CHIROPRACTIC ECONOMICS

YOUR PRACTICE PARTNER

Issue 10: June 25, 2019

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2019 SUMMER

PRODUCT SHOWCASE BUYERS GUIDE

Anti-Aging11
Colleges 22
Consultants 25
Continuing Education37
Diagnostics45

Electro & Laser Therapy	.53
Finance & Insurance	57
Herbs & Homeopathy	65
Marketing	72
Massage & Acupuncture	79

Nutrition91
Orthotics105
Patient Education110
Rehab113
D. J. J. 100

Software1	37
Supplies14	14
Tables 1	51

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Anti-Aging	11
Colleges	22
Consultants	25
Continuing Education	37
Diagnostics	45
Electro & Laser Therapy	53
Finance & Insurance	57
Herbs & Homeopathy	65
Marketing	72
Massage & Acupuncture	79
Nutrition	91
Orthotics	105
Patient Education	110
Rehab	113
Retail	128
Software	137
Supplies	144
Tables	151

IN THIS ISSUE

8 Letter From the Editor

156 Marketplace

157 Ad Index

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LETTER FROM THE EDITOR



LET ME KNOW WHAT'S ON YOUR MIND: EDITORIAL@CHIROECO.COM

YOUR VIRTUAL TRADE SHOW

Our Summer Buyers Guide is an excellent opportunity to not only explore the latest and greatest in terms of chiropractic products and services, but to support those that design and develop the products used every day in chiropractic offices across the U.S. — from EHR software systems to tables, orthotics, marketing and communications services and more.

Our listings both in this issue and on our products page at chiroeco.com contain virtually every major vendor and retailer in the chiropractic community. We encourage you to follow up with the supplied URLs for additional product research and seek out online reviews. Whether you're considering bringing on marketing help or a CBD, nutritional or other product line, the 2019 Summer Buyers Guide is the place to find it.

Busy summer ahead

It will be an eventful summer leading into the fall for *Chiropractic Economics* between our issue #13 with distribution at The National by FCA Orlando, and issue #15 which will have a new focus on schools and a survey of doctors of chiropractics' top picks. This will be followed by our 22nd Fees & Coding Survey results in issue #16.

Issue #13 will contain the debut of our Point/Counterpoint series between doctors of chiropractic. The first will tackle CBD and efficacy and chiropractors adopting and selling the hot new product. We want to hear your point of view in 300 words or less at facebook.com/chiroecomag, and your write-up could appear as the featured point or counterpoint in issue #13 to be distributed at The National.

Thank you for supporting the vendors in our Summer Buyers Guide and for making *Chiropractic Economics* your partner in practice.

To your practice's success,

Radel Varl

Richard Vach

P.S. — Our publication is free to chiropractors, but as a BPA-audited publication your subscription expires every two years. To insure uninterrupted delivery, go to chiroeco.com and click on the "Subscribe" button.



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THE POPULATION OVER AGE 65 WILL DOUBLE IN 20 YEARS

The average U.S. life expectancy is approximately 80 years, according to the Centers for Disease Control and Prevention — nearly double what it was around the year 1900. Longer lives mean more people seeking proactive and preventative health care such as chiropractic, and products and supplements that help turn back the clock for the body, both inside and out.

The U.S. population continues to age, with baby boomers turning 65 years old at a rate of roughly 10,000 each day. 1

As a chiropractor catering to an anti-aging audience, your consumers include approximately 76 million baby boomers (born 1946-64) and 65 million Generation Xers (born 1965-80). The baby boomer generation, one of the largest in U.S. history, is responsible for more than half of consumer spending. You can position yourself now to serve a population over age 65 that will double by 2040, according to the U.S. Census Bureau.

Anti-aging plays a part in fighting some of the top health concerns facing older adults: heart disease, arthritis, mental health, osteoporosis and more. Probiotics, CBD, collagen peptides, turmeric, vitamin supplements, coconut oil, omega-3 fatty acids, green tea, products containing the super-food blueberries, grape seed oil and yucca root are only some of the hot anti-aging supplements and products.

Popular non-invasive anti-aging therapies in addition to chiropractic care include acupuncture, hormone replacement, varieties of diagnostic testing and supplement regimens.

Even if your practice or clinic does not offer rehab services, you can offer various strength-training services and supplements, as maintaining or increasing muscle and sustaining optimal hormonal levels remain key components of healthy aging. This could include a small in-office gym with mainly resistance bands and exercises, and videos/DVDs for sale outlining routines for specific physical problems.

This is all, of course, centered around a strong base of chiropractic philosophy and focus. If you're new to the field or considering offering anti-aging products and services, start doing your research. Build your own favorite slate of offerings that you have a deep knowledge of and remember that you set the best example when it comes to health and anti-aging for your patients.

CHIROECO.COM

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BONE HEALTH

Bone Health Daily Fundamentals from Standard Process are single-serving convenience packs containing four supplements designed to be essential for rebuilding and maintaining strong bones: Calcifood, Cataplex D, Ostrophin PMG and Cruciferous Complete. Adequate calcium as part of a healthful diet, along with physical activity, may support bone health in later life. Each box contains a 30-day supply.* standardprocess.com

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solutions4.com

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Chiropractors are in the business of making people well, but they have to survive financially to do it. The doctor must also wear a business hat and wear it right to provide the fuel to energize their practice. Combining a holistic approach with the latest regenerative medical technology is at the core of the medical integration model. It provides

opportunities not traditionally open to a chiropractor by expanding what your business can offer. Medical treatment without needless drugs or invasive surgery, focused on allowing the body's systems to heal itself in the way it was designed is truly the way forward.



Treating the chronic pain epidemic

Approximately 50 million Americans suffer from chronic pain - that's one-fifth of the adult population.

In February of this year the St. Louis Regional Health Commission released its Chronic Pain Prevention and Treatment Policy paper and gave four key recommendations:

- ▶ Target chronic pain as a public health problem
- Increase education about chronic pain for patients and providers alike
- Recognize chronic pain as a chronic disease and target holistic, collaborative, and more cost-effective treatments
- Create treatments in a patient-centric, trauma-informed manner

"When we discovered that so many patients have been burdened with chronic pain, we understood that their suffering and functional loss couldn't be reversed without policy changes that directly empower patients and equip providers with the right tools," says Heidi B. Miller, MD, medical director for GBH (Gateway to Better Health).

More and more medical practitioners and U.S. government officials are sharing the belief that providing access to alternative drug-free services will help ease patients' suffering and lower costs in the process. Treating the root of the matter rather than throwing dangerous drugs at the problem is something we have long advocated for. We see this as the beginning of a trend in the United States of accepting non-invasive, non-narcotic treatments for chronic, long-term pain.

Is there any hope?

The present "disease maintenance, symptom treating, pill dispensing as the only fix" health care system may be replaced by health care providers who rely on natural healing modalities and who do not write prescriptions or utilize invasive surgery except when totally necessary. This system is implemented through medical integration of medical doctors and chiropractors who collaborate in all phases of diagnosis through treatment of individual patients. Nutrition, exercise physical therapy and natural means are used to heal. This is the answer. Œ

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BRING A NEW TEAM MEMBER TO YOUR PRACTICE

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Update systems, implement new ideas

Electronic health record needs change, while newer DCs need assistance choosing a system to initially install, which could include marketing help.

A consultant can supply the impetus to put your ideas into action, and to spur you on to new ideas.

"If you're one of those chiropractors who has made the rounds and already know what to do, but seem powerless to implement all ideas, a consultant could be well worth the expense," says Bill Esteb, creative director of Patient Media. "Make sure the practice coaches you hire know that you're looking for the nagging, browbeating and shame necessary to motivate you into action."

Ask around for new models, innovations

Consulting is a profession in which the provider and the client work jointly to achieve the desired results. Unlike coaches, consultants gather data, address issues, and create solutions they help to implement. If you or the members of your practice are looking to hire a consultant, investigate their history of work performance and determine the value of their history in one or more industries.

Don't be afraid to ask fellow DCs in your circle who they utilize for consulting. Ask what results they produced, and the specifics you are looking for.

"One benefit of working with someone who consults professionally could be that person's multi-industry background," writes coach and consultant Monica Wofford. "Perhaps an approach from a hospital client could provide you with an innovative chiropractic standard. Perhaps a model from the retail world could resolve an issue that no other chiropractor has thought of or brought to market. Schedule a meeting and ask them to tell you what they see relevant to your needs."

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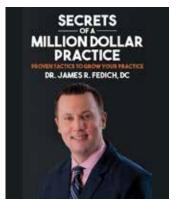
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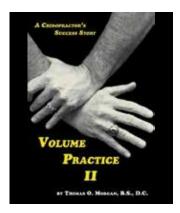
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James Fedich spent over a decade building a practice that collects well over a million dollars a year. He was constantly being asked for advice from other doctors. Tired of hearing from consultants who haven't practiced in decades, Fedich wrote his tell-all book, *Million Dollar Clinic*. He is a frequent guest speaker who has given chiropractic and business talks all over the country.

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Tom and Mary Ann Morgan were a powerful team in their chiropractic offices, where Mary Ann was office manager, and also in their Volume Practice Seminars in which they coached doctors all over the country. Tom's newest release, *Volume Practice II*, is his sixth book and contains his lifestyle of success and his personal "Touch and Tell" technique notes. His goal each day is to continue to make an impact on doctors' lives. **e-booktime.com**

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Most Doctors Are Too Busy Earning a Living To Make Any Money...Don't Let This Happen To You!



This is Dr. Mark. He hasn't been sleeping too well lately. He can't. He lies in bed awake, trying to solve the many problems that he just can't get on top of.

He's worried about his practice because he barely makes his overhead, his employees keep giving him grief, he's tired of working long days, and on top of all of that, he's in pain from years of wear and tear of adjusting patient after patient, day after day after day.

Not to mention, he's wondering how he's going to grow his practice when insurance companies keep paying out less and less and every chiropractic consultant has been a let down... finding himself even more in debt.

This isn't why Dr. Mark became a Chiropractor in the first place. He wanted to help people! He wanted to help patients get out of pain and truly make a difference, while providing a nice, comfortable life for his family.

Where did he go wrong?

Well, the sad truth is...it's not his fault.

So many chiropractors start out like Dr. Mark, hoping to help people, only to realize they didn't learn how to run and grow a business in school.

I'm Dr. Todd Singleton. I'm sure you've seen me around in the articles I've written for all of the chiropractic trade journals, or speaking at the main trade shows around the country. Over ten years ago, I pioneered the concept of running a weight loss program from a chiropractic office.

Read what some of our doctors have to say...

"I can see that within 3-6 months, we'll be at our goal of \$100,000 a month in our clinic. Everything is done for you, and it's an easy program to get implemented."

"We increased our weight loss revenue from \$30,000 to \$80,000 per month in just 6 weeks!"

"I've used the program for one week and already made money. The amazing part is they are always there for me. It's a turn-key system, and I am very pleased with them!"

"We are on track to make \$40,000 this month, and my patients are getting fantastic results."

