

Adjusting attitudes

The Hand Off

The 34 Scripts

The Ultimate Solution

to Killer Retention

From Start to Finish!

by Dr. Clayton Roach



1. [Welcome]

Hi, my name is [Dr. Name] and I am the proud owner of [Chiropractic Clinic]. First of all, I would like to take this opportunity to thank you for choosing chiropractic as a way to bring better health into your life. I know that it will have a tremendous impact.

As a chiropractor, I place a high value on education and believe that it is necessary to allow people to make healthier decisions. This is why you will be receiving educational content from us on regular basis via email. This content is from a revolutionary patient education system called Adjusting Attitudes and will help guide you towards a healthier future through chiropractic. If you have ever tried looking for information about health and chiropractic online, you probably became frustrated trying to sort through it all and come up with answers. This process of education and research can be overwhelming.

Adjusting Attitudes allows you to get the information you need in a systematic and engaging way. You will receive 40 short instructional and thought-provoking emails about chiropractic and your general health. These [emails or videos] are arranged in a specific sequence so that nothing gets left out in your education. All you have to do is [read or press play] and follow along.

The quality of our lives depends on the quality of the questions we ask. That said, you cannot ask the right questions about something you don't understand. This is why I decided to create Adjusting Attitudes, an online video based curriculum to help you get to the next level of understanding about chiropractic and your overall health. I have a strong belief that our society in general feels disempowered about their health and feels that health has to come from the outside such as in a pill or with the help of a surgeon. We have been conditioned to think that we were born with some kind of defect that we can't fix and that this is why we are not experiencing true health. I hope that these education modules will empower you to take action and make you feel more like the driver of your health and not the passenger.

I invite you to get really engaged during these modules and ask questions to your chiropractor as they arise. I am certain that these modules will forever transform the way you think and act and therefore have an impact on your life. Remember, the longest relationship you will ever have is with yourself, so you might as well make it a healthy one. You will come to realize that chiropractic is a great way to achieve this. I look forward to sharing tons of great information with you and making you feel comfortable about your investment in chiropractic knowing that it will have an amazing impact on your health! Have fun and get ready for a great ride. Health is on the way.

Remember, you cannot get healthy with the same attitude that created your sickness!

2. [Consult/Exam]

So you just received your chiropractic examination, but did you ever wonder why it was so important?

First, your doctor of chiropractic went through your health history to have a better understanding of your story. This is important because a doctor is sometimes able to come up with a potential diagnosis just by looking at the health history. The exam that follows most often just confirms the diagnosis. During the exam, your doctor may have used some machinery, ordered x-rays, performed some tests and surely took time to feel your spine for potential problematic areas. The exam has a very defined purpose, which is to gain an appreciation for the health of your spine as well as assess the damage that has been caused over the years.

You need to understand that your body is self-healing. When you cut yourself, you don't bleed forever. Second, your body is also self-regulating. You don't voluntarily control how much insulin your pancreas needs to produce, or how much acid your stomach secretes. Third, you need to know that these two functions (self-healing and self-regulation) are controlled by the most important system in your body. Do you know what this system is? That's right, your nervous system. Your nervous system is made up of the brain, spinal cord and nerves. Any interference to your nervous system does not allow for your body to heal and regulate itself as well as it should. Therefore, whether you need the help of a chiropractor for a chronic issue that has gotten worse over the years, or because you suffered some trauma, you can only truly heal if you have a healthy nervous system.

So, everything your chiropractor did today was to determine if you have interference to your nervous system. I will let you in on a little secret; the number one cause of interference to your nervous system is a subluxation. We will explore this concept in length in later videos. No matter what symptom or disease you are presenting with, you will automatically be healthier once nerve interference is removed from your spine.

Know that if your chiropractor found nerve interference, your case will be accepted. Your chiropractor will explain what you have, how chiropractic care is going to help, how long it will take and how much it will cost. You will then be given the option to start care and, I hope you do.

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3. [Report of Findings]

Hi and welcome back. If you are watching this video, it means that your chiropractor accepted your case and you are now officially a chiropractic patient. Welcome aboard.

Your chiropractor has reviewed in detail the results of all of your tests and has explained to you exactly what is wrong, how chiropractic will help, how long it will take to bring your body back towards a state of wellness and how much it will cost. It is clear that your chiropractor has found areas of nerve interference in your spine caused by misalignments called subluxations. In order to correct these, your chiropractor will perform spinal adjustments, which will help restore function in those areas affected and eliminate the interference to your nervous system.

