANK

21st August 2021

About 90 of us are waiting in the car park of the Edale village hall in Derbyshire, for the start of our race. It's going to be challenging today. It has been raining. The organiser is giving final instructions. "On staking out the paths last night I fell on the slippery descents." We are a motley crew of mostly lean looking men and women, from as young as 20s to early 70s. Fine rain is soaking us. Heavy rain is forecast for the entire race. It's called the *Ring of Hell*!

I chose to run the *Half Marathon* option, consisting of 15 ½ miles and 4000 feet elevation. I'll be happy to get around in 4 to 4 ½ hours. When I ran my first road marathon in Budapest six years ago it took me 3 hours 45. I swore "I'd never do one again".

"Good luck everyone. Go!" We're off.

I HAD BROKEN MY TOES
ON **EIGHT OCCASIONS.**
ONE TOE ALONE
FOUR TIMES.

August 2014

Entering my GP's consultation room, I asked: "When did you last look at x-rays?" I carried my laptop opened up, displaying an X ray of a broken toe. He mumbles: "Not in a while." I pointed out that the fracture was right across the joint splitting the joint into three parts. "This is a pathological fracture and it happened just by stubbing my toe against the leg of a chair. I believe I may have osteoporosis. This is not the first time I've broken toes. I'd like a DEXA scan." After some back and forth he relented. This was my second appointment with him on this issue. I was 46 years old. I had no risk factor osteoporosis.

November 2014

"Why am I breaking my bones?" I asked my rheumatologist, a woman nearing retirement. "The test results are all negative. You're not celiac. I cannot find anything wrong with you. I believe you may just have small bones." The rheumatologist, the supposed expert in osteoporosis, sitting opposite me, closed her case. "I'm going to discharge you. There's nothing wrong with you." I was stunned. I consulted her because I had concerns about my low DEXA scan results, indicating I had osteoporosis, combined with a history of pathological fractures and this expert claimed I had *small bones*. "Is this religion or science?", I quietly asked myself. I realised that I was on my own. I needed to become my own expert in order to heal myself. And I began to do my own research.

1 hour 45 minutes into the Race

I'm flying down Jacob's Ladder. I love running downhill. "Only flying feels better." I shout at the men I am overtaking in enthusiasm. Wow! They are twenty years younger, in their 30s I am guessing, though I never have time enough to really take in their faces.

We've been running together for the past six miles, helping one another, finding our way. Some person removed our green flag markers and even misplaced one towards a different entry route. We wasted at least 8 minutes going up the wrong hill wondering how we ended up there all of a sudden. How annoying!

I am overtaking one guy in a daring leap down the slippery slope full of stones. It's the kind of narrow path that gets washed out with continuous rain leaving only stones behind. How to walk on it, let alone run down on? I hear the man shouting after me "How do you run down so fast?" I am thinking to myself: "Just let your legs go!" But later a different answer comes to me. I've been running barefoot style for several years now. No shoes, just my feet, on any surface. I am nimble, running in 3D, flying from tuft to tuft, from stone to stone, every step is placed differently in space, in height, in pressure, length of contact, in cadence; unlike running in unfeeling boots, like a tank on two tracks, left right, left right, no matter what's underneath. It's an ancient programme in me. Thousands of years of evolution, of persistence hunting, of hours long running celebrating life. The less I think, the more surefooted I fly across the ground.

August 2015

I ran my first marathon a year after my diagnosis. My second scan showed I'd shaved off a third off my bone loss. Meanwhile, I put together an exercise program to stimulate bone growth based in science. Short, safe, powerful. The science is there, if one can find it. I was thrilled with myself. Two years later, my third DEXA scan, and the results were worse. Why was I still burning bones? My exercises were not enough. Something was missing. Such frustration. I felt so stupid.

July 2018

"Whatever you want, I'll give it to you if I can. You know far more about osteoporosis than I do." Those were the words my GP greeted me with. We got on well. He's



German, like myself, he's straight talking, too. Unfortunately, GPs don't have access to specialised tests for bone turnover markers.

March 2020

Completed a post-grad degree in Functional Medicine, adding diet, gut healing, hormone balance to bones exercises. I began seeing clients for a range of osteoporosis types, age-related, hyperthyroid, and pregnancy associated. Helping men and women to move from fear of losing independence and ongoing pain to being empowered to live an active, fulfilling life.

September 2020

My third rheumatologist, based at a Liverpool hospital, specialising in osteoporosis. He was young. I could tell on the phone. He was defensive, point-blank refused to think for himself, always stayed inside his small confines of medical perspective and tools. I said: "No, I don't want to use bisphosphonates. They start killing the jaw and thigh bones after five years of use and I am only 52." And, I added in my mind, they make the bones not stronger but only denser (hence the improved DEXA scan results), which means more brittle and older. So much so, that necrosis sets in for lack of renewal. What a concept!

I told him that exercising, my diet, my supplements had actually shaved off a third of my osteoporosis. He ignored this, warning me that I should not run a marathon as I was in danger of breaking a hip. Christ! He was treating me like an 80-year-old.

2 hours 30 minutes into the Race

The final full ascent to *Rushup Edge* towards *Lord Seat*. A fitting name. How high does this go? The path leads straight up. My legs are pumping, pushing up my body rather than lifting it, shouting at me to rest. I am panting, pushing more. Focus! Watching out for the slippery mud underneath my shoes, protecting my broken toe.

It is so quiet out here! It's striking me. Only the thud of my shoes meeting the wet turf, the sound of the wind brushing past my ears, the heave of my heavy breathing, and the pulse in my neck beating hard. What contrast to the quiet around me?

Why am I doing this? I am weary. My legs are almost empty. More panting. The pulse in my neck beating hard and fast. For the last 2 ½ hours I don't think my pulse has ever been below 150.

July 2021 Race Preparation

In a dark patch of the woods, downhill in full run, I stubbed my large, right toe. Hard. I fell onto my right hip and left outstretched arm. I cursed. It had been raining and I didn't see the exposed stone lodged in the ground.





I immediately knew that my toe was bad, possibly broken.

I had broken my toes on eight occasions. One toe alone four times. I had become rather blasé about it. This time, however, it was my big toe and only three weeks to my race. Not good. "How frustrating! Here I am, looking to reverse my brittle bones condition, doing so much to heal, and – boom – smashing up my toe!" Only later do I notice that I didn't break my hip and I didn't worry at all about my left hand. Three years before I broke my left wrist simply falling onto it without any speed whilst playing tennis. That's progress!

2 hours 55 minutes into the Race

I am reaching the top, turning East, towards *Mam Tor*. I am empty. I struggle to lift my knees, looking to gain more speed on the almost flat. I am staggering rather than running. I'm now being overtaken by the younger runners, men and women, one by one. I can't help it. I am staggering forward. Rain is picking up, washing salt into my burning eyes. Wiping them repeatedly I am barely making out the path with salty stains on my rainy wet glasses. "Run your own race, Olaf!", I remind myself.

I am cooling down as I am slowing. Wind is picking up, rain intensifying. Perfect conditions for hypothermia. I decide to put on my waterproof top.

I am painfully slow now. I am in a cloud. My companion runners long out of sight. And then it happens. My left quad is cramping up. I have not experienced this since track and field training as a teenager. I am forced to slow down even further. Drinking more electrolytes, I am feeling into my body if it wants more fuel. No, that's all fine. I am simply spent, with maybe 4 miles still to go!

I remain on the edge, near cramping in my quads and later left calf. No more flying downhill for me. This is hard, really hard. And then it strikes me. I remember the name of the race.

December 2014

Still in shock with my diagnosis, my first consultation with a Medical Herbalist – got to find help outside the medical system! – simply overwhelmed me. Told to eat offal, after being vegan or vegetarian for 25 years? Baking cake with 12 eggs? Paleo? I was in shock. I tried. I failed, mostly. But some things stuck. It set me on a path.



August 2021

3 hours 10 minutes into the Race

By chance I am looking into the valley from the ridge I am limping along on. The fresh greens of the meadows and fields in the kettle-shaped valley below bring me to a state of awe. Dark clouds all around me have opened a window allowing bright light into the valley. What a sight! What colour!

3 hours 37 minutes into the Race

The finish line. I am completing the race. My legs are utterly spent. I am feeling proud of myself. Collecting my medal and T-Shirt from Tough Trails. Some photos. Mutual congrats with the guys I was running with for a while. So friendly everyone. Great camaraderie and support. Several runners overtaking me asked if I was okay. No one is mocking here. Hard work unites. Everyone has done well today.

After the Race

I came 17th out of 89 racers, among all ages; 2nd in my age category, I reckon. A huge achievement.

By now, I have radically changed my diet. I have given up gluten, healed my leaky gut, dampened or beaten candida overgrowth, bloating, flatulence etc., eat mostly organic foods, no more pesticides, and no sugar. There are occasional exceptions. This is big – I am a sugarholic! (once a sugarholic, always a ...) Our home and my office are WIFI-free. And internally, emotionally? I continue to heal there too. What a journey it's been.

Osteoporosis is silent, pain free – until you break. Five times more women are diagnosed with it than men, probably because men don't seek out help so much. 50% of women in the UK aged 65 or above are thought to have osteoporosis. This means most people burn bones for years before then. Once you break bones, you may have irreversible or permanent injuries or at worst lose your independence.

Osteoporosis is not a disease. It is merely the result of poor lifestyle choices and our increasingly toxic environment. In most cases, it can be managed or reversed. It's not worth leaving it to chance.



OLAF FRANK D.C., FMP

Olaf loves creating solutions for his clients, be they chiropractic, dietary, or environmental. He is fully accredited in functional medicine by the Functional Medicine University, a major international teaching facility. He believes in helping his clients to repair to our fullest potential.

Naturally Empowered Chiropractic – Hale & Frank Health Functional Medicine, Altrincham, Manchester
0161 928 0300

naturallyempoweredhale.co.uk
info@naturallyempoweredhale.co.uk

CHIROPRACTORS ROLE IN SUPPORTING BRAIN DEVELOPMENT



BY GENEVIEVE KEATING

Baby Elke was 4-weeks old when her mum Jayne brought her in to see us. She had a difficult entry into the world, was unsettled, not attaching well for breastfeeding, and slept poorly. Jayne was, as expected, tired and desperate to help her daughter and herself regain some sleep, calmness, and ease with feeding.

Millie was 8-months, with bright eyes and a cheeky laugh. A friend of the family had suggested that she come to see us for a wellness check. Millie lay on the floor as her mum detailed her history. Her mum didn't have any real concerns but felt it was good to get things checked out.

Luke was referred by his grade two teacher, who had spoken to his parents about his difficulty holding a pencil and writing. Mum hoped his handwriting skills could be improved.

For chiropractors seeing families and children in our practices, these are some of the common reasons for presenting to us. People come to us when they want to ensure that all is functioning smoothly, or they may come when there is a health or developmental concern. Chiropractic has an enviable track record with care for children. In a large Australian study, 99% of parents reported that they were well informed and involved in decisions about care, and 99.6% of parents were of the opinion that their child benefitted from chiropractic care.¹

We know that chiropractic care makes a difference in families' lives. However, are we doing all that we can?

Brain Growth

The last few decades have seen an explosion in our understanding of the brain, particularly the ability to change, develop and make new pathways. Functional magnetic imaging offers an extraordinary window into the brilliance of our neurological structure and functional connections.