"In 26 years, this is the greatest value I have ever received."

"Thank you for creating such an awesome program! I am having more fun now than at any time in my 17-year career!" Now, if you're wondering how my program stands up to others in the industry, let me clue you in... Ever since opportunists in our industry realized they could sell weight loss to chiropractors, there's been numerous copycats come and go. The big difference between my program and the rest? It works. Simple as that. Even though people have ripped off my program, they can't ever duplicate it quite right, to get the results that our doctors get. So...

If you're tired of...

- Getting reimbursed pennies on the dollar by Insurance Companies...
- · The constant, futile search for new patients...
- · Wondering how to meet your overhead...
- · Patients whining over co-pays...
- · Not seeing ideal results with patient care...

If you're ready to...

- Have more money in your bank account...
- Have a practice full of raving fans...
- · Get your EXCITEMENT for practicing back...
- Implement a SYSTEM that your STAFF can run for you...
- Change the lives of your patients, your staff, your family and YOU...
- Make an additional \$25,000 to \$200,000 per month

Then you need...

"The Ultimate Guide to Adding Weight Loss To Your Practice In 5 Easy Steps!"

I know you're probably skeptical. After all, what I'm saying might be contrary to what your family, friends and colleagues talk about. But let me ask you one question...how many of them are financially stable?

A month from today, you can be nothing more than 30 days older, more tired, and still struggling - or you can be on your way to a life full of freedom and fulfillment!

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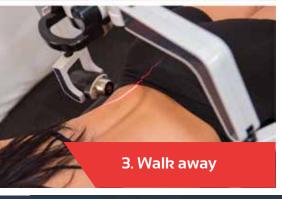
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CE OPTIONS ABOUND

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Online chiropractic continuing education now accounts for more than half of the CE hours obtained by chiropractors, according to DCHours.com, and more than 40 states currently accept some or all of the required continuing education hours available online. Many CE websites offer opportunities with modules in 2-15 hour segments, allowing DCs to meet the hourly credit requirements for their particular state.

"The number of continuing education credits required for any medical professional is significant — and for good reason," writes coach and consultant Monica Wofford. "Between insurance claims, provider constraints and health care industry regulations, there is a tremendous amount of information to be retained by your employees. Every role must be up to speed and yet many doctors think taking one class is all that is needed."

There are even websites, such as CE Cruncher, especially for chiropractors to perform advanced searches for continuing education opportunities including by keywords, providers, courses, dates, locations and state accreditations.

Target your own growth

Remember that continuing education is not about certification alone, but the growth of DCs and their staff toward reaching goals. "At times office managers and DCs focus not on the skill-building aspect of education but are simply ensuring that 'all employees are certified,' like a task they can check off," Wofford says. "Avoid the temptation to simply have the most-certified staff and instead invest significant time, effort and energy into developing the most highly skilled, well-trained and cohesive team on the planet."

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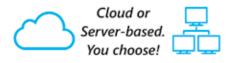
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OFFERING NEW AVENUES OF PATIENT COMMUNICATION

Some of the most popular diagnostics devices in the Chiropractic Economics products catalog are in the categories of testing, analysis, X-ray, instrument adjusting and analysis, products that can help DCs close the communication gap with patients. Visual diagnostics improve patient understanding so they are engaged in their own care.

In a report published by the Institute of Medicine, the authors noted that "the delivery of care often is overly complex," which can lead to "loss of information" and, ultimately, lower levels of care. Their suggestion is to change the way the health care system functions so that patients can experience better, more effective care with a patient-centered model. With increased engagement, patients will become interested in making informed decisions about their own health care. This creates a practitioner-patient partnership in the health care process, and enables the patient to retain control of health care choices.

If you're not familiar with car engines or why they break, you'll find yourself easily lost when a mechanic describes what needs to be done to fix one. But if you're able to understand the diagnostics yourself, you wind up with a clearer explanation of what's wrong with your vehicle that allows you to intelligently decide what the best course of action is based on your wants and needs.

The more your patients understand what is going on in their body, the more engaged they become in their treatment. Patient outcomes and retention are improved when you use visual diagnostics to facilitate patient understanding.

Today we have access to advanced technologies such as digital foot scans, X-rays and MRIs that allow DCs to see inside a patient's body. These diagnostics provide a wealth of biomechanical information that helps identify problems, educate the patient and prescribe the right treatment plan. The feet are the foundation of the body, and foot scanning has come a long way. When the foundation is not level, everything that sits atop is not properly supported. Few diagnostics provide the detailed biomechanical information that X-rays do. From measurements of disc and bone degeneration to centers of gravity, X-rays help rule out pathology and determine biomechanical faults, and are the only way to see the status of a patient in fullest detail.

Visual diagnostics provide the pictures that communicate the message. They educate and motivate the patient as to what their biomechanical status is, why they need to act now, and that they are making progress. No words or explanation can replace a picture when giving a report to a patient.

DIAGNOSTICS



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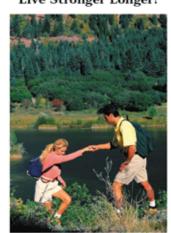
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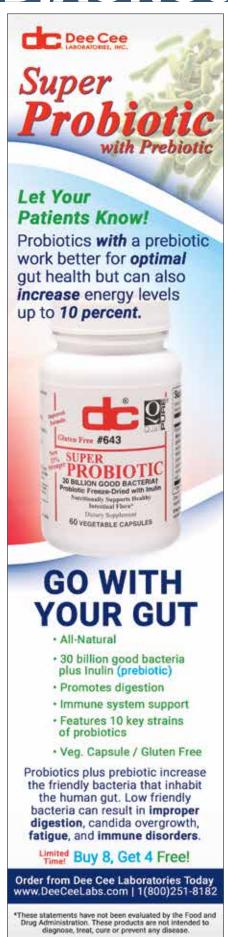
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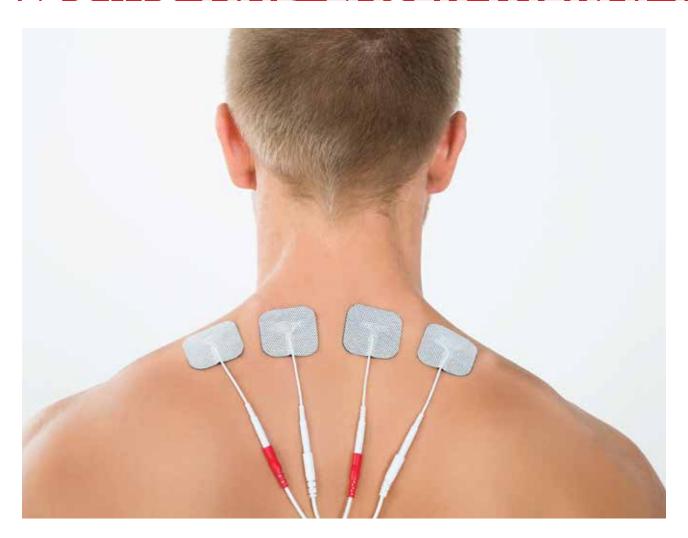
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ECTRO AND LASER THERAPY



TENS, IF, MICRO, EMS THERAPY AND THE LATEST IN LASERS

Electrotherapy over the past 20 years has assisted health care professionals in relieving acute and chronic sports, arthritic and post-surgical pain and inflammation.

Electrotherapeutic devices come mainly in four different forms: transcutaneous electrical nerve stimulation (TENS), interferential (IF) therapy, microcurrent (micro) therapy, and electrical muscle stimulation (EMS). It remains a frequently-prescribed treatment modality with the ability to target a multitude of acute and chronic musculoskeletal ailments.

The treatment transfers a measured, safe electrical current from a power source to the soft tissues of the body through the use of electrodes placed over the desired treatment area, inducing the body's inherent ability to release endorphins and creating a pulse stimulus across the skin surface and underlying nerve structures. This measured electrical stimulus serves to partially disrupt pain signals, preventing them from reaching the brain.

The therapeutic effects on the neuromuscular tissues of the body may vary depending on the wavelength and frequency of the electrical current applied to the desired area of treatment.

The most popular of the electrotherapy modalities is TENS, which transfers current through the skin to interact with the nervous system by interrupting peripheral pain pathway receptors leading to the brain. While TENS should not be considered a cure for the cause of the pain, it oftentimes serves to ease discomfort for the duration of treatment.

IF is similar to TENS in that it passes current through the skin to relieve pain, traveling at a much higher frequency, allowing it to penetrate deeper into body tissues. Micro current mimics the current that is naturally produced by the body. This promotes the production of adenosine triphosphate (ATP) in cells in and around the treatment area and increases blood flow to induce healing. EMS sends pulsing current specifically to the muscle, causing it to periodically contract and relax. EMS can be used to deter muscle atrophy and improve overall muscle tone, or treat conditions such as chronic or recurrent muscle spasms.

Many DCs have found that making an electrotherapy investment, or partnering with a reputable DME provider, is an efficient and hassle-free way of offering the many benefits of electrotherapy to patients.

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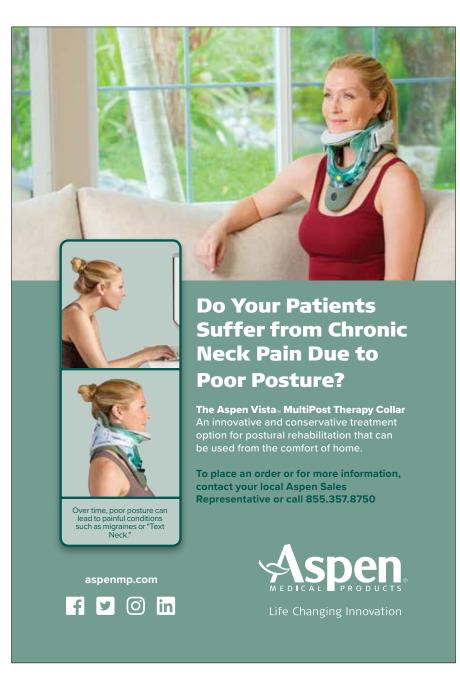
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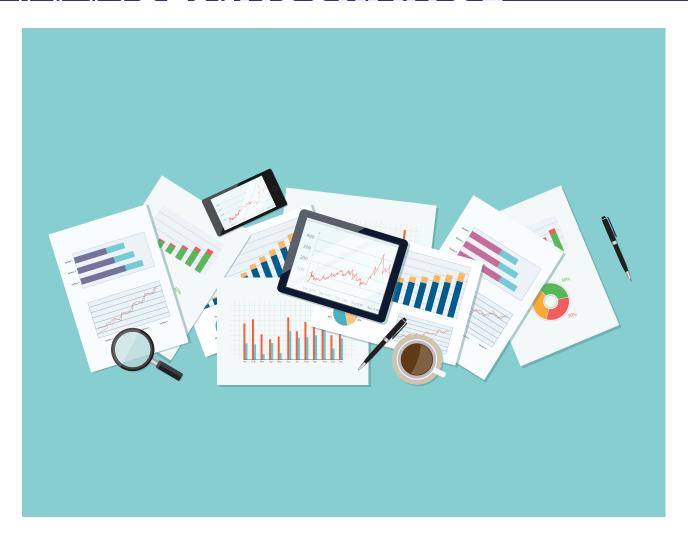
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You've likely found that keeping your practice's finances strong is at least as important, if not more so, than managing your own personal finances properly. Often they are intertwined. Having a solid financial foundation as a practice helps DCs whenever they experience risk, fluctuations in patient load or any other unpredictable occurrences. It's your job to ensure your practice will be there for your patients even through economic challenges and health policy changes.

