
“BACK” TO HEALTH”

Colonial Chiropractic and Massage
Knight Chiropractic Clinic, P.C.

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“Chiropractic..... Ahead Of It’s Time All Along!”

It’s strange how what seems to be “new” or “advanced” can sometimes really be old fashioned.... and what used to be considered “old” or “folksy” can really be more advanced.

For the last hundred years or so, health care was substantially controlled by the established institutions. The public has been conditioned to place a large amount of faith in orthodox medicine. It could be in the form of drugs, surgery, or other types of health care that are now commonly referred to as “Western Medicine.”

Over the last few years we have come to a new realization. We’ve discovered that much of what was considered “modern” as recently as a few years ago, is now looked at as old school. And, what was considered “primitive” school is now considered vogue, and of greater benefit than we imagined. For example, certain types of surgery that used to be considered advanced are now looked at as being too risky and invasive. Other non-invasive or conservative techniques are now known to offer better outcomes with fewer complications and side effects.

What we’ve come to understand is that the best solutions for health care are to use the methods that are the most efficient, easy to administer, lower cost and come with the highest probability of success. We also want these methods to be the least invasive, carry the lowest risk, and have the lowest probability of unwanted side effects, like chiropractic care.

One of the best changes in the past few years has been the involvement of the patient in the decision making process. Patients are standing up for their rights, asking intelligent questions, weighing alternatives, and being full participants in their health care decisions. Most people are choosing to blend and use the best and most successful of orthodox medical techniques and the most successful of what used to be called “alternative” health care, like chiropractic and acupuncture.

In this new era of enlightenment, millions of Americans in search of pain relief, no longer need to suffer unnecessarily. You no longer have to choose between medication, surgery, or doing nothing as your only options. After over a century of searching for the right answers, many people are deciding that

chiropractic care works for them. Young and old, rich and poor alike are seeing doctors of chiropractic for more than just back pain.

Chiropractic Physicians were once thought of as doctors for treatment of only back pain. **Now, Americans are being referred to Chiropractic Physicians in droves for their auto and work injuries**, as well as, neck and back pain, numbness, tingling, headaches, migraines, sports injuries, carpal tunnel syndrome, fibromyalgia, osteoarthritis, nutritional counseling, and more.

Due in large measure to your support and interest, chiropractic is now the third largest primary health care profession in the US! HMO’s, PPO’s, and insurance companies have come to realize that consumer demand and scientific evidence should dictate the type of insurance coverage offered. Many managed care systems have included chiropractic care reimbursement for their members. **If your insurance or health plan does not cover chiropractic or has restricted coverage, we have created discounted pre-pay, and annual care plans to make your care more affordable.**

More and more people are flocking to Chiropractic Physicians. Health is either directly or indirectly controlled by the nervous system. Interference within this system impairs normal function, causes pain and other discomfort, and lowers resistance to disease. Exercise, nutrition, getting plenty of rest and getting regular Chiropractic adjustments are paying off for millions of Americans.

Chiropractic Physicians are now being received as mainstream health care providers. Isn’t it great that you have so many health care choices available to you now? Isn’t it awesome that you can make your decisions based on facts, and make your own choices on how you take care of yourself and your family.

People are slowly accepting the fact that you, and only you, are responsible for the daily care and feeding of your mind and body. Make chiropractic care part of your injury care as well as your preventative health care.

“It was just a small fender bender”, “it didn’t do much to my car”, “they were going slow when they hit me”, these comments are all too common. But what really is the truth?

“ FENDER BENDERS” HURT PEOPLE MORE THAN THEIR CARS....

The National Safety Council and The Center for Statistics and Analysis have found that you will probably be involved in 1 auto accident for every 10 years of your life. If you live in a town of 100,000 people, there will be between 100-500 accidents weekly. Unfortunately only a small percentage of those people involved in those accidents seek any treatment for their injuries. This is due to the many misconceptions associated with “Whiplash” injuries. When people hear the word “Whiplash” they see law suits, neck braces and exaggeration of symptoms. This misconception is due mainly to the fact that many of these accidents occur at low speeds and may not damage the vehicle. Many people assume that without physical damage to the vehicle, there can be no damage to the vehicle occupants.

Research, however, has shown that a minor “fender bender” causes more damage to the passengers than to their cars. Laws of Physics known as “Linear Conservation of Momentum” and the “Magnification of Accelerations” give evidence that even 8 mph collisions cause significant (and often hidden) damage in people.

HUMAN HEADS WILL ABSORB MORE ENERGY THAN CARS IN AN ACCIDENT....

As published in the Journal of Biomechanics, researchers explained Magnification of Accelerated Forces as follows: they report that in a collision the back of the head will strike the seat back (this is called hyperextension) and then will rebound off the seat back and is whipped forward. The speed of the head is greater as it rebounds off the seat back. The research revealed that due to secondary energy called “rebound compressive hyperflexion” the head will actually reach an acceleration that is 2 to 2 ½ times greater than the acceleration of the car.

Energy is never lost because it is transferred...

If you have ever watched a game of pool you can see how energy is transferred. In auto accidents, just like in pool, the greatest energy force is called “Strain Energy”. You can see this energy every time a ball is hit.

After the brief sound of impact, the cue ball is stopped and the object ball is propelled forward with a speed greater than the ball that hit it. This same energy transfer happens when two cars collide. Not only will the energy magnify but will be transferred to the occupants of the car.

In a collision two kinds of energy will affect the car and passenger differently...