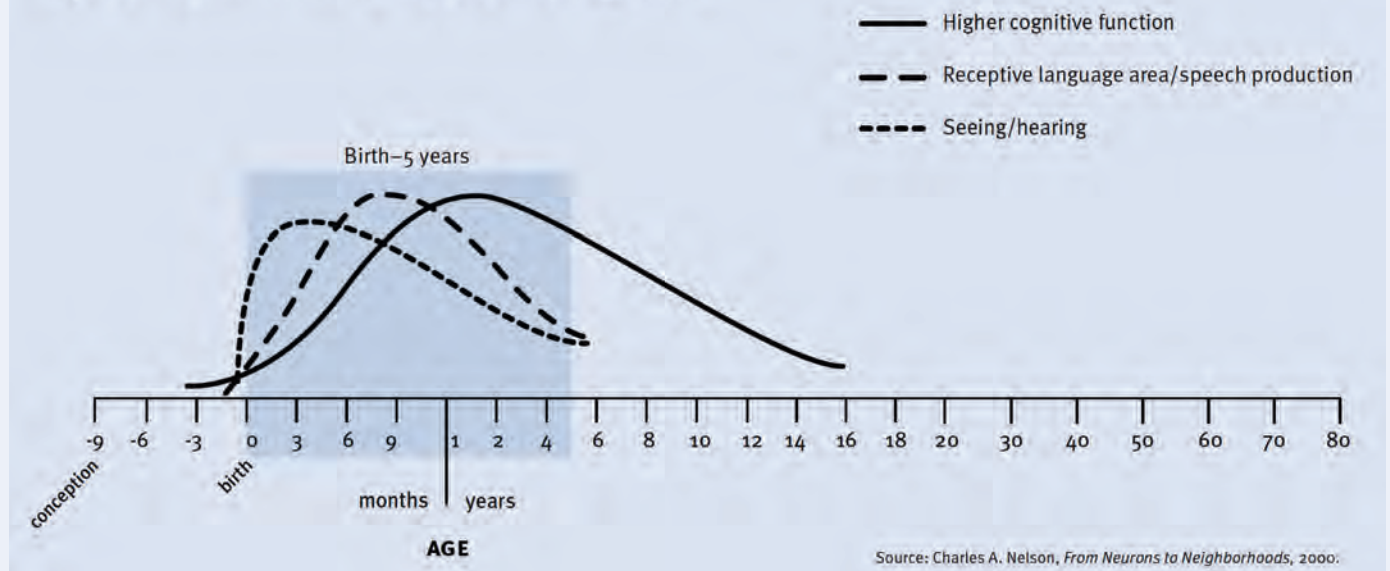
A baby is born with about 86 billion neurons,^{2,3} each with 2500 synapses, and the brain weighs around 400gm. The most intense and rapid brain growth occurs across the first three years of life, with each neuron expanding its synaptic connection to 15,000. The ongoing synaptogenic development and pruning process results in a brain weight of about 1800 gm by adulthood.

These developing and changing connections are the basis of neuroplasticity, the ability of the brain to learn and transform throughout life.

The brain is an afferent organ

The brain grows through afferent input, receiving information from the environment through movement in gravity, the five senses (particularly visual, vestibular, and touch), and joint proprioception.

Synapse Formation in the Developing Brain



The brain develops in a hierarchical unfoldment, beginning with the brainstem, followed by the cerebellum, vestibular system, cortex, and prefrontal cortex.

The architecture of each of these areas is influenced strongly by early environments and experiences. These influences are particularly potent as each brain circuit matures, and the experiences and stimulation are different at different ages.⁴ (See Fig 1 for the timing of development of different circuits.) An enriched environment,⁵ one that provides age and stage-appropriate stimulation, is how babies will thrive in their development.

Subluxation

The impact of the subluxation is vast. It may impede the brain's afferent input and efferent output, including altered cerebellar and cortical development, adversely impacting descending control and global tone. These changes increase the likelihood of further subluxation and poor function. Adjustments help restore afferent and efferent pathways and communication.

As practitioners

When we take the opportunity to increase our perspective and take a view through a larger lens of brain-based growth and development, we position ourselves as more than subluxation specialists.

Knowing where a child is up to and what would be considered within the normal range for their age

expands what we offer as practitioners. Upskilling our ability to assess, explain, adjust, monitor, and reassess improves our outcomes. Supporting families by providing home care exercises to plasticise pathways helps development and contributes enormously to our position as a trusted advisor to the families in our practice and our communities.

Understanding neurodevelopment is like having a roadmap with directions – where the child is currently, where they could be, and how best to get there.

Baby Elke – on assessment showed cranial dural tension, spheno-basilar restriction, occipital condyle restriction, and tension through her diaphragm. She had very poor extensor and shoulder girdle tone, along with difficulty holding her head up.

She responded well to gentle adjustments and homecare of regular tummy time and prone ball rocking to stimulate spinocerebellar pathways, the vestibular system, and extensor tone. Her breastfeeding, calming, and sleep improved dramatically, as did her overall muscle tone.

Millie's full history and wellness check examination revealed she was not yet crawling, had poor sitting tone (she preferred to lay), an unintegrated Moro reflex, as well as misalignments through her pelvis and cranial dural system.

Specific adjustments and home care tailored for her allowed her to improve in her neurodevelopmental progress. Her tone improved, the Moro reflex integrated, and she learned to sit and crawl. She continues to thrive, and her parents are



thrilled with the changes.

Luke's chiropractic and neurodevelopment assessment revealed that he had pelvic, spinal and cranial dural misalignments, poor balance and gross motor tone, lack of cross cord integration, and unintegrated Moro and ATNR reflexes. Specific adjustments and homecare saw his sitting and standing posture improve significantly, as did his pencil grip and writing, along with an increase in his ability to emotionally regulate.

What else

As more families choose chiropractic care as an integral part of their health and wellness, it is essential that chiropractic care remains available to them. Inspiral is committed to supporting chiropractors with knowledge, skills and neurodevelopmental approaches to enhance their work with families and communities.

Supporting children's growth and development is important. It is as important for us as practitioners to continue to support our own development and growth mindset. This includes integrating new learning, expanding our skills, and further developing our communication. How will you continue to hone your own nervous system so that you can continue to serve your beloved families to the best of your ability?

QUESTIONS TO ASK OURSELVES

- As a practitioner, have I kept up with new ways of understanding the care I deliver?
- How am I plasticising my own pathways for learning and development?
- How could I enhance my own growth mindset around practice?
- What have I integrated this year that is new, what do I plan to integrate?
- How am I supporting the people in my practice to grow and develop their own brains and nervous system.
- Outside of being adjusted, what specific steps am I taking to tune up my own neurology?

Early experiences matter

"How, and how well we think, we learn, we control our emotions, how we relate to each other the rest of our lives, all of who we become as adults, is rooted in our early experiences and our early relationships."

Matthew Melmed
Executive Director Zero to Three

Building Brains at Home

1. Calming, Bonding and Settling

Babies are born ready to connect. Calm, quiet time helps them feel loved, safe and secure.

2. Sleep

Kids are busy growing and they need lots of quality sleep. Catch the tired point and have a good evening routine.

3. Pressure Massage

Touch helps kids feel calm and develop an understanding of their bodies. This builds the brain maps which are vital for sensory motor coordination.

4. Extension Exercises

Tummy time, ball rocking and superman fire important pathways for brain growth.

5. Movement

Brains need movement in gravity to grow. Encourage kids to swing, hop, skip, jump, spin, run and climb.

6. Play Games

Imagination and movement go hand in hand. Play with balls, blocks, jigsaws, play-dough, tools and tea-sets.

7. Sing, Dance, Clap

Timing and rhythm fire the cerebellum which is important in coordination, cognition and learning.

8. Decrease Screen Time

Too much screen time adversely affects brain function. Spend time outside moving and playing.

9. Fresh Food

Eat fresh, whole foods and organic when possible. Eat a wide variety of foods including fish, greens, nuts and seeds.

10. Breathe

Deep, calm breathing is essential for healthy brains. Teach kids by breathing deeply with them and playing games like blowing balloons and bubbles.



DRS GENEVIEVE & ROSEMARY KEATING

Drs Genevieve & Rosemary Keating are leaders in the field of Chiropractic paediatric health, development and learning. Both are experienced Chiropractors, Seminar Facilitators, Diplomates of the American Chiropractic Neurology Board and Master Practitioners of Neuro Linguistics. Genevieve holds a PhD in Early Childhood Development and Rosemary holds a Masters Degree in Paediatrics.

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How to transform stories into **NEW PATIENTS**



BY ROBERTO MONACO

The legendary marketer Seth Godin said that “Marketing is no longer about the stuff you make, but the stories you tell”.

As a Chiropractor, are you telling enough stories? Is your team telling enough stories? Does your marketing have stories? Do your Chiropractic lectures have powerful stories? How effective are your storytelling skills?

After 12,000 hours of presentation, public speaking and influence coaching I can tell you the vast majority of Chiropractors do a poor job with their storytelling. If I were to grade all the Chiropractic talks, lunch and learns, patient orientation classes, dinner with the doctor talks, webinars, group doctor’s reports, and videos that I have had a chance to review over the past 9 years, I would give the entire Chiropractic profession a **strong C**.

Here are some of the mistakes that I have seen Chiropractors make during their presentations:

- They do not tell their personal stories during their Chiropractic lectures
- They tell someone else’s story pretending it is their own story
- They tell stories without emotion
- They tell stories without creating a context for their story first
- They tell a patient testimonial thinking that it is the same thing as a patient story
- They show a before and after X-ray thinking that is a story
- They drag their stories too long and bore the audience
- They don’t customise their stories to their audience
- They don’t use stories to overcome objections
- Worst of all, they don’t even use stories!!

For example, years ago a Doctor (let's call him Dr. X) hired me to help him with his group doctor's report. He was doing a weekly class for many years and his goal was to present the care plan and enrol the audience into Chiropractic care after his group presentation. His closing ratio was about 40%.

I asked him to send me the recording of this latest talk. It was a 50-minute lecture that had 0 (zero) stories. The presentation had a lot of references and studies about the state of health in his country and about the impact of the spine and the nervous system on someone's overall health, but, ZERO stories.

During our coaching sessions I instructed him to implement 5 strategies

1

Cut some of the content:

Dr. X was covering way too much information (I call this data dumping) and we ended up removing about 40% of his content, including several slides. My client asked me: "what am I going to replace all this content with"? Answer: your stories.

2

Add a Chiropractic story:

Dr. X was not telling his Chiropractic story during his lecture because he didn't think he had one. Please remember this point, everybody has a chiropractic story! I understand that some stories are different, some are more emotional than others, but as someone who coaches Chiropractors in storytelling, I can assure you that everybody has a Chiropractic story. Sometimes doctors do not tell their Chiropractic story because they think it is irrelevant. They tell me "Roberto, I don't want to be talking about myself". I agree, you never want to be talking about "yourself" because nobody cares. I usually tell my clients that "you are telling your story for them, to create a context for your message so they can assimilate it". Persuasive speaking is always about the audience, not about the speaker. If you are worried that you may come off as "bragging" then you probably need a little work on your personal story. Because a good personal story shows a mistake, a struggle -- something that makes you vulnerable. It's not about boasting your accolades.

3

Tell stories with 4 different characters:

In order to maximise connection with your audience, you want to add patient stories featuring 4 different characters: a male, a female, a child and an elderly person. That way your audience will personally relate to one of the characters, but they also will be thinking about someone who is not in the room, like their kids, or spouses.

4

Use stories to overcome objections

My favourite place to overcome objections is during a story, why? Because when people are engaged listening to your story, they are not judging you or your content. They are transported into your story, they are part of it. It is like when you are watching a movie and you lose the notion of time. I always tell my clients that people can counter argue your facts, but they can not counter argue your experiences. I had Dr. X list all the major objections that he was getting after the workshop when he was presenting his care packages, things like: "I don't have time to come here 3 times per week for 3 months", "I don't have money right now" and "I tried Chiropractic before and it did not work". After he identified all the main objections, he used storytelling during the presentation to address and reframe these objections. The strategy worked like magic!

5

Add a story during the close

One of the benefits of storytelling is that it can induce emotions in your audience. One powerful way to create urgency and inspire your audience to take action is to add a closing story.

Obviously there was work involved. Dr. X had to find, structure, rehearse and include these stories into his talk in a manner that 'felt natural' to him (remember, he was the Mr. Powerpoint and research guy). After a couple of months of focused work, his results spoke for themselves.



CREATE A **STORYTELLING CULTURE** AMONGST YOUR TEAM.

His closing ratio went from 40% to eventually 75% on average. He was justifiably happy! It was incredible to see the transformation.

Here is something else that is worth noting. Storytelling not only helped him improve conversions during his class, but also changed how he communicates Chiropractic in all other contexts of his life such as 1-on-1 conversations, staff meetings, webinars and videos. Storytelling is not only a public speaking tool, it is a communication tool.