Knowing how to manage your chiropractic finances is a key part of running a practice.

For some practices it makes sense to outsource billing and other functions to save money. Keep in mind, though, that at many offices it may actually be more cost-effective to hire in-house staff than to outsource important tasks. You'll have to carefully weigh the pros and cons of hiring against your needs to find the right solution for you. Maintaining compliance with the law and also managing the important tasks of keeping practice finances organized may be too much to expect of your chiropractic assistant, for instance. And activities such as bookkeeping and account management are probably better done with help from an accountant in many cases.

Small- or large-business assistance

As appropriate, seek the help of a financial professional who's familiar with how small business and health care practice finances should be managed. You'll want to plan for current expenses, anticipated major purchases, ongoing maintenance to your building (if applicable), staffing costs, software subscription costs, etc. Knowing where your finances stand right now can help you with future planning and figuring out your marketing plans if you want to expand your practice to see more patients. Many businesses break up their year into quarters for financial planning purposes. As you start thinking in terms of your business this way, you can plan ahead for what you want from future quarters, and also compare certain times of the year with previous years.

You may decide that your finances today mean you'll need more business tomorrow — from there, you can make adjustments accordingly, so to speak.

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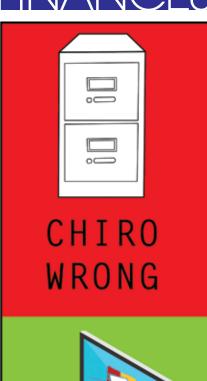


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Curcumin is one of the hottest herbs in 2019 for its natural anti-inflammatory and pain-relieving results, and has been shown effective for treating rheumatoid arthritis and inflammatory bowel disease, among other ailments. Curcumin is an extract of turmeric, which has been used as a medicinal herb for 4,000 years in the Indian alternative medicine practice Ayurveda.

A new report by QY Research, "Global Homeopathic Products Professional Analysis 2019," sees the homeopathic market increasing almost 70 percent over the next six years, stating, "The U.S. is experiencing a remarkable growth rate and impressive market share in the global homeopathy products market." Patients are seeking out their own homeopathic remedies from a slew of new market offerings to stimulate the body's self-healing response.

Do your homework

When recommending herbs or herbal blends to your patients, keep in mind they are not regulated by the U.S. Food and Drug Administration, and that knowing the correct dosages and quantities is vital to both their effectiveness and patient safety. Here are some of the latest and most popular herbs and homeopathic remedies to recommend to your patients or explore yourself:

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druckerlabs.com DYNAMIC HEALTH

LABS INC.

800-396-2114 dynamic-health.com

DYNATRONICS

800-874-6251 dvnatronics.com

EDOM LABORATORIES 800-723-3366

edomlaboratories.com

ENERGIQUE INC.

800-869-8078

energiqueherbal.com

ENERGYBITS

617-886-5106

energybits.com

ENLIVEN ESSENTIALS

516-306-6589

enlivenessentials.com

ENVIROMEDICA (PRESCRIPT ASSIST)

800-257-3315

prescript-assist.com

ENZYME FORMULATIONS 800-614-4400

loomisenzymes.com

ENZYME PROCESS CO.

800-521-8669

enzymeprocess.co

ENZYME SCIENCE

855-281-7246

enzyscience.com

ENZYMES INC.

800-637-7893

enzymesinc.com

ESSENTIAL FORMULAS INC.

972-255-3918

essentialformulas.com

ESSIAC

561-585-7111

essiac-canada.com

EUROMEDICA

866-842-7256

euromedicausa.com

FENIX NUTRITION

855-527-4464

fenixnutrition.com

FLAXUSA

866-352-9872

flaxusa.com

FLEXCIN INT'L INC.

800-505-0575

flexcin.com

FULLSCRIPT

866-807-3282

meyerdc.com/oxyrubpro

FUNCTIONAL REMEDIES

303-981-6893

cbdrx.com

GAIA HERBS

828-883-5929

gaiaherbs.com

GOLDEN SUNSHINE USA INC.

800-798-3977

pain-terminator.com

GOLIFE

787-648-9868

golifepr.com

GREEN ROADS WORLD

833-462-8922

greenroadsworld.com

HCG MAX

727-399-0800

hcgmax.com

HEALTH LOGICS

888-402-1600

health-logics.com

HEALTH SECRETS USA

313-561-6800

healthsecretsusa.com

HEALTHWISE

800-395-8931

healthwisenri.com

HEALTHY YOU

800-826-9946

healthyyouweb.com

HERBALIST & ALCHEMIST INC.

908-689-9020

herbalist-alchemist.com

HEVERT USA

541-344-4980 hevertusa.com

HIMALAYA HERBAL

HEALTHCARE 800-869-4640

himalayausa.com

HOPE SCIENCE

866-628-8725

hopescience.com

HSUSA DISTRIBUTION

702-378-7777

hsusadistribution.com

HYALOGIC

866-318-8484

hyalogic.com

ICA HEALTH LLC

866-921-5882

icahealth.com

IHEALTH PRODUCTS INC.

800-930-6493

ihealthproducts.com

INTEGRATIVE THERAPEUTICS

800-931-1709

integrativepro.com

INTERNATIONAL ACADEMY OF MEDICAL **ACUPUNCTURE**

800-327-1113

iama edu

KING BIO 800-543-3245

safecarerx.com

KIRKMAN LABS

800-245-8282

kirkmanlabs.com

LEGACY FOR LIFE

877-557-8477

legacyforlife.net

LIFE EXTENSION

866-585-1435

lifeextensionretail.com/ epartner

LIFEHEALTH SCIENCE

216-706-6093

Ihscience com

LOGOS NUTRITIONALS LLC

800-556-5530

logosnutritionals.com

LOTUS LIGHT

262-899-8501 lotuslight.com

MASTER SUPPLEMENTS INC.

800-926-2961

master-supplements.com

MAYWAY

800-262-9929

mavwav.com

MEDI-STIM INC.

800-363-7846

medi-stim.com

MEDINATURA

844-633-4628 medinatura.com

MEDIRAL INT'L INC.

303-331-6161 mediral.com

METAGENICS

800-877-1703 metagenics.com

MIRAFLEX-R3

800-299-1150

miraflexworks.com

MOUNTAIN STATES HEALTH PRODUCTS

800-647-0074 mhpvitamins.com

MT. CAPRA PRODUCTS

800-574-1961

mtcapra.com

MUSHROOM WISDOM 800-747-7418

mushroomwisdom.com

MYONATURAL 866-276-6058

myonatural.com

N.E.T. INC.

800-888-4638

netmindbody.com

NATURAL WELLNESS **CENTERS OF AMERICA**

949-600-6515

nwcnaturals.com

NATURES RITE

888-465-4404 mvnaturesrite.com

NEWTON **HOMEOPATHICS**

800-760-5550 newtonlabs.net

NORDIC NATURALS

800-662-2544

nordicnaturals.com

NOVOLIFE 866-759-3746 novolife.net

NUTRACEUTICS CORP.

877-664-6684

nutraceutics.com

NUTRALIFE HEALTH PRODUCTS INC.

877-688-7254 nutralife.com

NUTRI LIFESCIENCE

941-757-9918 nutrilifescience.com

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800-736-4320

nutri-spec.net

NUTRI-WEST

800-443-3333

nutriwest.com

NUTRILITE 800-253-6500

nutrilite.com NUTRITIONAL

FRONTIERS

412-922-2566 nutritional frontiers com

OMAX HEALTH 800-765-6691

omaxhealth.com

OMEGABRITE 800-383-2030

omegabrite.com

OPTIMAL HEALTH

SYSTEMS 800-890-4547

optimalhealthsystems.com

ORGENETICS INC. 714-990-0900 orgenfamily.com

FRBS&HOMEOPATHY

ORIGINAL MEDICINE INC.

800-465-1802

original-medicine.com

PAIN & STRESS CENTER

800-669-2256

painstresscenter.com

PERFORMANCE HEALTH/BON VITAL'

262-367-2711

bonvital.com

PHARMAX/SEROYAL

888-737-6925

seroyal.com

PHION NUTRITION

480-556-0210

phionbalance.com

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510-723-2428

popus.com

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progena.com

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800-527-9512

progressivelabs.com

PROTHERA INC.

888-488-2488

protherainc com

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q-o-l.com

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rainbowlight.com

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800-780-5902

rain-tree.com

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rebelherbs.com

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drinkables.com

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cryoderm.com

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scriphessco.com

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sierrasil com

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standardenzyme.com

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standardprocess.com

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starwest-botanicals.com

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stoneagewellness.com

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sunasystem.com

TANGUT USA

888-982-6488

tangutusa.com

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877-341-8367

tensnet.com

THE ALLERGY KIT

954-667-6637

theallergykit.com

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traceelements.com

TRANSFORMATION ENZYME CORP.

800-777-1474

transformationenzymes.com

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trielements.com

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844-387-8436

trugen3.com

TRUWELL HEALTH & WELLNESS

866-878-9355

truwell.net

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855-333-4367 usahemp.com

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vervitaproducts.com

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viatrexx.com

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vitalliving.com

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vitalnutrients.net

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vitamineralsinc.com

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wailana.com

WARREN LABS LLC

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warrenlabsaloe.com

WEI LABORATORIES INC.

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weilab.com

WEIGHT LOSS PRODUCTS

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hcgmax.com

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weightaminute.com

WELLNESS WATCHERS **GLOBAL AND**

GREENS FIRST

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SOLUTIONS

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541-895-5172 wisewomanherbals.com

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800-548-2710 worldnutrition.net

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866-968-9854 wujilife.com

YASOO HEALTH INC.

888-469-2766 vasoo.com

ZYCAL BIOCEUTICALS

INC.

888-779-9225 zycalbio.com

The information in the buyers guide was obtained from questionnaires completed by the listed companies. Company listings highlighted in RED have an advertisement in this issue. For the complete listing of services these companies provide, and to view our complete online directory, visit ChiroEco.com/buyers-guide.

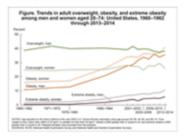
"I Swear by This for Helping My Patients.