Whether it was your first time getting adjusted by a chiropractor or not, I hope it was a great experience. Chiropractors are the only professionals trained to detect subluxations and deliver adjustments.

The adjustment is unique to the chiropractic profession and has helped millions of people like you achieve better health. When the adjustment was delivered, you surely noticed that it made a noise. This noise is actually gas being released by the joint or vertebrae being adjusted.

Due to the proximity to the ears, you may have noticed that the adjustments made in the neck area sounded much louder than the adjustments made in the rest of the spine.

Unbeknownst to you, these subluxations may have reduced function in your spine and nervous system for years, causing spinal decay or degenerative changes and a lowered state of health. This is why it will take time to create positive changes and return your body towards a state of wellness. Trust that your chiropractor understands your case and has created a care plan that will allow for these changes to occur.

This will require a commitment. Like any health routine you have, such as exercising, eating properly and dental hygiene, it requires persistence and consistency. Know that these adjustments will slowly transform your spine, which will have a profound effect on your nervous system and therefore your entire health. Your road to recovery has begun.

Be aware that your body may resist these changes in the beginning, which may cause you to be sore after the first few visits. This is a sure sign that your body is changing and experiencing something new.

This is what we want. This is why you cannot base your health on how you feel. Your chiropractor will base your results on how you are functioning which is much more important than how you are feeling. I hope you are as excited as I am about the journey that awaits you.

Welcome to chiropractic!

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4. [Foundational Principles of Chiropractic]

Did you ever think that chiropractic was something you had to believe in order for it to work?

Welcome back. In this video, we will discuss the four foundational principles of chiropractic, which are based on tenets of biological law. Like gravity, these principles don't require you to believe in them in order for them to work.

Let's start.

The first principle is that, given the proper environment, the body is self-healing. I am sure that most of you have experienced a cold or a cut on a finger. If your body was healthy, you eventually fought off the cold and your cut healed. A sure sign that your body is self-healing.

The second principle is that the body is self-regulating. Your body is constantly performing vital functions and adapting to changes in its external and internal environment mostly without our conscious control. A great example is our heart rate and blood pressure that vary depending on what we are doing.

The third principle is that the nervous system is the master controller of the body, coordinating the function of every cell, therefore allowing the body to self-heal and self-regulate.

Lastly, when there is interference to the master controller of your body—the nervous system—your body begins to malfunction. This causes a state of disease, which eventually leads to a disease process. (Show an animation or flow chart of this.)

Symptoms are often the last thing to appear in any disease process—just like the toothache that lets you know of a cavity that has been there for a while without you noticing it. Like high blood pressure, heart disease and some cancers, nerve interference caused by subluxations can be present without any symptoms. Rather than waiting for the symptoms that happen late in the process, chiropractors are trained to detect the hidden nerve interference by finding the subluxations that are causing it and deliver adjustments to restore proper function. This is a proactive rather than reactive approach to health. One thing is for certain, in order to make a sick person well you have to address the cause of the problem rather than merely treat its effects.

So let's review. Chiropractic adjustments help to reduce nerve interference by removing subluxations from your spine. This helps your nervous system, the master controller of the entire body to get healthy and give your body a chance to self-heal and self-regulate. This allows your body to adapt properly to internal and external stress, therefore allowing you to get well and stay well.

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5. [Anatomy]

Welcome back. In order to explore deeper concepts such as the subluxation or the adjustment, you must have a good understanding of basic anatomy. So here we go.

Here we have a spine. The first thing you might notice is that the spine is made up of small bones that are called vertebrae. There are 24 moveable vertebrae. Lets count them. The first area is the cervical area, also known as the neck. This area has 7 vertebrae. The next area is the thoracic area, also known as the mid-back or torso. It has 12 vertebrae. The next area is the lumbar area, also known as the lower- back. It has 5 vertebrae. The next part of the spine is the sacrum which actually is a group of 5 vertebrae that fuse together at an early age to become one. Lastly, we have the Coccyx, which most people refer to as the “tail bone.”

When you look a little closer, you will see that the vertebrae are separated by what looks like a little pad. We call this the disc. This disc is mainly water and is an axis of rotation for the vertebrae and also provides a little bit of shock absorption. Most of you probably know that we are taller in the morning than we are at night. The reason is that by the end of the day, after having been weight bearing for an extended period of time, most of the water inside the disc has escaped, leaving every disc thinner than what it was in the morning. During the night, when we are sleeping and non-weight bearing, water gets reabsorbed in these discs accounting for the height increase in the morning. The discs are about 90% water. Another great reason to stay hydrated.