So how can you use this information? What are some steps that you can take today to transform your stories into new patients?

Start by understanding that your office is a gold mine of stories. You have helped thousands of patients improve their health and you have to take ownership of sharing these stories to the public. One of the principles that I learned during my 19-year career is that a story is not a story until it is told. Someone has to be in charge of extracting these stories from inside your practice and sharing them with your community. You have to become a 'storyfinder' before you become a 'storyteller'.

Once you commit to finding these stories, my suggestion is to create a storytelling database in your office. A place where you and your team can go to find these stories. I realised that many doctors don't organise their stories and they end up never using them. It can be as simple as writing them on a piece of paper and putting them into a manilla folder or digitally (recording them on your phone and storing them in a database and tagging them.)

(Evernote and Notion are 2 examples where this can be accomplished quickly.)

Next, you can create a storytelling culture amongst your team. For example, during your daily or weekly staff meetings you can dedicate 5-10 minutes to do a storytelling session. You can assign one of your teammates to share a patient story to reinforce what you do. When you do this exercise, not only are you reconnecting your team with your office's purpose, but also give them stories they can share when they are outside their practice. Now they're sharing stories to their communities as well.

And finally you make the commitment to incorporate stories in all your talks, videos, emails and 1-on-1 conversations. The 2 questions that have helped me tremendously to incorporate storytelling into my communication are: 1) what is the point I am trying to make? and 2) what is an example of that? For example, when writing this article I asked what is the point I am trying to make? Answer: how you can transform your stories into new patients. Then I followed up with the second question "what is an example of that"? Answer: Let me share the story of Doctor X. This is how this article came to fruition.

Storytelling will impact everything you do, whether you are doing virtual presentations, webinars, video, live videos, or traditional in-person talks like lunch and learns, workshops, patient orientation classes and dinner with the doctor.

Become a storyfinder and storyteller and experience more personal and professional growth.

Ps: If you don't share your story, the marketplace will create one about you.



ROBERTO MONACO

Roberto Monaco has been a full-time speaker, coach and trainer since 2002, and has conducted more than 4,200 presentations in the United States, Canada, Brazil, Mexico and Puerto Rico.

He worked for the Anthony Robbins Companies for 6 years and in 2004, 2005, 2006 and in 2007 he was the top producer and revenue generator in the country. In 2005, 2006, 2007 and 2008 Roberto also coached and trained all the other Peak Performance Strategists (speakers) at The Anthony Robbins Companies.

Many call Roberto the honorary DC (doctor of conversions) because he has helped so many chiropractors to convert thousands of patients into care. He has served chiropractors for the last 6 years, showing them how to convert more clients at Dr Report's, ROF, "dinner with doc" talks, patient orientation classes and health lectures. He has quickly become the "go-to" speaking coach for the top Chiropractic advocates in the industry.





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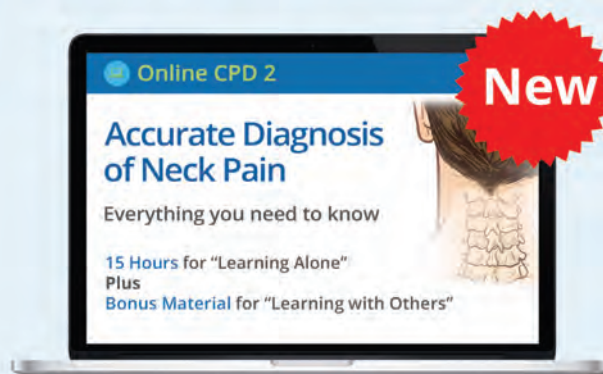
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PILLAR OF THE COMMUNITY



THERE HAS **NEVER** BEEN A BETTER TIME WHERE PEOPLE ARE MORE OPEN AND RECEPTIVE TO THE CARE WE CAN OFFER.

BY JASON GOULD

It has long been the case that sadly too many people find chiropractic as a so called 'last resort' when more mainstream options fail to provide the results or rely too heavily on medication as a solution for pain. All too often we struggle as a profession to receive the recognition and credibility in order to reach those people most in need of our help and more than ever we are really seeing the impact of this right now.

With continued restrictions in place, people are struggling to see their GP or consultant and are subjected to long waiting times for routine checks and tests. Waiting lists of over two years for surgery are not uncommon.

I am sure that you are feeling the same sense of professional frustration as I am right now, knowing that you can offer that much-needed care and support, however there are still people falling through the cracks and they are suffering due to a

lack of awareness, understanding or simply the right advice.

You are probably thinking that this is nothing new and you would be right, but if you aren't already doing something to bridge that gap then the time to take action is now. There has never been a better time where people are more open and receptive to the care we can offer.

Pillar Of The Community is a concept that I have built upon for many years. I want Chiropractic to be at the forefront of healthcare, yet this will only happen when awareness is raised around the quality of what we do and the benefits our patients' experience. This starts with each of us and the circle we influence and grows from there.

We all have that responsibility to collectively educate and make a change. The catalyst for me was in 2012 when a retired army sergeant called Barry came to me with 20 years of progressively worsening sciatica, heavily dependent on alcohol and a plethora of pain medications, and just days before being



I NEEDED TO DO MORE TO **HELP** TO WORK WITH AND **EDUCATE** **WITHIN MY COMMUNITY.**

scheduled for spinal surgery. Within months of starting his care he was pain-free, off his medication and alcohol and his consultant deemed surgery was no longer necessary. What I hadn't fully realised at the time, was that Barry was at rock bottom and struggling to see a future. Having finally been referred by his GP he was able to access care that he may not otherwise have considered for himself. It was that moment that made me realise I needed to do more to help to work with and educate within my community.

This started me on my journey to become a pillar of my community and to break down those barriers that stood between me as a chiropractor and all the people I could help.

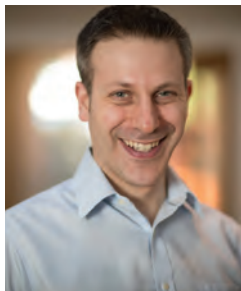
Now, I'm not saying that it was easy for me and it may not be for you but with persistence, determination and a much-needed thick skin, I started to make a change.

I was never a natural public speaker but I pushed myself to learn, to get out of clinic and my comfort zone and be visible. This gradually broadened my reach and created a great referral system that drove people into the clinic and gradually my voice and expertise became more recognised. I forged working relationships with many of the local GP's, many of whom have now become long-standing patients and regularly refer patients to our clinic.

I have had my share of epic fails over the years where myself and my team outnumbered the number of people at a talk! However, I have had some amazing results too.

Fast forward to today and I am working alongside local GP practices delivering workshops on neuro and musculoskeletal diagnosis and conservative management to hundreds of trainees and local GPs. Helping to educate and forge new care pathways for patients and taking pressure off the NHS at a time when help is very much needed. I am also regularly referred patients from consultants both pre and post op and have created a network of care providers and specialists who work collectively to support our community. We have even had an ambulance bring a patient straight to us instead of A&E!

Over the years, I have found many different approaches that can work. Here are my top 3 to help you get started if you want to develop this aspect of your practice.



JASON GOULD

Jason Gould is the clinical director of Chislehurst Chiropractic Clinic, author, and keynote speaker on wellness and the diagnoses and management of neuro-musco-skeletal conditions. He has a special interest in complex disc injuries and sports performance/injuries.

Jason first achieved a degree in pharmacology then took the pivotal decision to move into chiropractic, graduating from AECC in 2005. He and his wife Tara Gibson DC set up their family-focused clinic in 2007 and built it into a pillar of the community, working with local GPs, physiotherapists, sports clubs and businesses. He delivers neuro-MSK training for chiropractors, GPs and other healthcare providers as well as businesses including the BBC and Metro Bank.

Jason's fascination with the human body's ability to heal itself drove his research into other health practices. Culminating in his book, *Thrive*, which supports the patient journey to wellness by reducing stresses on the body.

Results and Communication

It goes without saying that you have to get great results with your patients. Nothing speaks louder than those success stories when it comes to raising your profile professionally. You are more likely to get more referrals if results speak for themselves! Just remember, trust is key when co-managing with other providers so understanding and respecting the professional boundaries of what we can and can't change also goes a long way.

Workshop and Webinars

Whether through live talks or pre-recorded webinars, it's good to get out and be heard. It can be a fantastic way to reach your community and build your network. Welcome all feedback, the good and the bad and polish your skills. Start with you passion projects or topics of interest where you can speak with confidence and authority and use your social platforms effectively to advertise these sessions. Just remember to practice your content before you go live!

Networking

People are a lot more receptive to what we do than we might think. It is more often our own fear that holds us back from approaching other care providers and professionals. It can often feel quite daunting approaching a GP or consultant, however once you frame things in their language, it will help create a bridge to help them understand what we do and then they are usually more than happy to talk. If they are hesitant to recommend, it is usually because they do not fully understand what we do and how we can help them. You need to work on breaking down any misconceptions and position yourself as an expert in your field.

I know that some of you may have written your own articles or even your own book, but I would encourage all of you to get your creative juices flowing. I decided to finally write my book, *Thrive*, a few years ago and I found it has been a really powerful tool for positioning and educating. I give this to local GPs and people who can influence local care provision who have gone on to recommend it to their own patients.

Taking the initial steps to develop a strategy that works for you can be the most challenging part. Please don't let that stop you! I help to mentor and coach my associates and fellow chiropractors to implement this strategy into their practices. If you have been inspired and need help and support to get momentum, just reach out, I would be more than happy to help you on your journey to becoming a Pillar of Your Community.



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About Tom



Dr. Tom Waller is one of the UK's most dynamic and passionate chiropractors.

Tom and his wife Sarah run the flourishing Chiropractic centre "Epoch Lincoln" in Lincolnshire. He is also an international speaker and has given talks on chiropractic technique and philosophy all over the globe.

With ASC, Tom is now sharing his insight and years of experience running a busy, thriving centre with his wider community of chiropractic peers.

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DR TOM WALLER

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THE POWER OF PURPOSE

BY MATTHEW ACCURSO

Every night before bed, my little girls and I have a tradition of taking 5 minutes to discuss our highs and lows. The rule is, you can only choose one high and one low. Without fail, my 5-year-old Layne declares with all her might, “No lows daddy!” It’s a precious thing to hear a child’s perspective isn’t it? How amazing that they choose to see the good in their day no matter how challenging it may have been. My response to her is always a drawn out, “Are you suurrre?” To which she then scrunches up her face and growls like a tiger “Rrrrrrrrr” and then smiles and says, “Oookkk, not getting chocolate for lunch!”

Layne’s response, as child-like as it is, goes way deeper into the human psychology doesn’t it? As we grow from adolescence into big girls and boys we slowly begin to realise that pain is unpleasant; it hurts, it scars and can at times send us into seemingly endless hopelessness. We live in a world where our parents, mentors, friends and mainstream media tell us that happiness, getting what you want and skipping through life without falling on our faces is the epitome of the ultimate fulfilled and successful life. It’s glaringly obvious, society at large loves to hear about bad news but when it comes to knowing what to do with it, our world falls very short. After all, how can pain ever be a good thing?

As principled chiropractors, our voice should be the loudest when it comes to educating the world on what pain truly means. We afterall, carry the one torch that lights the way for millions to come to terms with the influence of pain. My late uncle, the man who lit a fire in me at 8 years old to pursue a principled healing life as a doctor of cause, taught me a principle I’ll never forget. It was 1999 and I remember him helping a very wrinkled Hispanic woman off his table; he gently led her to the door of the waiting room after her adjustment. I remember her asking him in her thick Spanish accent, “I need to take my pain pill doctor, when do I take?” He said, “your pain is your power Mrs. Vita.”

“Is your body smart?”, he asked.

“Yes”, said Vita.

He continued, “Is the pain good or bad?”

“It sucks”, said Vita. To which he laughed and said, “I



HEALING
IS IN THE PAIN.

know, no bueno!”

She then quickly said, “I know my body is smart, I know this pain is healing me.”

That’s all he needed to hear. She knew, the pain was all part of the healing and that was way more powerful than the pain pill. In that moment, the lights clicked on in my 8 year old brain. Healing is in the pain.