It's Safer and More Effective than Other Treatments. It' Costs One Third the Price to Set Up. And It Regularly Brings in An Extra \$100,000 a Month"

Dear Doctor

Hi, I'm Dr Coultre founding doctor at my clinic in Southern CA. We're a small one Doctor clinic specializing in family practice. Like you, I'm always looking for ways to provide better care for my patients. However, I must admit, with increasing government regulation and overly-restrictive insurance companies[squeezing margins and crushing so many doctors as well as sucking the life out of health care, I was looking for ways to both help my patients and provide a profitable income stream for my practice. Naturally, patient care comes first. But the reality is, if we can't make money, our practice is simply not sustainable. And if you've been a doctor for a while, you know it's not as easy as it once was. easy as it once was.

That's why I became interested in weight loss technologies. I knew that...



1. Obesity is a huge community issue. According to the Centers for Disease Control and Prevention, across the United States, more than one in three adults are obese, ranging from a high of 37.7% in Louisiana to a low of 22.3% in Colorado. And levels have soared in recent years, as you can see from the chart on the

Many of my patients could live happier, healthier lives if they could just get rid of some of their excess fat

3. And I knew the weight-loss industry is a lucrative market (estimated to be worth more than \$66 billion by Marketdata LLC)

I saw this as an opportunity to recoup some of the money insurance companies had taken from my practice. At the same time, I wanted to make 100% certain any weight-loss service I introduced to my clients really worked.

Why I Decided Against CoolSculpting

I'd seen lots of advertising for CoolSculpting and fat freezing, so that's where my research began. While these treatments seemed to offer some legitimate fat loss benefits, I was concerned about a number of potential side effects including...

- Burns and scars, redness, itching, tenderness and swelling
- Tingling that can last for weeks
 Strange out-of-proportion lumps and bumps that can appear around the hips, thighs, elbows, knees, and shoulders
- Step-off deformity and transition lines along the perimeter of treatment areas

Although I liked the concept behind these antitough Tilled the collection behind these treatments, I felt these side effects were too risky and certainly not things I wanted my patients to experience. On top of that, the cost of the equipment at \$150,000 PLUS paying every time you turn the machine on further encouraged me to look at other alternatives.

Why I Chose the Vevazz Slimline System

The Vevazz Slimline System offered all the benefits of CoolSculpting (and more), without any of the risky side effects, and at one third the price. Now, I'm a pretty analytical kind of a guy. So, I really did my homework before deciding to try Vevazz in my clinic. I spoke with the owner of the company (several times) and compared Vevazz to other options including CoolSculpting. Here's what I found...

	1	X	
Fast, visible results	1	x	
Natural, non-invasive process	V	х	
Proven and effective	1	?	
Safe	V	?	
Ongoing Business Support	· /	?	
Free Advertising	4	?	
Income Guarantee	✓	X	
Affordable equipment	\$39,900	\$150,000 plus	

As you can see, the decision to try Vevazz became obvious. So, I purchased the equipment with easy finance payments (knowing it came with a comprehensive income guarantee – so if it didn't work, I could send it back without risk). That was years ago. Last month my small clinic performed 289 Vevazz treatments totaling \$39,425 in sales. Apart from a few hours of my time, modest staff costs, and a handful of inexpensive ancillaries (like cloth pads etc.), most of the money we collect is pure profit. And that's just last month. Here are records of one doctor's Vevazz treatment sales over the past 6 months. As you can see, the decision to try Vevazz became

	No. Vevazz Clients	\$ Income		
December	16	\$37,420		
January	24	\$57,635		
February	22	\$52,826		
March	26	\$63,140		
April	27	\$61,259		
May	19	\$39,425		
Total for 6 months	134	\$311,705		

The Vevazz Slimline System Is...

- The quickest, safest, most natural way to lose fat quickly
 The easiest, most rewarding way to add money to your bank account.

Naturally, results differ from person to person. And sales differ from clinic to clinic. That's why I urge you to check out Vevazz for yourself.

Return on Investment v. Competitors

In USD	Vevazz	Vela Shape	Sculpt Sure	Ultra Shape	Cool Scupiting
Device Price	35,000	52,000	110,000	100,000	120,000
Consumables per 100 treatments/clients	0	12,000	12,000	54,000	100,000
Expenditure for 100 treatments	35,000	64,000	122,000	154,000	220,000
Retail Price per treatment / client	2,1001	1,8002	2,2003	1,800 ⁴	2,500
Revenues per 100 treatments / clients	210,000	180,000	220,000	180,000	250,000
Earnings for 100 treatments	175,000	116,000	98,000	26,000	30,000
Gross Profit Margin %	500%	180%	80%	16%	13%
Number of patients needed to recover the investment	17	35	55	85	

Dr. Coultur says introducing Vevazz into his practice literally changed his life. No longer does he worry about the restrictive insurance companies, shrinking margins, and growing bureaucracy that's crushing so many doctors. He now has a way to make moré money while working less.

As you can see, Vevazz helped him generate an extra \$311,705 in just 6 months. And best of all, Vevazz has been life-changing for his patients too. They are happier and healthier than ever. Many have lost as much as 23 inches of fat in just 6 weeks with...

- No special diet
- No vigorous exercise
- No invasive procedures
- No pain during or after treatment
- No waiting weeks for results (see a difference after your first treatment)
- No health risks
- No visual side effects (except a slimmer, more toned body)
- No step off deformity' or transition lines indicating where treatment has taken place
- No concerns about unsightly lumps and bumps anywhere on your body if you gain weight in the future

And results that are fully guaranteed www.Vevazz.com/chiroeco

How To Find Out More

If you're looking for a way to help your patients more while adding a lucrative income stream of as much as \$100,000 a month to your practice, I recommend you sign up for the webinar now and watch the Free Vevazz training webinar

www.Vevazz.com/chiroeco

We will also send you some information snail mail, to hold and touch to find out

Alternatively, contact Vevazz on 773-620-9500

Sincerely, Jamie Fettig, DC - Founder of Vevazz

P.S. By the way, Dr.Coultre is not affiliated with Vevazz nor is he receiving anything from Vevazz for writing this letter. He just knew how hard the restrictive insurance companies, shrinking restrictive insurance companies, shrinkin margins, and growing bureaucracy was getting for him and his practice, and the results of introducing Vevazz to his practice have been so good (for him and his patients). So, he wanted to help spread the word. Once again, He encourages you to check out Vevazz for yourself. Watch their webinar, download their white paper at Vevazz.com or call them on them on 773-620-9500.

www.Vevazz.com/chiroeco

Vevazz

MARKETING











LIGHTFORCE COMPASS

LightForce Compass Marketing Toolkit from LiteCure Medical aims to provide practices with strategic resources to help ensure a successful laser therapy program implementation. Built into a powerful Compass-exclusive Apple iPad application, numerous resources ensure both positive clinical and implementation outcomes. The package also includes a wide variety of marketing materials and templates. lightforcelasers.com

WEBSITE MARKETING

Since 1997, ChiroPlanet has been the gold standard in helping chiropractors attract new patients online. We deliver bestin-class websites boosted by powerful marketing services specifically designed to grow your practice. From search engine optimization to reputation management, partnering with ChiroPlanet ensures that your online presence is professional and tuned to convert potential patients searching the web. chiroplanet.com

WEBSITE SEO

The ChiroMatrix Premium Service principally focuses on search engine optimization, or SEO, for your website. With unique content, optimized meta data and a wide range of other SEO best practices. Premium Service is designed to increase the amount of organic traffic that visits your website and improve your website's ranking on the search engine results pages (SERP). We'll help you amass a high return on investment that's sustainable. chiromatrix.com

CASH COLLECTIONS

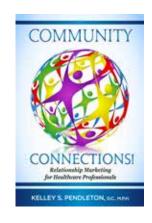
Cash Practice Systems is a web-based company that solves the most common reasons an office may have low cash collections and high patient dropout. It helps its members to be less dependent on insurance and streamline their procedures in the office. Offer clients affordable and compliant payment plan agreements, and consistently educate and market to your clients with email marketing services. cashpractice.com











PATIENT EXPERIENCE

Review Wave is the premier patient experience platform for chiropractors. With marketing automation including online scheduling, appointment reminders, two-way texting, reactivations to feedback requests, local listing and SEO, we cover the entire patient experience from before they arrive to after they leave. Review Wave's software platform integrates with ChiroTouch, Platinum, EZBis, Genesis, Eclipse, Atlas and more. reviewwave.com

WEBSITE DEVELOPMENT

Online Chiro builds affordable websites with fantastic customer service. Marketing your practice should be easy, and with Online Chiro it is. Equip your practice with everything you need to attract new clients online, from a customized website to a complete online marketing platform. Choose from search engine optimization, social media, reputation tracking and more. We'll show you how easy getting new patients can be. onlinechiro.com

MODERN MARKETING

The Chiropractic Business Academy (CBA) is a chiropractic coaching and business training company. CBA helps chiropractors build and strengthen their practices through effective and modern chiropractic marketing and proven business systems. CBA takes responsibility to mentor its chiropractic clients to become the executives of their businesses, rather than just clinicians in their

chirobizacademy.com/tools

MARKETING EDUCATION

Written by a health care professional for health care professionals. Community **Connections!** is the first in a series of books designed to bridge the gap between what you're taught in school and how to market a practice in the real world. This book includes dozens of ideas and instructions for activities and events to help build the practice of your dreams, whether you're a veteran in the industry or just getting started. dr-kelley.com

Yes, I'm a DC and My Toughest Cases Will Give You The Best Training in Lab Analysis and Patient Care

By Van D. Merkle DC, DABCI, DCBCN, CCN

I'm Dr. Van D. Merkle. I've treated patients with serious problems for over 30 years. I have more documented cases with objective laboratory results than any chiropractor. No one I have heard or seen comes close. That's a bold statement; I don't make it lightly or frivolously.

Saving Lives

I routinely help patients with cancers, lupus, MS, IBS, Psoriasis, CFS, severe pain, CF, Diabetes, kidney and liver disease. The results are objective third-party laboratory proof. Lives are truly being saved and families and communities are saving thousands of dollars because of the work we do. There is no denying it. Your patients have these problems, too. I will train you to help them, and obviously, they will respond even better to their adjustments.

You can wait for symptoms: however, you can only have 20% liver, kidney or pancreatic function left and have no signs or symptoms of disease! Do you think that some of your patients might have cancer or other serious problems? Remember: diseases and conditions will show in the blood long before symptoms occur.

One of the things I tell doctors and all patients is that "even serious problems sometimes have simple, safe, natural, and inexpensive solutions."

DON'T BE SCARED- I don't treat cancer,

lupus, MS or any other diseases but I'm a health expert. SBN nutrition and vitamin therapies optimize health and assist the body's natural ability to fight cancer and other disease.

"If a person gets healthy enough, does it really matter the name of the disease"

Testimonial from an SBN member:

"In 2015 your Science Based Nutrition program saved my life AND my practice. I became a chiropractor in 2005 due to adjusting and haven taken antibiotics for 15 straight years; my SC joints were surgically removed in 2009, I suffered a severe whiplash injury in 2008 which led to 7 years of pain meds: oxycontin, percocets, cymbalta, valium, neurontin, etc. All at the same time, 18 neck injections, visits to Cleveland Clinic, 9 neck MRI's, and failed NK surgery in 2014. I was questioning life. Finally in 2015 I received a SBN flier, didn't think it would help. I attended one of your seminars in Chicago, half alive taking many many meds. After the initial report I WAS 100% PAIN FREE IN 2 WEEKS!! So within 6 months I was able to completely get off ALL of my pain medications and today I am 100% medication free. I have taken many patients through SBN reporting but my case was truly a miracle.