Initial energy is the energy when the two cars first collide. A secondary energy force is produced when the vehicle occupants impact with the inside of the vehicle. The occupant actually receives an initial energy shock as the collision occurs and then a secondary energy shock when whipped around the inside of the vehicle or upon colliding with components of the car such as seat belts, seat back, steering wheel, etc. This helps you to understand how the initial low impact energies produce far greater secondary energies which cause significant injury to the vehicle occupants, **regardless of the damage to the vehicle.**

YOUR NERVOUS SYSTEM CANNOT REACT FAST ENOUGH TO OVERCOME THE G FORCES THAT CAUSE WHIPLASH....

Based on research done on an 8.2 mph collision it has been found that the car receives 2 G’s of force, the shoulder then receives 4 G’s but the head and neck receive 5 G’s of force. **Therefore, the head and neck suffer 2 to 2 ½ times more G forces than the actual vehicle itself.** During an 8.2 mph collision, when the front vehicle is stopped and at a resting state, which is 0 G’s, the whole time of the impact is approximately 300 milliseconds. During the 300 milliseconds is when the damage is done to the occupant of the car, this is due to the fact that the nervous system can not react in less than 300 milliseconds. Therefore, the human nervous system does not have adequate time to react to prevent whiplash.

INJURIES TO YOUR SPINE AND THEIR SYMPTOMS AND EFFECTS....

All whiplash injuries are a little different because of all the different factors involved in accidents. For instance: how the driver was facing, the age of the victim, whether you were surprised by the impact, condition of health, the direction of the impact and the speeds involved. Spinal Cord Damage....Because of the different factors mentioned above, injuries can vary from person to person.

Some people may experience only stiffness while others may end up with complications that may cause death. The worst case scenario only occurs in a small minority of cases. In the majority of whiplash injuries the damage is done to the neck's ligaments, tendons, muscles and the alignment of the vertebrae. The injuries may also be present in the middle back as well as the low back. When a whiplash injury occurs, anywhere in the spine the misalignment that results will "pinch off" the nerves causing other symptoms or problems. These can range from numbness and tingling in arms, hands, legs, feet, headaches, to loss of function in extremities. Whiplash symptoms may not start immediately after the accident or they may start out so slight that by the time you have the major problems you will tend not to associate them to the accident. Other things such as dizziness, nausea, ear ringing even loss of memory can occur. All of the above symptoms are usually a result of a vertebral subluxation or misalignment of the spine. THIS IS WHERE CHIROPRACTIC CARE COMES IN!!

Chiropractic care and whiplash injuries...

After you are out of immediate danger of serious injury, and for the best result in starting your body in the process of healing you need the art of chiropractic care, which is realigning the spine and taking the pressure off of the affected nerves. This in turn will start to help your symptoms and the healing process. Even after the smallest "fender bender" a chiropractic visit is imperative to the health of your spine and in turn you!

Untreated whiplash injuries....

One of the worst things you can do after being involved in an accident is nothing at all. Although you may not have symptoms right away or even a few months after your accident, your spine has been traumatized and there will be some sort of residual problem from that trauma.. You may all of a sudden notice that instead of one headache a month you now get four or five, or that you can't always turn your neck as far as you used to, or you may bend over to tie your shoe one day and end up with low back pain. Misalignment of the spine does not correct itself and after any trauma it is recommended that you schedule yourself for a chiropractic examination as soon as possible.

"INJURED AT WORK" DON'T SUFFER NEEDLESSLY! GET A SECOND OPINION!

Experience Counts!

We have been in practice for over 23 years and have treated hundreds of tough work injuries. We are eligible for reimbursement by all Workers Compensation insurance carriers insuring Utah workers.

Utah Workers Compensation Study

This 1991 study revealed that medical costs were higher than chiropractic costs for conditions with identical diagnosis and lost work days were higher for medical patients than for chiropractic patients.

COMMONLY ASKED QUESTIONS

- Q. Will my workers compensation insurance pay for a chiropractic physician?**
- A. Yes! The same rules and reimbursement apply for your treatment with us as the company doctor.**
- Q. Do I need to see my company doctor first?**
- A. Yes, it is important to start with your company doctor, if there is one. After you've been seen once, you can decide where YOU want to go for care.**
- Q. Can I choose to go to a chiropractic physician after my first visit to the company doctor?**
- A. Yes! The process is simple, after one visit to your company's doctor, if there is one, you can come to us. Be aware that some of our patients have said they were told that they could not change doctors. You have the right to change doctors if you want to.**

Would you Recommend Chiropractic Care to a Friend or Loved One?

Who have you told today? When you tell a friend about chiropractic, you offer encouragement. When you tell a work associate about chiropractic, you offer direction. When you tell a loved one about chiropractic, you offer hope.

Encouragement. Direction. Hope. Each is part of the healing process. So when you tell others about the positive experience you've had in this office, you're using some of the same methods the best doctors use to promote the healing process.

Our biggest secret is how helpful chiropractic can be for youngsters, helping avoid so-called "normal" childhood health problems.

This office depends upon informed patients to share the chiropractic message with others. We're counting on you to dispel the myths and overcome the incorrect notions many of your friends or loved ones may have about chiropractic care.

If we can help, we will tell them. If their problem is outside the scope of our practice, we will refer them to other specialists.

A doctor is blessed by being a witness to each patient's return to health. You can experience the same joy by referring others.

Together we make a great team.

Call Today! 292-9857

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