Look around long enough and it’s clear to see, our world is in a load of pain. From crippling loneliness to fear, the size of elephants sitting in quarantined living rooms across the world. Homes have transformed into types of prisons and what should be a healthy social gathering now emulates the likes of a SciFi thriller. The psychological impact these environments have on our brains, especially the young minds of our children, is truly unimaginable. In her book, *The Perfect You*, Dr. Caroline Leaf describes how the brain copes with pain. She describes how, as humans, we have a natural optimism bias, which is thrown off balance with an abnormal flow of chemicals when we experience trauma or pain, our bodies tell us that this is not normal, not right. She calls the state the brain enters



MATTHEW ACCURSO

Dr. Matthew Accurso is a leading authority in Human Potential Healthcare and has been featured in INC magazine among other reputable media outlets. He's a world leading expert in helping executives and entrepreneurs access peak performance through cutting-edge research supported strategies such as lifestyle genetics, cellular detoxification and advanced customised nutritional solutions to create long-term sustainable transformations in the high performers he helps. In addition to transforming the lives of executives and entrepreneurs he speaks in Asia, Canada and across America on advanced performance strategies in which he also lectures to doctors around the world on how to implement these cutting edge solutions.

Dr. Accurso is co-visionary of three 7 figure companies:
Elevays.com
(Lab testing and lifestyle programs)
HealthExpertsAlliance.com
(Physicians seminar)
SuperHumanEntrepreneur.com
(High-Performance education)

“

YOU AND I WERE BOTH
DESTINED, FROM THE
VERY BEGINNING, TO
TRANSFORM LIVES BY
SHIFTING THE STATE
OF THE HUMAN RACE.

into, a Discomfort Zone. This is essentially what happens to us when we no longer feel we can cope with the pain. The discomfort becomes so intense, so overwhelming, that we simply begin to turn off. The brain begins to create barriers, the heart begins to harden and hope begins to fade away. This process can take months and even years and without addressing it in a healthy way, it can create massive caverns or ruts in the neurological pathways of our brains. We begin to think that this way of being is just the way it has to be. Sound familiar? What have we been made to believe when it comes to the state of our world right now?

This virus is ever changing, hence it's here forever.
The world will never be the same again.

Life as we know it, will never be the way it was when we were happiest.

Belief systems like this seem to weave through every facet of our lives.

As doctors of cause, we have a profound mission on the planet. We have the opportunity to transform mental subluxation like never before. We have an unprecedented responsibility to shift the thinking of millions of people from pain to purpose. Through the philosophy, science and art that we have been gifted with for over one hundred and fifty years, we can help many to know that the greatest power they possess resides in some of the darkest experiences of their lives. What an unbelievable turning of the tides. Can you imagine if your health participants (my nickname for my “patients”) left your office truly owning that concept? That's what the famous coach Zig Ziglar would call, a game changer. Not only are you delivering the most powerful life force maneuver ever to grace our planet but you are now placing earth shaking power back in the hands of the people. We have the capability to shift this pain-focused environment from hopeLESS to hopeFULL. Imagine for a moment, clearing a subluxation, optimum innate flow begins and now comes the biggest part, a shift in state. That inconvenient back pain, the incapacitating headache, the piercing gut issue, her anxiety about her TSH levels, his lack

of sleep from intestinal issues, every seemingly crushing weakness now becomes the one window where hope begins to pour into the darkest corner of their life. They begin to see that the pain is their body's resilient capability to tell them something needs to shift; a change must be made, growth needs to happen. Their interpretation of the pain begins to change; like a nudge from a loved one's advice telling them to stop smoking or your lungs are going to give out. They begin to see the pain as a brilliant response created to build rather than destroy. They start to realise the most powerful doctor on the planet resides inside them.

Please don't take this the wrong way but we need to drop the doctor off our names every once in a while. To be completely real, we need to rise above the box it places on us and embrace, as BJ wrote and I'll paraphrase, the phenomenally larger than life, bigness of the warrior within. When I was two cells in my mothers womb, I was a WC, not a DC; the only degree I had was 99.9 from a little stress I had from the doctors forceps poking me in the eye on the way out of the womb. I am, you are, a Warrior of Cause (WC). You and I were both destined, from the very beginning, to transform lives by shifting the state of the human race. Before we ever received a piece of paper with DC on it or placed our fingertips on the atlas of a newborn, we were called to teach this profound philosophy of Above Down Inside Out. If we are too truly empower the people we serve, we must be willing to accept it's not about us. It's not about what we do but rather what the body does in response to what we do. If we can fade to the background and place God's creation on full display, then and only then will a movement take place like nothing that's ever been seen in history.

Stay strong hope bringer, warrior of cause, light in the darkness. There will always be storms and there will always be people in need of rescue. That's why God sent you to this earth, in this season, for this generation. Your yes, everyday, is all that's needed to save one life, and who knows, that one life, could be the one hope another needs to get through the fire.

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- ✔ CE for use on animals
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WHAT'S THE KEY TO CREATING A REMARKABLE PRACTICE AS **PART** OF A REMARKABLE LIFE, **NOT INSTEAD OF ONE?**



Turn Your Job into a Business

BY STEPHEN FRANSON, DC

When I'm speaking from the stage to a chiropractic crowd I often say, "You are in the business of saving lives, and when business is good everybody wins". Typically, the DCs in the audience close their eyes, smile, and nod their heads in agreement. But, then I ask two or three questions that typically reveal the painful truth: Most chiropractors don't own a business – they own a job—or more accurately, they have created a job that owns them. Don't get me wrong, they love the job. But it's a job – and they know it. Stay with me here ... because this has real and terrible consequences. The truth is, most DC's are conflicted. They want to grow their practice – BUT, they already feel overwhelmed, out of balance or burnt out.

For many doctors, the idea of growing the practice just means more time, more energy, more work, more stress, and more imbalance for them. And here lies the contradiction. You want to build your practice and become more "successful," but you don't really want to grow because you think that it would have serious negative consequences to the quality of your life. The usual consequences are serious work/life imbalance, no vacations, marital problems, no time for your kids, falling out of shape – or worse.

Now, imagine *doubling* your practice. Pause on that thought for a second. How does that feel, honestly? If

your practice volume was to double next week, what would break? Would you actually want to double your practice? How about if I asked your staff—your Team? Would they want to double? Here's the thing, doubling your practice doesn't have to mean taking what you're currently doing and doubling it. I'll suggest that there's a better way. A different way—an approach to practice that creates a dynamic where growth becomes the natural expression of your practice. What's more: even at double the volume, it will feel easier than it does now.

Instead of growing your practice the painful way you've always assumed you'd have to—by a pound of your flesh and hour after hour of your own time—what if I told you that there is a better way? What if I told you that you could do more, give more, love more, serve more, accomplish more, and make more... without de-railing your life.

Here's the truth:

You can build a Remarkable Practice as Part of a Remarkable Life, not instead of one

The key is to build the business that supports your Remarkable Life – not competes with it. You do this by making the fundamental shift from owning a job to owning a business. "But I already do own a business!" you argue. Technically, that may be true. In a literal sense, yes, you may own your practice. But ask yourself this question: do you really own it or does it own you?



WHAT IF I TOLD YOU THAT YOU COULD
**DO MORE, GIVE MORE, LOVE MORE,
SERVE MORE, ACCOMPLISH MORE,
AND MAKE MORE...**
WITHOUT DE-RAILING YOUR LIFE.

Let's say you didn't show up on Monday, would anybody notice? If your answer is "Holy crap, yes, the place would screech to a halt" then that's called owning a job. And it's especially true if you're a single operator, the only doctor in your practice, which most chiropractors are. If you fall into that category, guess what? When you're not there, no doctoring is happening, no services are being rendered, and no money is being made.

So, do you own a business – or do you own a job?

Don't get me wrong, I know that you love your work, and you love the job. You may even be "successful" at running your practice, but the reality is most likely that the practice is running you. And if you're not careful, it will run you into the ground. The consequences are real and serious: burnout, injury, illness, divorce, and worse.

So how can you do it? How can you serve your Purpose, realize your Vision, build your "successful

practice"—and avoid this pain? How do you build a Remarkable Practice as Part of a Remarkable Life? How do you go from owning a job to owning a business?

Here is the key—the difference between a job and a business is this:

Businesses are Scalable, Durable, and Transferable

You cannot build a Remarkable Practice as Part of a Remarkable Life if your practice does not have those three essential qualities.

First, your practice must be **scalable**, which means that you can do more, serve more, love more, and make more, but it does not all have to be done by you. Real businesses do not run on "brute force"—they do not require a pound of your flesh and an hour of your time. Businesses run and build through leverage. By leveraging other people,



THE KEY TO HAVING DURABILITY LIES IN YOUR ABILITY TO **BUILD A WORLD CLASS TEAM.**

systems, and technology, you can make a bigger impact and a better income, without it all having to be done by you.

Second, your practice must be **durable**, which means that you can do more, serve more, love more, and make more even in your absence. This is what makes your practice sustainable – and gives you the freedom to build your Remarkable Life. Imagine being able to be home for dinner time, bath time or at least bedtime. How about taking a few vacation weeks away from your practice without the place grinding to a halt?

Like I said, the ultimate question is if you were to not show up on Monday morning would anyone notice? Now it's not that you don't want to show up—it's that you don't **have to**. We all know the difference.

The key to having durability lies in your ability to build a world class Team. In The Remarkable Practice we teach that you do not have to be awesome at everything – you have to build a Team that is awesome at everything.

Here's the secret: get the Right People, in the Right Role, doing the Right Work, the Right Way. (This will be the subject of my upcoming UCA Master Class.)

Finally, your practice must be **transferable**, which means "saleable." Have you built your practice to sell it? I know that you may be thinking that you are far from worrying about selling your practice. You may even be thinking that you will never sell it — I always said: "they will drag my carcass out of here in the end".

But trust me—one day you will want to sell.

You should be able to get paid handsomely for your practice—if it is a business. If your practice is built like a real business, buyers will compete to it.

You need an **Exit Strategy**. Your goal is to make a graceful and profitable exit. If you have been running a "job," you will find the eventual sale of your practice to be a painful experience. No one will want to buy your job. It is a shame to see a practice retire with the doctor.

Wouldn't it be better if you had a great DC come in as a successor and continue to care for your beloved patients? To continue your work and your legacy. And to have created a real business where your Team can continue to serve the Mission.

The truth is, you will never regret building a practice to sell it. This "culture" creates a fantastic environment to work in and to own. Building a

practice as a business from the start is the best approach, but even if you are years into the game, it's not too late to make this change. Better to do it now before you are trying to find a buyer.

When is the best time to start this process? Today. Covey taught this best: Begin with the end in mind. Build your practice with an eye on your exit. Build it to sell it:

- Leverage great systems that create scalability and reproducibility
- Build a World Class Team that creates durability and sustainability
- Commit to a strong delegation and training culture
- Educate your patients to want Chiropractic – not a Chiropractor

"Building it to sell it" is a cultural thing... even if a sale is far off in the future. Owning and operating a practice that you built to sell if more fun, more productive and more profitable. This type of practice is far more sustainable and fulfilling. You will feel more energized to do the work, serve your patients, run your Team and make a net / net bigger impact (and a bigger income) over a glorious career. Turning your job into a business is the key to creating the practice that will support your Remarkable Life – not compete with it.

Feel free to reach out if you'd like to discuss how I can help you make this happen.

drstephen@theremarkablepractice.com

Stephen Franson, DC
Founder / CEO / Head Coach
The Remarkable Practice

P.S. If you liked this article, you'll love my book:
Grab a FREE copy of the TRP Book,

The Remarkable Practice: A Definitive Guide to Creating a Thriving Chiropractic Business!

It's the roadmap to attracting more Ideal New Patient Prospects, converting NP Prospects into Ideal Active Patients, creating and collecting Ideal Patients and Team Building – the key to creating a Remarkable Practice as PART of a Remarkable Life – NOT instead of one.