Your program and supplements, I believe, literally saved my life. THANK YOU, THANK YOU, THANK YOU for being a pioneer in nutrition!" DM, 2018

Remarkable Cases

In 35 years of practice, I've seen just about everything. A few of my patient cases:

- Tough Case A: My nephew, Jason, at age 13 diagnosed with a brain tumor. A wheel chair was his best prognosis. His tumor shrank in half in 3 months, (no chemo, radiation or surgery) and he is tumor free, alive and well today. Married with 3 children, has no impairments and is over 35 yr/o.
- Tough Case B: Rochelle 48yr/o diagnosed with stage 4 breast cancer, given at most 10 years to live with chemo and radiation. Following her SBN program: cancer marker CA 27-29 dropped from 185 down to 29 in 3 months (no chemo or radiation). PET scan cleared in 6 months and she is alive and well today going on 12 years now, never receiving chemo, radiation or drugs. No impairments and tumor markers are still less than 25. (CA 27.29 <38 is clinical range). She is also on no medications.
- Touch Case C: Walt, 74 yr/o male stage 4 renal cell carcinoma (kidney cancer), given 4-6 months to live. Followed his SBN program and is going on 4 years with no symptoms, never taking chemo, radiation or surgery, and is medication free.
- Tough Case D: Gina MS patient in a wheelchair prior to seeing me. Following her SBN program, she is now going on 16 years not needing a wheelchair, has no impairments and is on no medications.
- Tough Case E: Cindy very extreme Lupus patient (her uncle and cousin died from Lupus), in wheelchair and failing fast. Following her SBN program she is alive and well with no disabilities, has not used a wheel chair for 25 years.
- Tough Case F: 57 yr/o male cholesterol over 1,090 dropped to 194 in 2 weeks.
- Tough Case G: 72 yr/o male with Parkinson's. On the SBN program for 4 months, got off all medications.
 Tremors and other symptoms: gone and able to walk 3 miles a day.
- Tough Case H: 6 yr/o girl colon birth defect, colitis, and several failed surgeries. Now colostomy recommended (for a 6 yr/o girl!). In 3 months on the SBN program: normal function of colon and bowel, no need for further medical care or colostomy. Patient is going on 14 years old and doing fine, no symptoms, and no medications.

Think of the lives changed on just these few cases.

For seminar dates, registration, sample report, more testimonials and case studies visit www.ScienceBasedNutrition.com

MARKETING

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413-232-3219

healthnewspodcast.com

3DRX INC.

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3drx.com

A2Z HEALTH MASSAGE THERAPY SCHOOLS

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a2zhealthstore.com

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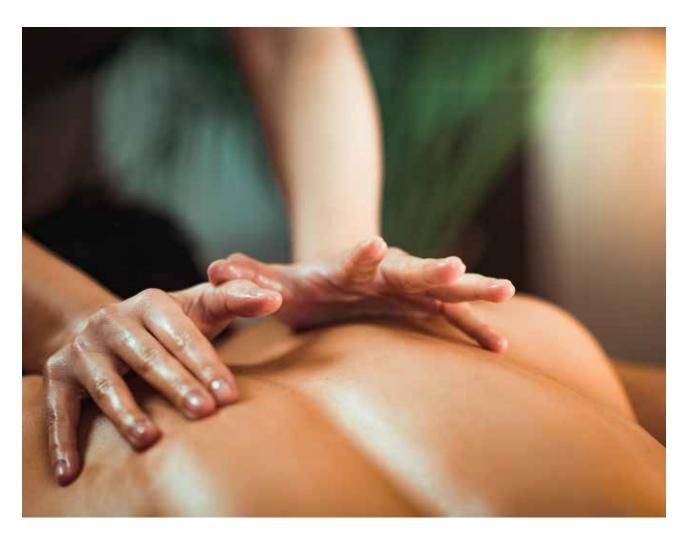
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MASSAGE&ACUPUNCTURE



CLOSING IN ON HALF OF DC PRACTICES INCLUDING MASSAGE

Complementary and alternative medicine (CAM), including chiropractic and massage, has been growing at an exponential rate. According to the latest National Center for Complementary and Alternative Medicine (NCCAM) report, almost 40 percent of American adults reported using some sort of CAM treatment in the previous year. Furthermore, upwards of 83 million American adults spent approximately \$35 billion out of pocket on CAM treatments. This translates into 354 million visits to CAM practitioners per year — and chiropractic care was the most popular CAM treatment.

Along with that comes massage, focusing on the soft tissue and muscles to help the body support chiropractic adjustments. According to this year's Chiropractic Economics Salary & Expense Survey, 42% of chiropractors offer massage in their practices.

DCs may wonder if it is worth adding massage therapy to their existing chiropractic practice — and the answer is a most emphatic "yes." A DC with a booming patient base will be able to add even further to their income by offering services other than just chiropractic. If that DC also offers massage therapy, odds are good that their chiropractic patients will also recommend those services to friends and family. Patients who initially come in to see the massage therapist will also be more likely to then use and recommend the chiropractic services.

DCs are seeing more and more patients who are actively seeking out other alternative health care treatments. Such patients are also far more likely to have done their initial research before coming to see a DC, so they may have a variety of questions. With this established patient base, it makes good sense for DCs to add CAM services, such as massage, to their existing practice.

Massage therapy offers benefits to athletes as well.

"I personally really enjoy the combination of sports chiropractic and massage therapy when working with athletes," says Michael Braccio, DC, DACRB. One of only eight chiropractors in the state of Washington with a diplomate in rehabilitation, Braccio says that, from the sports chiropractic perspective, using both modalities allows "more time to be spent on improving biomechanics and performance, whether that is focusing on improving functional movement patterns or strength training."

Whether working with pro athletes or weekend warriors, adding massage to your practice remains a best practice and complement to chiropractic care.

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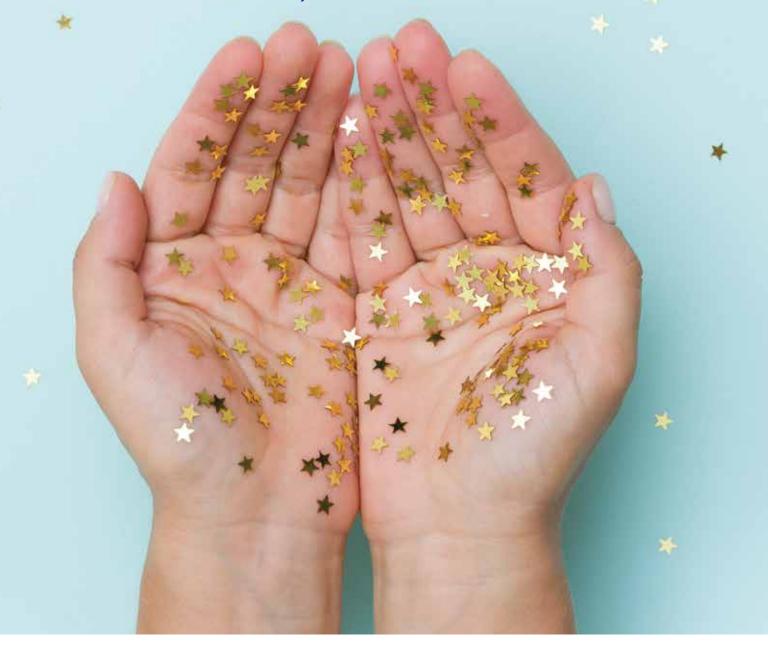
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NUTRITION



EMBRACE THE AGE OF PATIENT WELLNESS

Diet fads and eating trends come and go, but we're in the midst of an age of wellness awareness as aging baby boomers make up the majority of the population, and the average life expectancy in the U.S. has climbed to almost 79 years of age.

Chiropractors are being pressured by savvy patients who want the latest nutritional advice, be it through eating right or taking supplements. Inflammation remains the enemy of chiropractors and their patients, and anti-inflammatory supplements remain at the top of the list for patients in the know.

Grocery stores, drug stores and pharmacies, even gas stations are carrying supplements that in many cases are mysteries to chiropractic patients — all the more reason to supply patients with high-quality supplements and products that cannot be purchased over the counter.

Weight loss

Functional medicine membership programs have become the new buzz topic in chiropractic and traditional medicine. Memberships are cash-based and focus on value, not the number of patient visits. Patients are often tired of not having a personal relationship with their doctor. But with membership, they become part of your tribe. A focused, specialized consultation uncovering short- and long-term health goals is the cornerstone of a functional membership practice. This communication skill takes time to develop.

Technological advances also allow patients to complete detailed questionnaires to assess all three levels of complexity of a customized diet, while also creating the ability to stay connected with their providers on their smartphone, tablet or PC. You can provide them recipes, grocery lists, fitness videos, appointment reminders and educational videos to keep them connected to your practice.

Body composition analysis is a great example of objective data that can demonstrate results and keep patients motivated about their health journey. The practice of the future will only provide symptom-based care initially. Value-based education from you will expand your patients' worldview and open their eyes to what is possible for their health.

The next time your patient asks you a simple question about their diet, think about the fabulous opportunity you have just been given to provide them with life-changing information.

NUTRITION





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STRESS RELIEF

Formula 303 from Dee Cee Labs is a natural supplement designed to relieve muscle spasms, tension and stress. The three-inone combination aims to work fast to ease symptoms. Formula 303 is registered in the U.S. Patent and Trademark Office for use as a natural relaxant. It contains valerian root, passiflora, and magnesium carbonate. It's marketed as being completely safe and won't interfere with natural body chemistry.* deeceelabs.com

OMEGA-3 SUPPLEMENT

CannabOmega is a unique omega-3 formulation by Designs for Health, combining a 1:1 ratio of EPA/DHA, along with standardized phytocannabinoids found in hemp oil. Omega-3 fatty acids are best known for their neuro-protective properties and their roles in brain health, including support for healthy mood and cognition. It also provides synergistic support for cardiovascular, metabolic and immune health.* catalog.designsforhealth.com

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HERBS FOR RENEWAL

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CARE FOR MUSCLES

Patient One MuscleCare supplies key electrolytes for maintaining healthy muscle contractile function, along with soothing botanical extracts of valerian root, white willow bark and passion flower to ease occasional muscle tension. This formula provides effective support to help reduce painful nighttime leg muscle cramps as well as overworked muscles associated with athletic activity, and promotes a restful night's sleep. patientoneformulas.com



PAIN FREE KIT

Solutions4 Pain Free Kit is a set of clinicalgrade products designed to work in tandem with chiropractic adjustments, spinal decompression and other pain-relieving treatments. It includes an anti-inflammatory gel, nutritional shake and daily relief packet. Hundreds of health care practitioners have put Solutions4 products to the test, reporting long-term satisfaction and dramatic income growth. solutions4.com

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DETOX PRODUCT

Standard Process's 28-Day SP Detox Balance Program Kit supports the body's natural metabolic detoxification process and whole-body detoxification. This product contains protein from pea isolates, pumpkin concentrate, oat flour and buckwheat flour, and provides amino acids that are required for conjugation enzymes. It is also a good source of dietary fiber and plant-based magnesium.*

standardprocess.com

DIGESTIVE AID

Colostrum LD from Sovereign Laboratories has been shown to help eliminate harmful pathogens and fight infection. It can prevent and eliminate diarrhea from infectious causes and suppress over-reactivity to environmental pathogens and toxins. Other benefits include protecting and healing GI and stomach lining (leaky gut syndrome), increasing natural killer (NK) cell activity, increasing muscle strength and stamina. and more.* sovereignlaboratories.com

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euromedicausa.com



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NUTRITION

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July 20-21 Scottsdale, AZ

July 27-28 Minneapolis, MN

August 3-4 Philadelphia, PA

August 24-25 Nanuet, NY

September 7-8 San Diego, CA

September 14-15 San Jose, CA

September 21-22 Kansas City, MO

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- Hepatitis C viral load drops to negative
- Reversed symptoms of MS

 (no longer uses wheel chair)
- Crohn's disease is resolved
- Male testosterone: 158 (low) to 301 in just 2 weeks!
- Breast cancer marker dropped 10 points in 1 month!
- 6 yr/o girl avoids colostomy
- Extreme atopic dermatitis gone in 3.5 months
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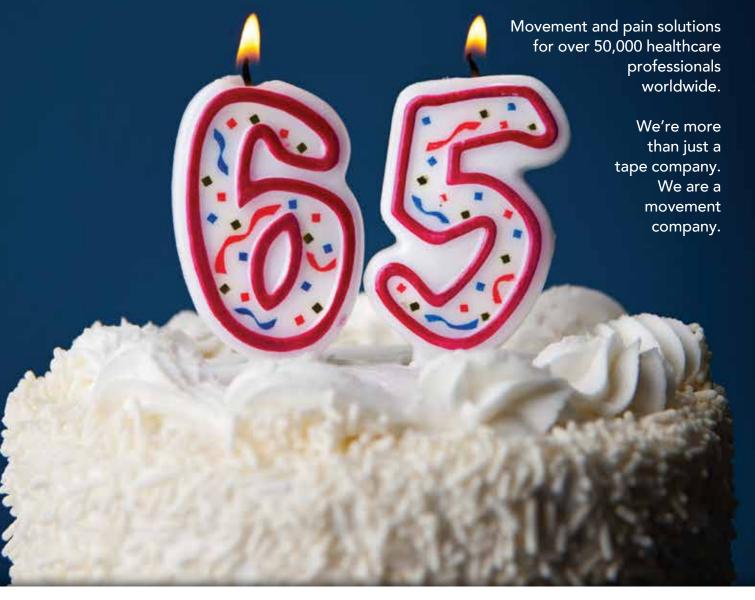
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A 2017 Archives of Physical Medicine and Rehabilitation report showed that custom orthotics from one major manufacturer were clinically proven to improve low-back pain almost immediately. The peer-reviewed study saw that six weeks of wearing custom orthotics reduced low-back pain by 34.5%, and improved function by 18.5%. The addition of chiropractic care to wearing custom orthotics led to a 32.3% improvement in function.

The foundation provided by the feet and legs must bear the weight of the entire body (and considerably more load during running and other sports). If there is insufficient or inadequate pedal foundation support, the spine will be exposed to abnormal stresses that eventually develop into low-back pain.

For example, if there is no anterior arch to the foot, excessive weight bearing on the metatarsal heads will cause the transition from foot flat to toe-off to be painful. This alters the timing of the gait cycle, resulting in a rushed propulsion phase. The effects are felt in the pelvis and spine, which are not able to move smoothly through the phases of gait. Orthotic support for the metatarsal arch can improve biomechanics in all weight-bearing joints.

In the case of excessive pronation, the entire lower extremity undergoes excessive medial (internal) rotation, which can cause a range of effects on the pelvis, sacroiliac joints and spine. Individually-designed stabilizing orthotics work to restore and support proper foot function, and with shock-absorbing materials can eliminate much of this damaging shock transmission.

Foot orthotic devices have been found to successfully modify selected aspects of lower extremity mechanics and enhance foot stability, as seen in the support phase of gait. With more research to be conducted, there remains an impressive body of literature supporting the clinical utility of using foot orthotics — not only for the relief of back pain, but possibly also for creating additional beneficial effects throughout the body.



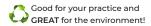
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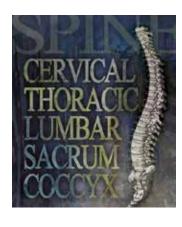
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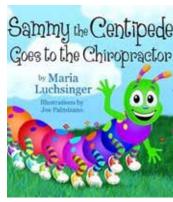




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CHILDREN'S EDUCATION

Sammy the Centipede Goes to the Chiropractor is a fun, colorful and educational guide for children ages 4-8. The book describes how all of the bones and nerves of the spinal column serve the body and what to expect on a visit. Chiropractors have also given these books to adults because of the author's clear explanations. This is the first in a series of wellness books for children written by Maria Luchsinger. marialuchsinger.com

EDUCATION BROCHURES

The Patient Education Sampler from Koren Publications was designed to help you increase retention and referrals. This well-rounded package includes both the most popular and classic brochures in the Koren collection including: Wellness Report Folders, Wellness Series Brochure Starter Set, Lifestyle Collection Brochure Starter Set, Chiropractic Bringing Out the Best in You! brochures, and more.

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THE POWER OF CHIROPRACTIC AND THE ATTENTION OF REHAB

You'd be surprised at the number of chiropractic clinics that have "Chiropractic & Rehabilitation" in their name. That's because from a care or health care "team" perspective, it's all part of an interconnected web of achieving wellness.

Athlete recovery

As the Detroit Lions' team chiropractor for more than 15 years, Sol Cogan, DC, has seen the benefits of patients receiving care from multiple health care providers who work together.

"Combining the skills of providers who share the goal of putting the patient first results in better health care," he says. A particular collaboration patients can benefit from is one formed between their chiropractor and physical therapist. "Although chiropractors can do many things, they don't have the time to spend 30 to 60 minutes at every patient visit administering therapies, whereas a physical therapist does," Cogan says. "When you combine the power of chiropractic care with the attention of a physical therapist, it can really benefit certain patients."

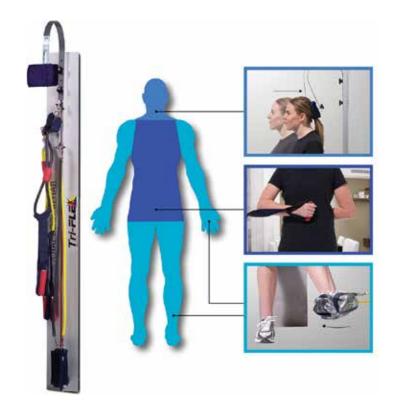
Durable medical equipment

Durable medical equipment (DME) is another way to bring chiropractic and rehabilitation together when an increase in stability is needed for proper healing. The most commonly used by chiropractors, but not the only, would be lumbar and knee braces. Historically chiropractors have been poorly reimbursed by insurance companies, resulting in chiropractic use of back and knee bracing seldom being included in a therapeutic treatment plan. But to ignore therapeutic or rehabilitative use of bracing in patient care will result in a detriment to the patient.

"In my private chiropractic practice I enjoyed seeing a Medicare patient and was reimbursed many times more for a brace than an adjustment, with fewer documentation hassles," says James Antos, DC. "It was and continues to be the best of both worlds superior clinical care for the Medicare enrollee and very high reimbursement for the chiropractor."

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REHAB



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- FDA registered with two U.S. patents.
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- Several treatments can be administered while patient is on ProtecSpine device.
- Efficient workflow.
- Potentially billable with up to seven CPT codes.
- Over 4,000 machines currently in use worldwide.
- Attractive financing plans available.

protectspine.net









FX635 LASER

Use Erchonia's FX635 Laser to help relieve the pain and inflammation of the heel associated with plantar fasciitis. This FDA market cleared low-level laser is designed to reduce inflammation and eliminate pain in the plantar fascia in only a matter of weeks. It offers patients experiencing chronic heel pain a non-invasive solution to quickly improve their walking comfort and quality of life without surgery.

erchonia.com

HILL DT

Compact and powerful, the Hill DT by Hill Laboratories features advanced lumbar and cervical decompression with intuitive touchscreen control, eight preset protocols, pelvic tilt, quick patient set-up, adjustable height and more. It comes with eight preset programs, power pelvic tilt, pelvic flexstraps and locking belt. The elevation ranges from 26" to 35.75". Purchase includes a one-year warranty.

hilldtsolutions.com

CRYOFOS

Bynix Medical's CRYOFOS innovation utilizes a pressurized jet stream of medical CO₂ gas to drastically and abruptly cool the surface and underlying layers of the skin to between 2° C and 4° C in under 30 seconds. This abrupt, drastic temperature change can have analgesic, anti-inflammatory, vasomotor musculo-dilatory and relaxation effects. It unlocks the body's innate capacity to overcome pain and heal itself. bynixmedical.com

ADJUSTABLE BRACE

The revolutionary Peak Scoliosis Bracing System is an unloader brace specifically designed to relieve the pain associated with adult scoliosis. Improving torso alignment can lead to increased vital capacity. This patented, highly-adjustable brace from Aspen has been shown to significantly relieve pain, improve quality of life, increase mobility, promote better posture and increase patient compliance.

aspenmp.com

TARGETED CRYOTHERAPY

START TREATING EXTREMITIES EFFECTIVELY!

"I have had success using CRYOFOS as both an adjunct and stand alone treatment for back and neck conditions as well as extremities! patients can benefit from this treatment!"

DR. JOEL A. TATE Progressive Chiropractic & Rehabilitation



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IMMEDIATE RESULTS

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TREAT EXTREMITIES

Think outside the backs! Stop sending business to PT's and treat acute injuries in-house.



CASH MODALITY

Cash business is the future! CRYOFOS can help you transition your practice.

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CRYOFOS is perfect for those clinicians seeking to expand their practice patient base by offering cutting edge, safe, non-surgical therapies. With this goal in mind, each CRYOFOS device includes a customized marketing package containing a variety of professional print and multimedia elements.