Go to:

<https://theremarkablepractice.com/trpebook>



STEPHEN FRANSON

Dr. Stephen Franson is a true champion of the Chiropractic Wellness Lifestyle who packs deep experience from over twenty years of clinical practice. Franson is an exceptional clinician, passionate teacher and dynamic leader in the Chiropractic Profession. Franson was listed as one of the Top 25 Most Influential Chiropractors in the World in 2017. Known as "The Systems Guy", Franson is the founder of The Remarkable Practice, an innovative coaching and consulting company that helps doctors create a remarkable practice as part of a remarkable life.



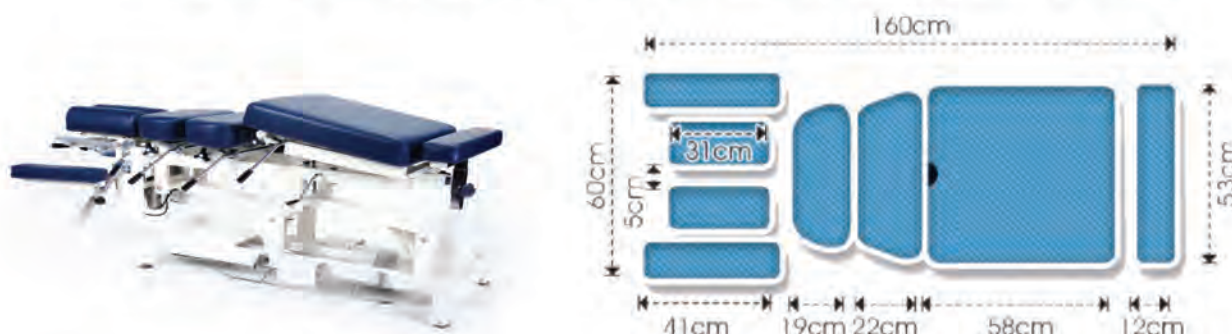
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WHY DID YOU ADJUST THAT?



BY TOM LAWRENCE

As chiropractors, we often sell ourselves short. Whether that be valuing our own self-worth or valuing the power of a single adjustment, we can lack the true sense of our value to a person. This is even more apparent in a world of progressively blurring views of what chiropractic actually is from one chiropractor to the next.

A prime example of this, unfortunately, is the fact that more and more of us seem to be moving away from “we help the integration of a brain and body connection” to “we affect joint mechanics, movement and muscle tone”. This migration of mindset has happened whether we admit it or not, and it is encapsulated by assessing simple intersegmental motion palpation before adjusting a segment, or table talk conversations that include “great joint releases”, “tightness in areas” and “muscle holding patterns”.

It is an easy model for a practice member to understand, but in selling ourselves short we

begin to tread the thin and narrow line of a simple skeletal or spinal manipulation-based therapy. We inadvertently group ourselves with everyone from osteopaths to sports therapists and even bone setters with a weekend course in manipulation.

We are proud to correct people when they get our qualifications wrong, ‘no Mrs Jones I’m not a physiotherapist/osteopath, I’m a chiropractor!’. But when we actually do an honest deep dive and ask ourselves: “what am I trying to achieve by completing an adjustment session?” and “how can I ensure I have met my goal?” or “I’m working with the nervous system”? (a powerful phrase that many of us have picked up at inspiring conferences).

Can we really look at ourselves in the mirror and say we have earned the right to carry such a headline?

It’s no wonder that the general public get our professional titles mixed up if we are all doing the same thing, how can we claim our independence and assertion in the market?

The truth is, many of us in our profession actually don’t understand where, when or how many segmental thrusts to apply during a visit; outside of a gut feeling and a few prods of the soft tissue surrounding the spine.

During our initial courses of “Finding The Primary”, Dr Tom Greenfield and I have been surprised at some of the things we have seen. As so-called chiropractors, we understand that the power that made the body heals the body, but we don’t stop there. We have welcomed deep dives into philosophy and investigation. It is alarming to us that some chiropractors haven’t attended any conferences in person in years – pre-COVID – (other than the odd national conference or two) which in our mind means they are resting on their gut reactions to direct their thrusts without any rhyme or reason.

Relying on this usually results in no consistency of outcome from one adjustment to the next. This can manifest in a few ways, such as, flare ups in care, stalls in care progression or just struggling to get traction with any progression at all.

It also means that chiropractic certainty and authenticity is completely lost. Retentions and referrals decrease, worst still, the world sees the appearance of gimmicky taglines and objects filter



into our profession. Millions of viewers now on YouTube watch the chiropractic profession revolving around Y-Strap “ring dingers”, myofascial scraping and the success of the adjustment based on the decibel levels of the crack.

This is where value comes into the conversation...

The biggest trap that many of us find ourselves in, is the competition for delivering value to the practice member. This competition comes in many forms but starts fundamentally from the loss of certainty from the chiropractor.

Maybe we start to feel comparison from a chiropractor they have seen previously, the chiropractor down the street, or even another associate in the practice. It all boils down to this:

Because we can't say with confidence “I have achieved enough input in this visit for the brain to formulate an adjustment for the body”; we start second guessing what our practice members feel is the correct amount of intervention to equate the cost of an adjustment.

This is a dangerous and slippery slide where we begin telling ourselves that value delivered on adjustment is relative to the quantity of impulses, whether that be multiple techniques or multiple segments addressed.

THE TRUTH IS, MANY OF US IN OUR PROFESSION ACTUALLY DON'T UNDERSTAND WHERE, WHEN OR HOW MANY SEGMENTAL THRUSTS TO APPLY DURING A VISIT.

The fact of the matter is that the more segments that are thrust into, (outside of what is required by the nervous system) does not increase a person's response to care, but instead weakens the response of the body. This is because as finite beings of the universe we have a limited resources in tissue, so on stimulating multiple areas of the brain, the resources we have at our disposal get split multiple times and distributed amongst all the areas stimulated, instead of that which is most required by innate to act most efficiently. If we concentrated the direction and the application of stimulus to the most prominent areas at that time, we could make more efficient adaptations, freeing up more resources in turn.

The same has to be said about the idea of shotgun adjusting; (as termed by BJ Palmer in his 1918 document – Major and Minors). This is where a practitioner adjusts multiple areas and spinal levels at once, moving all restrictions of motion in the spine wherever it is found, with little thought process, other than that of just achieving more movement – something I did for many years without understanding.

In this text BJ also outlined specific rules he observed to why a ‘patient’ may not be achieving the results that the chiropractor or they themselves are seeking. Interestingly Rule 1; ‘If the patient is feeling

‘that’s great but what about the guys I’ve been seeing for years who are used to the way I already adjust? Won’t they feel like they’re not getting enough out of my session with them if I cut down what I do by 50% (at least) the next time they come in?’

Ask yourself this: put yourself in their shoes. If for 6 years you had been coming in and had the same ‘flying 5 or 7 thrusts’ every session and then suddenly your chiropractor stopped, took time to assess and actively used a more specifically intended placement of a thrust and explained why, instead of talking about your dog or the weekend – wouldn’t that be more value than you’ve had passively in the last 6 years?

We need to relearn that value isn’t time with a person or the amount we give, but instead the specialism of our skills and training that defines us as chiropractors.

I hope this resonated with you just enough to stimulate you to question your certainty, or it may have ruffled your feathers and highlighted potential shortcomings in your practice. Either way, the communities we serve deserve our certainty, and our expertise.

Over the last 2 years Tom Greenfield and myself have been developing a simple screening protocol that you can quickly apply to any case to identify any basic primary subluxations that are commonly missed before applying your current adjusting routine, moving your practice members forward more successfully with confidence. We aim to help you find simplicity in the most complex cases regardless of your art and application of chiropractic. Want to find out more? visit us at www.findingthepriamry.com.

Finally, I’ll leave you with this anecdote ...

A giant ship’s engine failed. The ship’s owners tried one ‘professional’ after another but none of them could figure out how to fix the broken engine. Then they brought in a man who had been fixing ships since he was young. He carried a large bag of tools with him and he inspected the engine very carefully, top to bottom. After looking things over, the old man reached into his bag and pulled out a small hammer. He gently tapped something. Instantly, the engine lurched into life. He carefully put his hammer away and the engine was fixed!!!

A week later, the owners received an invoice from the old man for \$10,000.

What?! the owners exclaimed. “He hardly did anything..!!!”

So they wrote to the man; “Please send us an itemised invoice.”

The man sent an invoice that read:

Tapping with a hammer \$2.00
Knowing where to tap \$9,998.00

Effort is important but experience and knowing where to direct that effort makes all the difference.



VALUE ISN'T TIME WITH A PERSON OR THE AMOUNT WE GIVE, BUT INSTEAD THE SPECIALISM OF OUR SKILLS AND TRAINING THAT DEFINES US AS CHIROPRACTORS.

better, but getting weaker, then the patient is getting over adjusted’. Or rule 3 ‘Never adjust a chronic case more than once in 24 hours. Or rule 4, ‘never adjust an acute case more than once every 6 hours.

Even in 1918 without the research or technology we have today, BJ understood the importance of allowing the brain to integrate the changes needed to initiate change, taking the healing away from the ego of the clinician themselves and acknowledging the raw power of the body and brain of the person receiving the adjustment.

As you can see none of these thoughts are new ideas that been brought forward today by new research or advances in the profession, but instead old ideas crafted from the beginning of chiropractic by our forefathers. It is only now, with the brilliant work of people like Heidi Haavak and others, that we are understanding how accurate the ideas of the past are. Often, I hear students scoff at the idea of philosophy being part of the profession and the state the opinion that because an idea was old when it was thought that it is now unwarranted. I implore you all to remember all scientific facts started as hypothesis until proven correct.

More chiropractors need to acknowledge the importance of having certainty and holding value in understanding how to assess where the most specific place is to apply a thrust and how to know when enough is enough on each session to aid innate at its optimum.

I can hear you all though, reading and retorting;



TOM LAWRENCE

Tom is the principal chiropractor at Goose Lane and Hollings Lane Clinics. He runs the clinics with his wife, mum and fantastic team.

December
13

DATES FOR YOUR DIARY

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

CHRISTMAS CAMPAIGN

w/c 13th December

SPRING CONFERENCE

5th March

GROWTH SERIES EPISODE 1

7th April

GROWTH SERIES EPISODE 2

5th May

GROWTH SERIES EPISODE 3

2nd June

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TANDOORI SPICED ROASTED CAULIFLOWER

Yields: 4 Servings

Prep Time: 10 mins

Cook Time: 30 mins

Total Time: 40 mins

Ingredients

1 medium-large cauliflower, chopped into small florets

2 tbsp coconut oil

2 tbsp butter or ghee, melted

Changing Habits Seaweed Salt and pepper to taste

1 tsp Changing Habits Turmeric Powder

1/2 tsp Changing Habits Ceylon Cinnamon

2 tbsp of mixed spice powders (we used; cardamom, fennel, Changing Habits Cumin Powder, lemon, garlic, onion, paprika, ginger, coriander and cayenne or Changing Habits Chilli Powder)

Directions

1. Preheat the oven to 220C.
2. Add the cauliflower florets to a large baking tray and drizzle the melted oil and butter or ghee over the top.
3. Sprinkle the salt, pepper and spice mix evenly and generously over the top, then use your hands to make sure the cauliflower florets are evenly coated in oil and the spice mix.
4. Turn the oven down to 180C and place in the oven and roast for 20 minutes.
5. After 20 minutes take the cauliflower out of the oven and give it a good stir through, place it back in the oven to continue roasting for another 10-20 minutes, it should start to crisp up on the outsides.
6. When it's ready, remove from the oven.



BACON WRAPPED DATES

Yields: 20 servings

Prep Time: 10 mins

Cook Time: 30 mins

Total Time: 40 mins

Ingredients

20 Changing Habits Dates

80 g goats cheese

1/4 cup walnuts, chopped

5 rashers of nitrate-free bacon

1 tbsp maple syrup

Sprinkle of Changing Habits Seaweed Salt

Directions

1. Preheat oven to 180 degrees celsius.
2. In a bowl, mix the crushed walnuts into the goats cheese. Set aside.
3. Cut a slit along the edge of each date and stuff about a teaspoon of the goats cheese mixture into each one.
4. Cut each rasher of bacon into 4 pieces. Wrap each date in the bacon and secure with a tooth pick.
5. Place the dates on a baking tray lined with baking paper. Brush with maple syrup and sprinkle with salt.
6. Bake for approximately 25 minutes or until the bacon is nice and crispy.

CHANGING
HABITS



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

CLASSIFIEDS WINTER 2021/22

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

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We are at capacity and would like another chiropractor to join us.

The role would suit someone looking to expand their scope by 1-2 days a week initially, with the opportunity to increase if you wish.

Woking has excellent transport connections for an easy commute in and out of London and to the South Coast. In addition, recent development in the town centre has made Woking a dynamic place to live and work, with plenty of opportunities.

If you are interested please send your CV and contact details to Nicola Worrill at

nicola@victoriachiropractic.co.uk
victoriachiropractic.co.uk

ASSOCIATE CHIROPRACTOR

Come and join our experienced and friendly team in a well established multi-disciplinary sports injury clinic in Greater London.

New colleagues and graduates willing to learn (mentor programs are active). A wide ranging client intake with a variety of MSK conditions have been welcomed to the clinic and we look forward to sharing our prestige and experience with like minded allied health colleagues.

The current position/s range from 20 to 40 hours /wk with flexible work hours. Our practitioners work in co-management together providing a wide range of complementary and alternative health to the community. We are a recognised provider by major* participating private health insurance companies and work in close contact with local GP's and other specialists for referral. We can refer privately for imaging including MRI, CT, Diagnostic Ultrasound, plain film radiographs.

We use the latest equipment and evidence-based medicine in tailoring individualised treatment and rehab plans for our clients.

We look forward to welcoming you

The team at Croydon Sports Injury Clinic Ltd (Covid Guidelines followed at the clinic)

Please apply below with cover letter and CV

croydonsportsinjuryclinic@gmail.com

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 are looking to grow and to serve more people in better ways, then we are here to support you, respectful challenge, and give gentle guidance to you. If this resonates with you then we are the practice that you are looking for. Reach out to us at

emma@northcotechiropractic.co.uk

LIVING HEALTH – THRIVING PRACTICE IN GRANTHAM (LINCS) SEEKS CHIROPRACTIC ASSOCIATES, PART OR FULL-TIME

Living Health is a busy and successful clinic in Grantham. We have 4 associate chiropractors covering an immensely wide range of experience and skills, supported by an excellent front desk and management team. Consequently, the clinic, operating for more than 25 years, has an unrivalled reputation and an ongoing waiting list of new patients.

We need 2+ enthusiastic independent associate Chiropractors to join our team. Being self-employed, you would determine your own working hours and style of working, within the framework of the clinic's professional ethos and logistics.

Give us a call to discuss the opportunity of joining our team, whether you are a new graduate, or just looking for a positive change!

michael.groves@livinghealth.co.uk
07500678633

EMPLOYED CHIROPRACTOR REQUIRED AT THE AMI CLINIC

This is a fantastic opportunity for a new graduate or an experienced chiropractor to join our reputable clinic in the market town of Bedford, Bedfordshire.

The clinic has been established for 7 years. We are located on a main road – the A6, and are just 20mins from Milton Keynes, 25mins from Luton and 50mins from London by car.

Our practice ethos is based on a combination of pain relief and wellness care. We have a thriving list of maintenance patients and a high volume of new patients.

What we are offering?

- Full time Employed Position
- Set Working Hours
- Guarantee Monthly Base Salary/ Percentage of Your Earnings
- 28 days Paid Holidays
- Pension Contribution
- High Volume of New Patients
- One to One Mentorship
- Career Progression
- Work Life Balance

Key Characteristics:

- Hands On Chiropractor
- Team Player
- Excellent Communication Skills
- Reliable and Punctual
- Willing to Learn

Interested -We would LOVE to hear from you!

info@amiclinics.co.uk
01234 307565 www.amiclinics.co.uk

SUN, SEA, SAND & CHIROPRACTIC. A RARE OPPORTUNITY TO JOIN OUR LIFE BALANCE TEAM & TAKE OVER AN ESTABLISHED CLIENT BASE IN POOLE, DORSET

FULL TIME ASSOCIATE POSITION -WITH A MENTORSHIP PROGRAMME

We exist to make other people as passionate about the nervous system as we are. Our reason for being is to drive human connection and create more joy in people's lives. We live through our Values: Care | Connect | Create. Sounds good? We want to talk to you.

£47,000 Salary Package + Performance Related Pay (%)

Base salary of £28k p.a. + percentage-based earnings (%)

BENEFITS £19,000 + P.A benefits package

- GCC, UCA/BCA fees
- CPD is sorted (in clinic and Seminars/ Conferences fees)
- Locum costs covered
- Paid holiday
- Employer Pension contribution

Other benefits:

- 2 weeks of management, communication & technique training
- Ongoing weekly mentorship, training and support
- Clear, fair detailed employment contract (no accountant fees/tax returns)
- Learning & skill development
- Growth potential and career pathway

Apply here: <https://bit.ly/LBC-CHIRO>

Meet & observe:

joshua@lifebalancechiropractic.co.uk

FULL TIME, EMPLOYED, NEWLEY GRADUATED CHIROPRACTOR NEEDED

Back to Back Chiropractic Clinic, Luton was established in 1999.

The clinic comprises of 2 Chiropractors, 2 Sports therapists and 4 receptionists. We are looking for another chiropractor to join the team. On site digital X-Ray and K-Laser are available. We are an extremely busy clinic that is rapidly expanding.

Full time, 45-48 hrs a week over 5 days including a Saturday until 2:00 pm. £30,720 per annum minimum. A 40% bonus of every patient will be awarded once 40 patients has been reached within that week. 5.6 weeks holiday including bank holidays.

We need a friendly, self driven and ambitious person that mainly practices diversified.

1st Year's GCC fees paid by us

Please contact us by E-Mail:

receptionb2b@virginmedia.com

Chiropractor to Luton Town Football Club

A RARE OPPORTUNITY

A rare opportunity to join our Chiro London team and take over a well established patient base in SW London as our exiting DC is returning home to the southern hemisphere on great terms.

The ideal candidate would be ready to join the team as soon as possible to help facilitate a smooth transition for clients.

Chiro London has a great team behind the scenes fully supporting all chiropractors. We have an inspired masterclass CPD program in place.

Please do reach out if you are interested. I would consider a transition period for the right candidate to smooth any move away from an existing practice with minimal disruption.

Please email me any interest.

Thanks

Luke Brady

luke@chiro.london

ASSOCIATE POSITION JOB OPPORTUNITY @ IMPERIAL HEALTH CLINIC

RICHMOND UPON THAMES, TW9, LONDON

FANTASTIC EMPLOYMENT OPPORTUNITY FOR CHIROPRACTORS

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

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

DEVELOP GREAT ADJUSTING, COMMUNICATION AND PATIENT MANAGEMENT SKILLS

Head Chiropractor: Toby Wragg

Graduated from The Welsh Institute of Chiropractic (WIOC) in 2008 This opportunity is for someone who is looking for a clinic focusing on:

- Pain relief
- Specific and thorough Postural correction
- Strength, flexibility and functional movement rehabilitation (exercise area in clinic)
- Maintenance care

Learn how to achieve precise postural correction through treatment and exercise procedures and principles.

40% commission based role

We are located in the amazing Richmond upon Thames, a few minutes' walk from the train station, river, park, town centre and also Kew royal botanical gardens. Great transport in/out of Central London, 18 minute train to Waterloo.

If you interested, please send a CV and cover letter to Dr Toby Wragg:

07422639928

www.imperial-health.co.uk

tobywragg@hotmail.co.uk

DC REQUIRED IN BRIGHTON !SUNNY INSIDE AND OUT!

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

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

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

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

Current associate earning £5-6K a month and she has not even been 2 years qualified.

You must be.....

Outgoing and have enough energy to keep up with me!

Open to learning new things and growing

Have a 'can do' attitude

Interested in personal development and natural health

"have fun but get the work done"

Contact details:

REBECCA Nicholas **01273 206868**
info@back2balance.co.uk
https://back2balance.co.uk

OPPORTUNITY FOR 2 CHIROPRACTORS ENJOYING WHAT THEY DO AND WANTING TO BE BUSY!

The Health on Hand Chiropractic Clinics are looking for 2 hard-working and enthusiastic chiropractors wanting to join our passionate team.

We have been overwhelmed with the demand for our services and need urgent help in our clinics Mansfield and Leicester.

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.

The principal Thomas Jeppesen is registered as a PRTS trainer and can be an asset to new graduates. Another of our senior chiropractors is specialising in the treatment of pregnant women and children.

Also we support new graduates by paying the fees of GCC and BCA the first year.

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

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

ASSOCIATE POSITION IN THE LONDON AREA – TIER 2 SPONSORSHIP AVAILABLE

We have a great opportunity for an associate to join our inspired team. We are based in Chislehurst, just 25 minutes from central London. We understand the importance of working in a supportive environment and we love mentoring our team to achieve their professional goals. We have a thriving busy patient base and will ensure that you have the opportunity to build yours as well.

We are right for each other if you:

- Want mentoring from experienced, inspired chiropractors.
- Are a team player who loves to get involved.
- Want a full time position.
- Want great salary potential.
- Want GCC and association fees paid.
- Want great support and keen to grow your professional skills in a wellness environment.
- Want to work in a large modern multidisciplinary centre, with computerised notes, X-ray facilities and a purpose built class space.

Send your application and covering letter via email to **emma@chislehurstchiro.com** and check out our website for some great information about our clinic.

https://youtu.be/YANibikpA2Y

NEW GRADUATE AND EXPERIENCED CHIROPRACTOR ASSOCIATE ROLES AVAILABLE!

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

What we offer

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

What we are looking for

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

Application Instructions

Please send your CV to **ying@thechirocentre.com**

WE ARE LOOKING FOR TWO FULL TIME CHIROPRACTORS FOR TWO OF OUR CLINICS IN BUCKINGHAMSHIRE DUE TO EXPANSION

The positions are open to experienced Chiropractors and graduates. We are looking for a positive person with great communication skills and a passion for helping others. Excellent relationship building skills are a must to ensure service is provided with a high degree of quality. Benefits include a generous salary, working in a supportive team environment with a culture built on fun and professionalism, with mentoring and training available. Our 3 clinics have been established for over 30 years, all of which are a high standard having the latest modalities and digital x-ray facilities. The Milton Keynes Clinic also has an on-site rehabilitation gym, massage therapist and all clinics are multidisciplinary. If you're passionate about helping your patients get the most out of life, have excellent communication skills, and thrive on personal development, then we would love to meet you. If you are interested please kindly send your cv to our Clinic Manager, Julie Driscoll at **julie.driscoll@isichiropractic.co.uk**

AMAZING OPPORTUNITY FOR AN ASSOCIATE TO JOIN AN ESTABLISHED TEAM OF THREE EXPERIENCED CHIROPRACTORS, BASED IN GLASGOW AND INVERCLYDE

Clarkston Chiropractic is looking for an ambitious Chiropractor. We are made up of 2 clinics. To begin with, you would be required to work between both locations, until settling full time in our Inverclyde practice.

We are seeing record numbers of patients and operating a four-week waiting list for new patients. In Clarkston we currently see 220 patients per week. In Greenock, we see around 40-50 patients over 2 days. This will increase to 5 days with a new associate.

There will be plenty of support from an amazing group of: three Chiropractors, three CAs and a Manager.

You will be part of a great team, working together to grow the practice.

The position is:

- Self-employed with additional bonus opportunities
- Open to new grads & experienced chiropractors
- Existing patient base to take over
- Full training & mentorship

If you are interested in an excellent remuneration package and becoming part of our incredible team, then please get in touch

derek.leitch@gmail.com 07527493285

ASSOCIATE/CHIROPRACTOR REQUIRED

KIND, SUPPORTIVE AND SUCCESSFUL TEAM ON EAST SUSSEX COAST

- ✓ Patient base to take over
- ✓ Earn well with career progression
- ✓ Work-life balance (Full/Pt Time Hrs)
- ✓ Thriving clinic (over 20,000 Rx/Yr)
- ✓ Outstanding mentoring
- ✓ Team of chiropractors, multi-level mentoring/support
- ✓ Winner of Employer of the Year
- ✓ In-house CPD
- ✓ PLUS, GUARANTEED RETAINER
- ✓ PLUS, % commission
- ✓ PLUS, in some cases your GCC fee paid

Experienced Chiro?