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cryoinnovations.com









KNEE ON TRAC

The Knee On Trac from Ergo-Flex Technologies provides automated mechanical knee traction. It takes five seconds to set up for each patient and includes five specific protocols with 5-6 minute treatment times. Offering static and intermittent traction, it can treat 10-12 knees per hour. It has a small footprint and is a great internal referral source. Online training for doctor and staff is included. getbackontrac.com

POSTURE CORRECTION

Pettibon Rehab equipment offers postural correction for patients; these products also build muscle strength, endurance, range of motion and flexibility. Products include the Therapeutic Wobble Chair, which anchors into the Pettibon Vibration Platform; also available are cervical traction, fulcrums. Pettibon body weighting and Y-axis traction units. Implement billable therapeutic exercises and procedures. Online courses are also available. pettibonsystem.com

MEDRAY LASERS

Introducing Accuflex's Medray Dual (810 & 980nm, 30w working power) and the Medray Quad (650, 810,915,980nm, 26w working power) Class IV lasers. The Medray family of lasers offers quality, ease of use, a full treatment package and a competitive price. Each Medray laser comes in a mobile carrying case with three pairs of laser goggles, a wireless patient stop switch and marketing kit.

medraylaser.com

EXERCISE KITS

Synergy Therapeutic Systems offers a complete rehabilitation program including protocols for cervical, thoracic, lumbar, shoulder, hip, elbow, knee, ankle, and a variety of specific injuries including whiplash, rotator and frozen shoulder. Synergy's Home Patient Kits can be prescribed after you have completed in-office therapy. They are easy to follow with DVDs, wall charts, tracking charts and exercise cords. synergyrehab.com

IMPROVE Outcomes Increase PROFITS

The PROTEC System is a patented spinal therapy system for cervical, lumbar and shoulder pain. The system takes an innovative approach to spinal treatment by leveraging the power of gravity.



REDUCTION IN PAIN

Clinical data show a 40% reduction in back and neck pain symptoms after each PROTEC System treatment.



MINIMAL SPACE

The PROTEC System requires very minimal space to set up with a 3'x4' footprint



BILLABLE

potentially up to 7 CPT codes



ROI

15 treatments per week = about \$4,800 per month in revenue



179 DEDUCTION

qualifies for ADA tax credit up to \$5,000



95% SATISFACTION

studies revealed 95% average patient satisfaction



EFFICIENT

users report PROTEC System optimizes operational efficiency up to 50% allowing more patients to be seen.

The ONLY device to administer
3 Dimensional cervical and lumbar therapeutic treatment.

LIMITED TIME FINANCING OPTION

No money down, no payments for 6 months, then only \$250/mo. for 5 years.

Base unit with the lumbar functionality





Endorsement

"I highly recommend the PROTEC System. It has an easy staff oversight and low risk of complications with proven subjective outcomes. The PROTEC System is a game changer for clinics that utilize CAs, PTs, or other healthcare providers in the management of acute, sub-acute and chronic degenerative spinal dysfunction. The low risk of injury coupled to the therapeutic effect of spinal mobilization and manipulation is critical to clinics who strive for best practice outcomes." -Laney Nelson, DC, DACBSP

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DR. CHARLETTE WATTS



ELECTRONIC PRODUCT COMPARISON



			73.2			
	ACTIVATOR V	ArthoStim (Impac)	Impulse	Sigma	Pulstar	
23 Clinical Trials	✓					
Ergonomically Designed	V					
Electronic Cordless	V					
Portability	V					
Compatible with Activator Methods Chiropractic Technique	V					
Textbook	V					
Specifically Approved by Medicare	V					
FDA Registered	V	V	V	V	V	
ISO Certified	V	/	/	V	~	
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MANUAL PRODUCT COMPARISON



		-				
	ACTIVATOR IV	ACTIVATOR I	I ACTIVATOR I	Jtech CAT	Jtech CAT LT	Generic Adjusting Tool
High Grade Stainless Steel	V	/	/			
Offers an EZ Grip Model	V	V				
Pre-loaded Tip	/					
23 Clinical Trials	V	/	V			
Compatible with Activator Methods Chiropractic Technique	~	~	V			
Ergonomically Designed	V	/	V			
Specifically Approved by Medicare	e 🗸	~	V			
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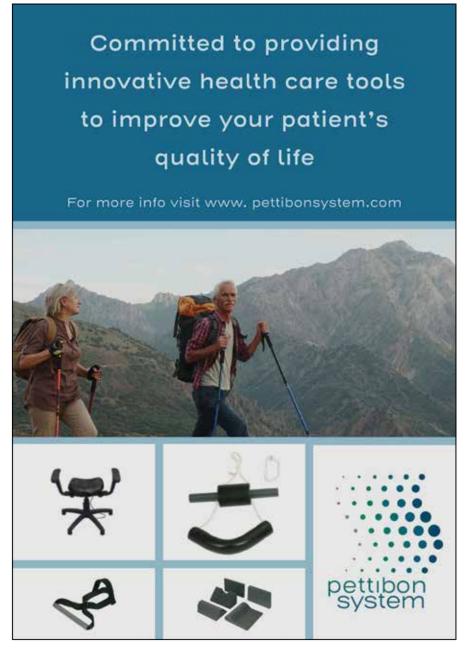
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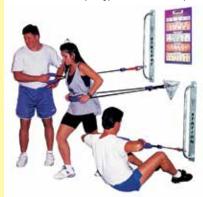
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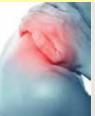
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dacremabotanicals.com

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drhoys.com

PURPLE CREAM

Anesthall Topical Analgesic from Advanced Pharmaceutics is available as a pain relieving cream for use as a topical agent that temporarily relieves minor aches and pains of muscles and joints associated with arthritis, simple backache, strains, bruises, sprains and sports injuries. It works on back pain, muscle pain, arthritis pain and joint pain. Methyl salicylate, the main active ingredient, creates the warming sensation and wintergreen scent. purplecream.com





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baxmax.net

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SLEEPING SUPPORT

The Tempur-Cloud Supreme Breeze is a medium-softness model offering adaptive support and cooling comfort. The cooling performance fabric cover is lightweight, breathable and infused with innovative cooling technology to help create a cooler sleeping surface. The extra-soft comfort laver material is infused with PureCool for cooling comfort, drawing excess heat away from the body.

meyerdc.com

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brizo-bph.us

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COLD THERAPY

RockSauce Ice is a muscle-relieving potent cooling gel containing 6% menthol. Its powerful active ingredient works synergistically with soothing, inflammationreducing ingredients like arnica, green tea and aloe to deliver a comprehensive pain relief solution. It provides a nearly instant cooling sensation that lasts for hours. It can also be stored in the fridge for extrastrength relief. rocktape.com

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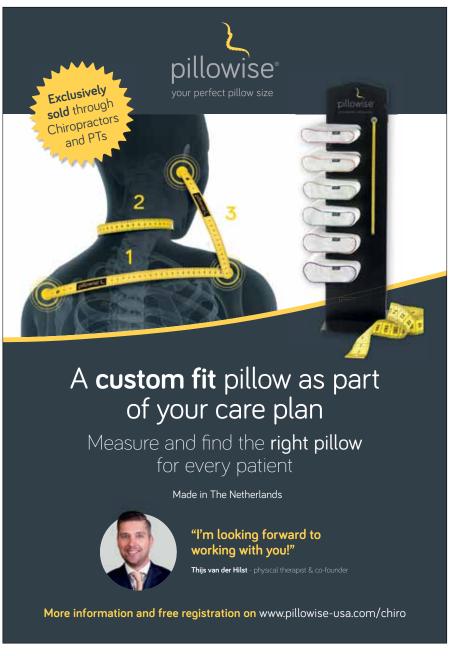
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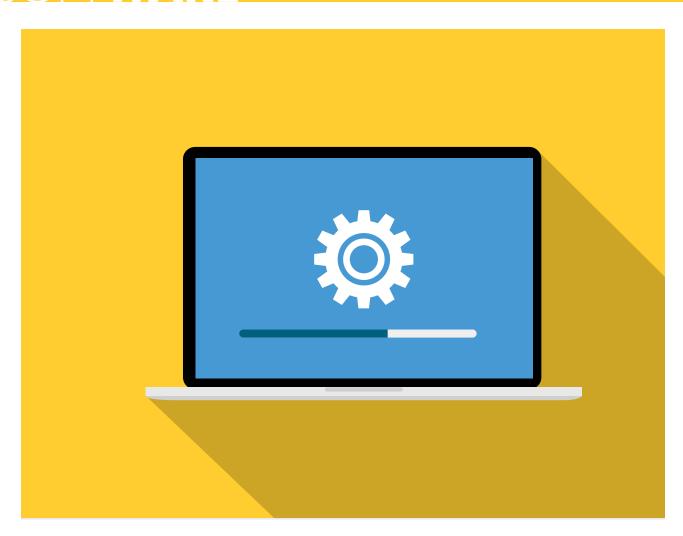
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SOFT WARE



SAFETY, COMPLIANCE, PATIENT CARE IN ONE PACKAGE

Chiropractic electronic-health-records or practice-management software is a major investment — with major returns. EHR and PM software help you manage your practice, stay on track with regulatory metrics and requirements, provide excellent patient care and more. You can use these systems to help you ensure that your clinic is doing all that it can to improve patient health and care for their needs.

Managing your practice

With EHR and PM software, you can maintain an overview of your practice's performance. You can make sure the operations and business side of your clinic is functioning properly and that you are not missing anything important. Paper-based systems for operating your business are prone to human error and run the risk that you will forget something important or miss some key data. Manage everything together and reduce the risk that important data or significant information will be missing, because you will have computer software to verify whatever you create and enter into the system.

Compliance issues

For tax purposes, insurance and billing, you can keep track of important financial and billing data using your PM system. Each new bill and instance of income is recorded in your system for reference later. This can also help you avoid forgetting information, too, or leaving out important documentation of financial data.

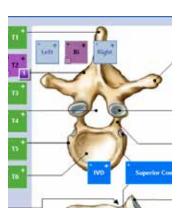
While hacking incidents and security breaches are widely publicized in the news, it is often true that digitally-stored information can actually be more secure than paper-based records. Even as patient data travels online, it is protected by encryption.

Also, EHR can help you access information from other clinics and even other specialties, if your patient receives care somewhere else. This allows you to find out care plans and details about your patient's tests, medications and treatments. Be sure to do your own research and take care to find the right vendors. Software should make your job easier and help you provide the best possible patient care.

SOFTWARE











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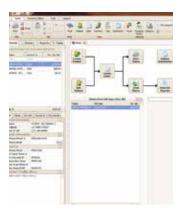
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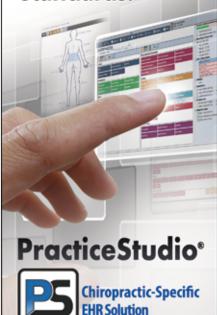
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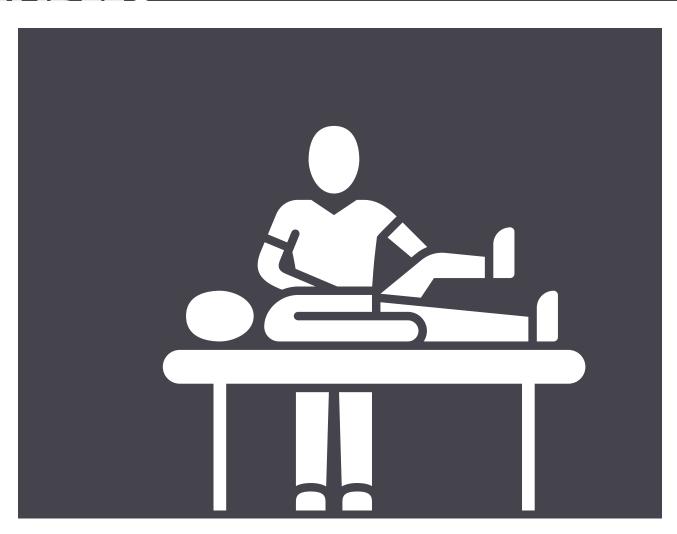
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TABLES



FROM WOOD TO MULTI-DROP HIGH TECH

Chiropractic and chiropractic tables made their first recorded appearance in the United States in 1895 when Daniel David (D.D.) Palmer first successfully applied the newly-created treatment method. Palmer's chiropractic table was nothing more than an actual table, or bench, made of wood and standing knee-high with the patient supported by pillows, according to his historians.