Thriving, efficient, organised clinic with over 10,000 Pt on our books. Patient base to walk into. We encourage a work-life balance. If you're career focused there's opportunity to earn well (£70K+).

New Grad?

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

More info at

www.backblog.co.uk/career/

Contact James Revell, Clinic Director on **07830 107558**

James.Revell@LushingtonChiropractic.com

Lushington Chiropractic

Eastbourne, East Sussex, BN21 4LL

PPQM & CMQM Awards

Business of the Year 2014 & 2019

Employer of the Year 2018

!!EXCITING OPPORTUNITY!! SE LONDON/KENT

Passionate chiropractor wanted in referral-based practice.

Full time, permanent position

Suitable for confident new grad or more experienced chiropractor

Great remuneration % based

Fully supported with amazing CAs

Work in a lovely community in a rapidly expanding practice

25 min from central London, 5 min to Kentish countryside

We'd love to hear from you!

Call **01689 87 9292** or email

info@vitafamilychiropractic.co.uk

MATERNITY COVER IN SOUTHAMPTON

Maternity cover needed for busy friendly clinic in Southampton from September for 1 year. Primarily SOT based, proficiency in Diversified and Dry Needling also an advantage. Please send cover letter/CV to: springchiroadmin@protonmail.com

ASSOCIATE REQUIRED FOR BUSY SOLIHULL AND DORRIDGE CLINICS

Full-time Associate required to work in our long established and busy West Midlands clinics. We are happy to consider PRT applicants.

One of our four Associates is looking to decrease hours and focus more on equine practice.

Both clinics are modern, purpose built and well equipped.

Our Dorridge clinic is situated in a GP surgery.

We are a friendly and caring team of Chiropractors and Sports Therapists.

If you would like to join us, please drop our Practice Manager an email, or call for a chat.

Contact: office@solihullchiropractic.co.uk
0121 744 6627

FANTASTIC CHIROPRACTIC ASSOCIATE POSITION IN LEEDS!

Associate required to join a group of successful and rapidly growing clinics in the Leeds area of Yorkshire. We are in the heart of Yorkshire, a stone's throw away from the beautiful Yorkshire Dales, the Peak district and nearby Lake District. Our clinics enjoy an excellent local reputation and due to the recent acquisition of a new clinic, we are struggling to keep up with demand! We encourage a calm and professional environment where our associates have ample support but are also afforded plenty of autonomy to practice the way they feel comfortable. We believe our associates should have a great work - life balance whilst earning well! Our associates are free to choose their own working hours, are well supported and receive excellent commission (up to 60%). We are offering a fulltime position with an initial retainer of £2500 PCM (our associates however easily earn more than double this in an average month!). An ideal candidate would be an enthusiastic, hardworking, polite, and approachable individual.

forward your CV to Derek Mould at mould1@icloud.com or call **07951011097**

CHIROPRACTOR/OSTEOPATH WANTED

Category position: associate

Practice styles: multidisciplinary, wellness

Techniques: activator, AK, CBP, Diversified, Gonstead, other technique, SOT, Thompson

Salary: 20, 000-50, 000

Email contact: agjax@gmail.com

This is a great opportunity, based in South Manchester! We have a full-time position available in a clinic that's been established for over 19 years!

ASSOCIATE REQUIRED FOR A BUSY MULTIDISCIPLINARY CLINIC

A friendly, professional and award winning but relaxed clinic in Plymouth, Devon is looking for an enthusiastic chiropractor to join our existing team.

Our clinic is located near the famous Plymouth Hoe where both Francis Drake played bowls prior to The Spanish Armada attacking the city and the Mayflower Steps where the Pilgrim Fathers set sail.

We are only fifteen minutes from the city centre and ten from rail and road links. Plymouth is a vibrant city with a large university.

We are looking for a new chiropractor to take on a combination of existing patients along with a high volume of new patients.

You will be confident and compassionate and not afraid to get out into the community and grow your practice.

This is a self-employed position with flexibility on working days and hours. You will receive 50% of the patient's fee. Maybe you could be our perfect match. FOR more information please forward your CV to

ldesborough@city-chiro.com

www.city-chiro.com

Telephone **01752 606600**

21 Milehouse Road Plymouth PL3 4AD

ASSOCIATE CHIROPRACTOR- WEST CHIROPRACTIC, SURREY

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

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

Are you looking for a role where you can grow?

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

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

What we will provide:

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

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

20 paid days off per year

All insurance and GCC fees paid.

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

Clear achievable targets to progress within the practice.

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

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

CHIROPRACTIC ASSOCIATE TO JOIN A GREAT TEAM – HORSHAM, WEST SUSSEX

Associate position available 3-to-5 days/week working in our town-centre clinic in Horsham, West Sussex. Possible to see 40 to 120 patients per week. Guaranteed minimum income of £24k pa with £35k-to-£55k being more likely in your first year.

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

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

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

ASSOCIATE CHIROPRACTIC POSITION AT UP & COMING ELITE PERFORMANCE TRAINING CENTRE

Location: MoveHQ Winnersh UK (Wokingham)

Salary: Competitive Commission Based Salary With Negotiable Retainer Fee

ABOUT THE ROLE

With the success of our current clinic based in Maidenhead, we're opening a 2nd location set within the Elite Performance Training Centre - MoveHQ.

You'll be working alongside our dynamic team of Sports Massage Therapists, Acupuncturists and Physiotherapists to get the best results for our patients.

Due to the unique location, you'll also be working with leading personal trainers and sports performance coaches who'll actively refer their clients to you to help them get the best results possible.

PERKS OF THE POSITION

Access to the MoveHQ gym facilities and PT's to help your patients further

Opportunities to work with elite athletes and sport professionals

Bring your own style of treatment to the table

Brand new state of the art clinic

Career progression, personal development and increased commission opportunities

HOW TO APPLY

Contact us directly on

01628 626 565

Or email

Jenni@activehealthclinics.com

OUTSTANDING OPPORTUNITY AVAILABLE NOW!

We have an amazing opportunity for two chiropractors to join our team. We are based in Beautiful Thame in Oxfordshire.

We are right for you if you want..

- The opportunity to start with new clients right away.
- A part time position with the potential to become a full time with excellent work life balance and opportunity to influence your own work schedule.
- You will see a lot of clients in an hour so you will make more money than usual.
- Mentoring from experienced SOT Craniopath.
- Great support and social life.
- You will not have to worry about taking payments or taking bookings since we already have a wonderful office manager organising everything for you.
- Career progression

If you are right for us, you will be..

- Outgoing and perceptive
- Interested in personal development and wellbeing
- Coachable and willing to learn proven systems that will give you a busy clinic right away.

You can read more on our website: thamechiropracticclinic.com

Please don't hesitate to reach out today and send your resume and CV to Maria at

contact@thamechiropracticclinic.com

WE'RE ADDING TO OUR TEAM!

- EXISTING PATIENT BASE
- CLINICAL AND BUSINESS MENTORSHIP
- PATH TO PARTNERSHIP

Amazing opportunity to join a large, fun, passionate team with great short and long-term prospects.

Visit www.bit.ly/alba-chiro for more info

Clinics in Stockport and Warrington, CHESHIRE

Call Jen on **07717131120** or email jen@albaclinic.co.uk for more info

ASSOCIATE POSITION – SOT PRACTICE – EPSOM SURREY

Established 30yr chiropractic practice, we are experienced friendly DCs and front desk team.

Mentoring from experienced SOT craniopath. PRT support offered onsite.

In-house Functional Nutrition Therapist.

If you want to work with a team of people interested in personal development and helping people transform their health with chiropractic, mindset and nutrition.

Send CV to ewellchirostaff@gmail.com

CRACKING OPPORTUNITY FOR ASSOCIATE CHIROPRACTOR IN NORTH WEST LONDON, ZONE 2

We are looking for a kind, enthusiastic and motivated Chiropractor to join our busy, ever growing practice in North West London, Zone 2 as soon as possible. The position will be to take over an exciting patient base and take on new clients as one of our associates is leaving for her home country. Clinic established since 2006 with very large patient base. We see many young adults, sports enthusiasts and we specialise in pregnancy, paediatrics and children with a very strong referral rate.

Although we are based within a gym we have managed to relocate during lockdown and continue to grow. Ideally this position is suitable to someone with a couple of years' experience, however all applications will be considered. The ideal candidate needs to be energetic and motivated while always striving to improve their skill set and knowledge base. If this sounds like the practice for you please get in touch by sending us your CV and cover letter explaining why you'd be the right person for the job.

info@hampsteadchiropractic.co.uk and website

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

FULL-TIME ASSOCIATE POSITION WIMBLEDON CHIRO & SPORTS INJURY CLINIC (LONDON ZONE 3)

- Four day week.
- Taking over a client base from another associate on Sept 21.
- New grads, GCC fees paid; there is also weekly coaching and mentoring.

The Wimbledon location is fantastic! Safe outdoor green areas mixed with the great town, local cafes and restaurants. Quick links into central London for theatres, nightlife and of course, London's tourist sites.

The area itself is a famous suburb that host a big tennis tournament. With a wealthy demographic, the Wimbledon clinic was always busy with referrals; we have seen an upsurge in clients over the pandemic like many suburb areas.

Advanced Chiro Lead Sports Injury Department

- Focused Shock Wave Machine for advanced tendinopathy treatments;
- X-ray suite for those challenging cases

Applicants must be open and willing to accepting new skills, new work structures and learning new equipment.

They should be coachable and have a want to be the best.

Please apply to marketing@wimbledonclinic.co.uk with a cover letter and CV, and quick zoom calls are way forward.

EXTRAORDINARY OPPORTUNITY TO PRACTICE IN CENTRAL LONDON, CBP CLINIC

You want to be fully trained in spinal & postural correction? Our dynamic team is recruiting. *Open to new graduates and experienced chiropractors*

We provide

- Modern, busy and vibrant clinic, fully CBP equipped: open plan, Denneroll traction tables, digital x-rays, PostureRay, well-trained support team with rehab therapists. Established procedures and systems
- Prime location in KENNINGTON: shop front, Oval Station, business park
- Full time. Employed /self-employed.
- Expected earnings between 50K to 100K
- Complete training to learn CBP and patient management (examination, x-rays, tractions, exercises, care plans, ROFs, health classes), supervised by the clinic owner with 20 years of experience
- Excellent marketing system, always 2 wks NPs list.
- 2 paid seminars per year including a CBP seminar

The successful candidate

- Outgoing and passionate about chiropractic & wellness
- Will have to complete Basic CBP Certification (paid for)
- Strives for excellence and growth, personally and professionally
- Likes to work in high energy team, in a diverse open-minded community

Send CV to druc@spineworkschiro.co.uk
02077937454
spineworkschiro.co.uk

ARE YOU FRUSTRATED WITH YOUR BASIC CHIROPRACTIC SKILL SET AND WANT TO DO MORE TO HELP PEOPLE?

Is your aim to understand how to uncover the deeper causes underlying these issues and gain confidence in your skills by applying a neurology based holistic chiropractic approach to help them?

Are you looking for a supportive environment and guidance from someone who's got more than 25 years of experience in learning to deal with these issues?

Do you want to live in a part of the country within easy reach of a wonderful variety of outdoor environments and less than an hour of from great urban hubs?

To learn more please visit: <http://back-in-action.com/applying-right-job> or for an informal chat call **01772 749389** and arrange to speak with "Dr" Louis. To proceed further, please send your CV and covering letter to reception@back-in-action.com

FANTASTIC CHIROPRACTIC ASSOCIATE OPPORTUNITY AVAILABLE NOW

We have a fabulous position for part-time or full time associate to join our team here at Healthwise Chiropractic Clinic.

We are based near Heathrow. Our excellent location means we are only 20 minutes from the centre of London.