The portable table came along in 1905, according to historian Steve Simmons, DC. Known as the Adams Suit Case Table — likely because it was produced by the Suit Case Factory and was in the company's Adams Line — the table was also made of wood, yet it came in a leather case and opened into two separate pieces.

Patent pending

The first patented chiropractic table didn't appear until 1910, according to Steve Agocs, DC, and the patent was filed by John H. Schenck, a man who may or may not have been a doctor of chiropractic. In an image of the drawing of the table submitted with the patent, not only is there padding covering the top and bottom of the table, but the middle section is sunken in, with thicker padding there as well.

Movable pieces on chiropractic tables didn't come along until 1955, when J. Clay Thompson purchased a chiropractic table with a broken headpiece. After buying a new table, Thompson realized he was having better results with the broken headpiece table, as it allowed the patient's head to drop slightly when he delivered a thrust. His patients preferred the broken table as well, leading Thompson to the development of the drop headpiece. Two years later Thompson created a table with multiple drop points — the dorsal area, lumbar region and pelvic area — providing the foundation for the common chiropractic table many DCs use today.

Modern tables

Tables have changed significantly in past years, making advancements in comfort and technology, and improving standards. This gives DCs many different options when choosing the best ones for their individual practices. Take the time to check out the various table companies and select one with a track record of providing quality products.

TABLES



ECLIPSE ELECTRIC FLEXION

The Eclipse electric flexion table by Accuflex Tables & Lasers not only sets the bar, but is the bar when it comes to an affordable electric flexion — drop — treatment table. The Eclipse comes with such extras as patient traction handlebars, adjustable face cushions, hingedown abdominal, ankle extension, variable flexion speed, front lateral flexion, and one of the quietest flexion drives found at any price. With a very competitive starting retail price, you save hundreds of dollars instantly, and yet you get more features, more versatility, and a table built strong enough to last for decades. Affordable options include a new dual drop cervical headpiece with elevation, thoracic, lumbar and pelvic drops, table elevation, and our fantastic BLAST long axis distraction feature. Few tables offer this wide array of treatment options. You can order nearly any upholstery color and any fixed height from 21-27".

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HILL AUTOMATIC FLEXION

The Automatic Flexion Table from Hill Laboratories is designed for those who want an affordable, full-featured automatic flexion table without the need for manual flexion. The AFT comes with many standard features, including variable speed flexion from 1-28 rpm, electric adjustable height, tilting headpiece and more. Headpiece options include raised, flexion, lateral translation and axial motion. You can add up to four manual drops or upgrade to the AirAFT, which features a full set of airdrops with push-button activation and one-touch footstrip reload. Flexible lease-to-purchase financing is available for one, two and three years. Features: automatic variable speed flexion; optional manual or airdrops; pelvic lateral motion, which locks at any angle; tilting headpiece with several optional headpiece options; thoracic release with optional standard or air-breakaway; and a one-vear warranty.

hilllabs.com/flexion



VARIABLE HEIGHT TABLE

The 950 series table by Leander comes with electrical variable speed and electrical variable height. It has front lateral flexion and variable lock in addition to "one touch" ergonomic controls for cervical, ankle sections and lateral flexion. It also includes a separate patient shut-off switch and comes with a one-year limited warranty. It is scoliosis kit ready. Designed not only for patient comfort, but also with chiropractic physicians' posture in mind, the 950 Series offers motorized Continuous Passive Motion (CPM) Flexion/Distraction at the push of a switch. The state-of-the-art treatment table is equipped with Electrical Variable Speed (EVS) ergonomic controls for cervical, ankle sections and lateral flexion. Transform your treatments and protect one of your practice's most important assets: your own back health.

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HERITAGE 10

Thomas Tables features beautiful, hand-crafted and custom-built equipment by skilled craftsmen. Their precision engineering, along with the highest quality materials and fine woodworking, are said to have made Thomas Tables the clear choice of chiropractic practitioners worldwide since 1984. Heritage 10 from Thomas Tables is a chiropractic table available in solid top or split face with adjustable vibration for relaxing or deep penetrating treatment. It features a heavy-duty motor that guides the eight rollers up and down a 24-inch track. Its spring-loaded carriage helps contour to the patient's spine. The Heritage 10 features a built-in foam pad and is available in heights up to 30 inches (standard height is 26 inches). It is an extra-wide 24 inches for added patient comfort. A 30-minute flush mounted timer is included. This table is available in your choice of naugahyde colors with a matching pillow included. thomastable.com





CA130 CHIROMA

This is an 8-section electric chiropractic table with four sections of adjustable tension-drop at the head, thorax and abdomen sections. As complex as it looks, the CHIROMA provides the professional chiropractor with simplicity of use. As the emphasis of chiropractic is on manual and manipulative therapy for the treatment of joint dysfunctions, especially those of the spinal column. CHIROMA was developed to enhance chiropractic treatment and improve patient outcomes.

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RECONDITIONED TABLES

The line of used chiropractic tables from ScripHessco are marketed as completely reconditioned by factory-trained technicians and fully guaranteed. These tables can save the purchaser up to 60% of the cost of buying new. ScripHessco offers more than 600 reconditioned tables and allows you to choose your model, options and color. After you receive your table we stand behind it with the only nationwide network of offices and service personnel.

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The DRX9000 True Non-Surgical Spinal Decompression System by Axiom Worldwide provides a primary treatment modality for the management of pain and disability for patients suffering with incapacitating low-back pain and sciatica. The DRX9000 features a nested closed-loop feedback system, advanced system diagnostics and a floating lower mattress. It also features patient documentation, table positioner and treatment dynamics. Research conducted by doctors from the Mayo Clinic, Johns Hopkins University, Stanford and other prestigious medical institutions have documented the success of the DRX9000, and there are more than 1,000 clinics across the globe that offer DRX9000 treatment. excitemedical.com



THE ES2000 ADJUSTING TABLE GENII

ErgoStyle ES2000 from Pivotal Health Solutions is said to change how all adjusting tables are viewed. Its modular design allows for quick modifications and upgrades in the field. Upgrades can be added later as your techniques and practice grow. It features patented modular Accelerator III Manual and Auto-Cocking drop design for faster acceleration; breakaway elevating chest with infinite locking capability; and single or dual side control. Headpiece options include tilt, elevation, forward drop, toggle drop and adjustable face cushions. It has electric elevation with single foot control: optional drops of thoracic, lumbar and pelvic; and breakaway, elevating chest option.

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OVERTISERINDEX

Accuflex Tables & Lasers	39
Ace Massage Cupping	156
Activator Methods	120, 121
Advanced Medical Integration	24
Anesthall Topical Analgesic	156
Aspen Medical	55
BAX MAX Support	131
Bintz Company	109
Biosound Healing Therapy	81
Biotone	83
Breakthrough Coaching	28
Cash Practice	27
CBD Clinic	44, 84
Celluma	13
ChiroFusion	139
ChiroPlanet	33
Chiropractic Economics	10
ChiroSpring	140
Chirowealth Learning Systems	63
Cryo Innovations	118
Cryofos	117
DC Hours	42
Dee Cee Labs	4-5, 52, 64
Designs for Health	41
Doctor Hoy's Natural Pain Relief	156
E*Z Bis	43
Eclipse Software	147

= co = 1	
ECS Therapeutics	
Emerson	15
Erchonia	19, 31
Ergo-Flex Technologies	115
EuroMedica	32
Excite Medical	155
Femarelle	94
Fenix Nutrition	103
Florida Chiropractic Association	belly band, 47
Foot Levelerscover tip, 7,	49, 107, 114, 160
Functional Medicine University	156
GW Heel Lift	22
Hill Laboratories	. 88-89 , 158-159
HydroMassage	82
Impac	122-123
Infinedi, LLC	62
KLaser	17
Life West - The Wave	23
Massage Magazine Insurance Plus	35
MD Referral Program	157
Multi Radiance Medical	36
NCMIC	61, 77
NexZol Pharma Inc	18
Nutri-Spec	
Nutri-West	
Ortho-Dynamics Laboratory	
Pado USA	

Parker Laboratories, Inc.	13
Parker Seminars	5
Pettibon Institute	12
Pillowise USA	13
PracticeStudio	14
ProtecSpine North America	119
Rebel Herbs	10
Relief & Recovery	2
RockTapecove	er tip, 104
S.A.M	150
Science Based Nutrition	73, 9
ScripHessco	9
SeamLESS, EHR	14
Se-cure Pharmaceuticals/Femarelle	94
Singleton Systems	2
Softworx Solutions	6
Solutions4	9
Sombra Professional Therapy Products	6
Sovereign Laboratories	9
Standard Process	2-
Synergy Therapeutic Systems	12
Systemic Formulas	129
Thomas Tables	154
TruGen3	90, 10
Vevazz Bed	7
Volume Practice	150

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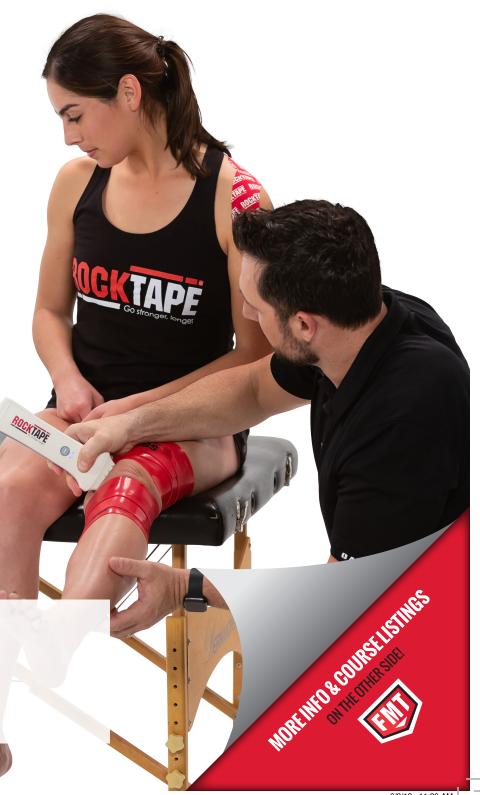
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