We are right for you if you want:

- the opportunity to build a busy list.
- an excellent work-life balance, great support and social life.
- mentoring from an experienced and inspired chiropractor over 20 years in practice.
- dedicated marketing team

If you are right for us, you will be:

- outgoing and enthusiastic
- interested in personal development and well-being.
- keen to grow in a supportive environment.
- willing to go that extra mile.

www.healthwisechiropracticclinic.com

Email: chiropracticuk@yahoo.co.uk

Tel no: 07904154796

ASSOCIATE WANTED FOR BUSY CLINIC IN NOTTINGHAMSHIRE

If you are looking for a new growth and development opportunity in your chiropractic career, we have a flexible opportunity for the ideal chiropractor to grow this well-established clinic in Nottinghamshire.

What we offer is an opportunity to work in multiple clinics or concentrate on one location, taking over a ready to go database of clients so some experience is preferred.

You would need to be motivated able to work on your own and within a team, possibly traveling between locations. Experience with diversified manual techniques is an advantage.

The area is famed as the 'Gateway to the Dukeries', a unique selection of Ducal properties in north Nottinghamshire. It has great transport links to Sheffield, Lincoln, Newark and Nottingham and has the bustle of town life while being on the edge of the rolling countryside near Sherwood forest and the Peak District.

Application Instructions

Please send your CV or enquiry to enquiries@wellness-centre.org we are happy to discuss any questions or options you may be looking for.

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

ASSOCIATE CHIROPRACTOR, ST. AUSTELL, CORNWALL

We are looking for a passionate chiropractor to fill an initially part-time position, managing at least 2 days a week with room to grow to full time, if desired.

The applicant should have a view to join us for the long term.

They will be taking over a full diary so 1 year of experience is preferred and a reference will be requested.

Proficiency in either NIP or Diversified approaches is favourable.

We are not a numbers-driven clinic and we support our practitioners in letting them work in ways that they are passionate about.

Our clinics have had a presence for a combined 75 years and Cornwall is growing rapidly.

Our St Austell Clinic is particularly healthy and we have recently purchased the building it is situated in with the aim of growing further. This is an opportunity to find stable work in an amazing part of the UK. The countryside and coast are never far and you'll find comfortable work here at the clinic.

Enquiries:

Claudia Pitman **07590 676694**
claudia@backpainclinic.pro

ASSOCIATE CHIROPRACTOR NEEDED IN SHEPPERTON, SURREY

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

Our website is www.sheppertonchiropractic.com if you would like to know more about us and should you be interested in the position, please email your CV and cover letter to:

Mika Janhunen DC at
info@sheppertonchiropractic.com
Or call **01932 429584**

CHIROPRACTOR NEEDED IN ST MARGARETS, TWICKENHAM

We are a happy team in a friendly clinic, independent therapists with individual interests but supportive and cohesive.

Location: St Margaret's/Twickenham

Position: Part-Time Associate - Strong in diversified technique with interest in paediatrics or sport.

Pay: 40-50% depending on experience

Taking over current patient base

Please email ruth.elphick@elphickclinic.com

SOUTH DEVON CHIROPRACTOR WANTED AT THE SYKES VERWEY CENTRE ESTABLISHED IN 1963

The first Chiropractic clinic in Devon, we have a very large patient base and extremely busy practice. Hit the ground running with lots of new patients. Self employed position (50% increasing 5% each year). Big earning potential!

Tel: Freddie Powell (Director)

01626 353334

Email: info@sykesverweycentre.co.uk

OUR PRACTICE IS LOOKING FOR A NEWLY QUALIFIED OR EXPERIENCED PRACTITIONER TO JOIN OUR TEAM IN CHELMSFORD, ESSEX (30 MINS TO STANSTEAD, LONDON AND THE COAST)

We practice diversified, SOT, activator, paediatrics and more. Tier 2 sponsorship available.

We offer:

- An amazing team of 5 chiropractors, 2 sports therapists and a hypnotherapist.
- A high flow of new patients and all marketing done for you.
- Access to our 12 module Complete Practice Mastery training program.
- PRT Training.
- Paid CPD and weekly training: clinical, technique, communication.
- Career progression to leadership roles.
- Full front desk support.

Package

- A full-time employed or self employed available position, with a great salary + % earnings
- GCC and association fees paid first year
- Paid holiday
- OTE 70k p.a. on 25-30 hours per week
- Great work-life balance (half day shifts and no Sat adjusting)
- Friendly and supportive team with socials
- Working in a lovely barn where the patients and team are happy

Please email your CVs to Alexandra Smiljanic

alex@inspiredhealthchiropractic.com

ASSOCIATE REQUIRED IN MID-SUSSEX, HAYWARDS HEATH

Ideally long term with a view to eventually taking over the practice. Also open to room rental and lease purchase options.

Work in a team with a holistic approach. Check us out at www.freedom-healthcare.co.uk
drdudd@mac.com

ASSOCIATE REQUIRED FOR BUSY CLINIC IN HORSHAM, WEST SUSSEX

Family run clinic near the beautiful market town of Horsham with great transport links to London & Brighton.

Self employed or employee position available for the right candidate to join our multidisciplinary clinic. Position would suit experienced Chiropractor or new graduate with full training & mentorship provided.

Please email CV & covering letter to

lavina@wealdchiropractic.co.uk

Clinic website found at

www.wealdchiropractic.co.uk

CHIROPRACTIC ASSOCIATE OPPORTUNITY IN RETFORD, NOTTINGHAMSHIRE (IMMEDIATE START)

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

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

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

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

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

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

To find out more about the position, please contact the clinic via telephone on **01777 710720**

or email: info@retfordchiro.co.uk

We look forward to hearing from you!

ASSOCIATE REQUIRED – NEWCASTLE UPON TYNE

Vacancy for New Graduate Chiropractor to work alongside principle Chiropractor.

Generous retainer until adequate patient base established.

Opportunity to work across 3 busy clinics with a constant supply of New patients and all in close proximity to Newcastle Upon Tyne. Retaining 40% of services once established provides a great opportunity for enthusiastic Doctor

Email rachomalley@hotmail.co.uk

ASSOCIATE CHIROPRACTOR WANTED IN YORK, GREAT FUTURE PROSPECTS

ome and work for us in York, voted one of the best cities in the U.K. to live. Have a great work/life balance with an average 32-hour working week and fantastic pay.

You will be a self-employed associate, taking 55%, with a guaranteed basic of 3k per month for the first 6 months. We are looking for a chiropractor with the right attitude and the right drive, who wants a settled career and a future in York. Experience preferable but not essential. Expected annual salary is between 50-80k. To start ASAP. We are a diversified, evidence-based chiropractic clinic with a great local reputation amongst patients and other professionals alike.

We have been established for 30 years and pride ourselves in maintaining a friendly, warm atmosphere centred around patient care and satisfaction. We have a high number of weekly new patients. We are currently turning patients away and have a waiting list.

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

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

CENTRAL LONDON CHIROPRACTOR

Do you care about your patients? Do you want to be part of something different? Do you want job security and consistent new patients? If so please email us your CV. We are a rapidly growing company formed of twenty clinicians growing together as a team and need hard working committed clinicians to join our success.

The role is Full Time 36 hours a week based at a leading Multi-Disciplinary Private Clinic in Central London.

You will work alongside Osteopaths, Physiotherapist, Acupuncturists, Sports Therapist. As a Chiropractor, you will be responsible for providing a quality assessment, diagnosis, evaluation, treatment and advice to private paying patients.

Your role will undertake a comprehensive assessment to formulate a diagnosis of patients who may have complex conditions including multi pathology.

We are looking for like-minded individuals are willing to put in as much as they take out.

- You will need to be fully qualified with a BSc or Equivalent in Chiropractic
- You will need to be able to connect and communicate in English

hr@holistichealthcareclinics.com

ASSOCIATE/CHIROPRACTOR REQUIRED

BE THE CHIROPRACTOR YOU WANT TO BE

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

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

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

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

Put your passion for Chiropractic, love of people and ambition to success to good use at Willow Chiropractic, the country's leading chiropractic team.

We would love to hear from you (people@willowlife.co.uk)!

A BRIGHT CAREER FOR A CHIROPRACTOR/OSTEOPATH-ASSOCIATE VACANCY WITH THE TEAM THAT HELPS PEOPLE FIND THEIR MOJO!

✓ Do you want to bring your vision of Chiropractic, spinal health and wellbeing to many people?

✓ Would you like to work 4 days a week to achieve this (great work-life balance)?

✓ Do you want to offer a great service and experience to each person you see?

Since 2002, everyone that has worked at Chirohealth has helped to shape and create a practice that exceeds expectations, delivers outstanding care and makes each patient feel like they're having a VIP experience whilst also having fun; it's a practice like no other!

Julia and Spencer have a wealth of experience to share, having mentored over 20 Chiropractors and Osteopaths and inspiring others to follow a career in Chiropractic too but experienced or newly qualified, Chirohealth is a great place for a bright career!

For more details visit www.chirohealth.co.uk/join-our-team

Send a WhatsApp message to:

Julia: 07773795845 or Spencer: 07813167926

Or you can email:

julia@chirohealth.co.uk
or spencer@chirohealth.co.uk

PASSIONATE AND ENTHUSIASTIC ASSOCIATE CHIROPRACTOR – SHREWSBURY, SHROPSHIRE, UK

Maternity cover and/or permanent position available

Experienced DC or a new grad? Looking to work in a dynamic and friendly vitalistic practice?

Due to significant growth and increased demand, we are seeking a well-motivated and inspiring chiropractor to join our team. If you wish to work in a fun environment with a family atmosphere, then please get in touch!

We are a friendly and passionate vitalistic based practice in the beautiful town of Shrewsbury. Shrewsbury is a large, historic county town within easy reach of both the larger cities of Manchester and Birmingham, as well as the Shropshire Hills, an Area of Outstanding National Beauty, and the Welsh hills and mountains.

Our facilities include:

- Recently relocated to a new 168 sqm facility
- Open plan studio with adjoining consult rooms
- EHR software
- Subluxation Station (with CoreScore)
- Posture Screen

We will help you build your practice by supporting you with ongoing marketing, mentoring and training on all aspects of a vitalistic practice to be proud of.

Please send a covering letter and your CV to

rosalind@shrewsburyfamilychiropractic.co.uk

CLINIC/PRACTICE FOR SALE

HEALTHY, VIBRANT BUSINESS IN THE BEAUTIFUL BUSTLING MARKET TOWN OF MARLOW.

The clinic is situated in the centre of the High Street, has three treatment rooms, digital x-ray suite, paperless notes and a rehab studio.

Established in 2004, a team of highly experienced well-established therapists working together to create an all-round healthcare package for our patients.

Pre-pandemic 100+ /week patient visits now averaging 85 /week, with the chiropractor currently working 30 hours a week, with no weekends and no advertising. Bags of potential to be much busier.

For more information about us check out our website www.chiroclinicmarlow.com

Enquiries should be sent to admin@spinalhealthclinic.co.uk with contact details and marked FAO Graeme.

CLINIC/PRACTICE FOR SALE

PRACTICE FOR SALE: FANCY RELOCATING TO CORNWALL?

A rare opportunity to acquire a thriving chiropractic clinic in a highly desirable area of Cornwall.

This multi-disciplined clinic, with over 12 years' experience has developed a reputation for clinical excellence as well as being an integral part of the community.

The current owner is looking to retire in the near future and is looking for an ambitious and committed chiropractor to take over this successful business. In addition to the business, the leasehold property is being sold which offers a new owner opportunity to both expand the business, but also secure its future tenure.

For more information please email john.tillyard@btinternet.com

WELL ESTABLISHED CHIROPRACTIC CLINIC (20 YEARS+) FOR SALE IN MANSFIELD, NOTTS

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

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

The annual turnover is £105k (average over the past 5 years) using 1 treatment room, 4 days a week with minimal advertising.

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

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

1 treatment room has been let full time to a podiatrist.

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

The front desk staff is great, caring, well trained and offer fantastic patient care.

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

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

40 YEARS OF DESIGN



**FOR
CHIROPRACTORS,**

◆ THE ◆
RM
SERIES
**BY
CHIROPRACTORS.**



Atlas Clinical Ltd.,
Northside, Eastern Avenue,
Lichfield, Staffordshire, WS13 7SG

Tel: +44 (0)1543 255 107
Email: info@atlasclinical.com
www.atlasclinical.com





United Chiropractic Association