The next pieces of anatomy we will look at are these yellow strands that exit from the side of the spine called nerves. These nerves stem from the spinal cord, which is an extension from the brain and that runs down the spinal canal to the level of L(lumbar)2. These nerves are charged with the responsibility of conveying messages from the brain to the body and from the body to the brain.

Lastly, I will point out that the spine when viewed from front to back or back to front should be straight. When the spine takes on an “S” shape appearance, we call it a scoliosis. In early stages, a scoliosis can easily be missed, which is why I strongly recommend children be checked by a chiropractor. The earlier the scoliosis is detected, the more that chiropractic can have a profound effect.

From the side view, you will see four curves: one in the cervical, one in the thoracic, one in the lumbar and one in the sacral areas. A loss of curve in the neck is associated with forward head posture and causes many people to suffer from various symptoms such as headaches, numbness and tingling down the arm and fingers as well as neck pain. In the next video, you will learn how these vertebrae can cause problems for these nerves and your health.

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6. [Subluxation]

Welcome back. We will now discuss and explain one of the most important topics when talking about chiropractic, subluxations. A subluxation is an area of the spine that is not moving well or is “locked-up.” When a chiropractor is performing an examination, the goal is to locate these areas. The patient is often surprised as to how sensitive and tender a subluxated area is when pressure is applied to it by a chiropractor.

Subluxations eventually cause damage to the adjacent nerves and tissues, causing muscles to get tight and, sometimes, organs to malfunction. Subluxations are the number one cause of nerve interference. We will discuss other causes such as chemical and emotional stress in the next video.

As mentioned earlier, due to body’s amazing ability to compensate when things aren’t right, subluxations can be present for years without any noticeable signs and symptoms. It is like having a cavity that isn’t causing you to have a toothache. You go to the dentist for a check up only to find out you have an area that has decayed, causing a cavity.

Now I want you to picture an area in your town or city or a place you’ve visited that has a lot of traffic. Cars are going in different directions, people are getting where they need to and everything is moving as it should. Here is the scenario. A major accident happens during rush hour. The people that are close to the accident can’t move and will be stuck there until emergency personnel arrive and clear the accident. Further down the line, traffic is backing up and word is getting around on the radio that there has been an accident. People listening and approaching the area are able to avoid it by taking different exits and roads that will be longer and less efficient.

Everybody is frustrated, there is anxiety and there is stress.

I want you to think of this busy area of traffic as your nervous system. Now realize that your nervous system is much busier than any highway system you can imagine. The cars represent the signals from the brain to the rest of your body, helping to coordinate the function of every cell in your body travelling up and down the road called your spinal cord. These signals take different exits and roads called nerves in order to get to the intended muscles, organs etc.

Everything is fine when all of a sudden a vertebra subluxates and alters the flow of these signals in the spinal cord and nerves. These signals now have to choose a different and less efficient path in order to get to where they need to, thus causing chaos and a state of disease in the body. Remember that this is also a two way street. Your brain relies on these signals to get feedback from your body, and your organs and tissues such as your heart, lungs, and intestines to name a few, rely on these signals to stay alive. As well as physical stress, chemical and emotional stressors can also cause nerve interference, which we will

discuss in the next video. Subluxations, big or small, acute or chronic, need to be corrected as early as possible to avoid permanent damage. Do not wait for symptoms!

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7. [Causes of Subluxations]

Welcome back. After discussing the subluxation concept in the last video, the next logical question is, what causes subluxations? The answer to this can be found in our external environment and our lifestyles. Your body encounters a certain amount of physical, chemical and emotional stress every day. When exposed to this stress, our nervous system works harder in order to self-regulate and adapt.

Let's talk about physical stress. Physical stress can be divided into two categories. First there is chronic or repetitive stress. Sitting at a desk, working on an assembly line as well as jobs that require repetitive actions such as lifting, pushing and bending can all cause stress to our spine when done over a period of years. Jobs like these can sometimes cause as much stress on your spine and nervous system over time as a car accident or fall. Second, we have acute or traumatic stress such as car accidents, falls, sports injuries etc. With these types of physical stress, vertebrae will become locked-up or subluxated, causing nerve interference as explained previously. Other sources of nerve interference are chemical and emotional stresses.

Chemical stress is more prevalent today than ever before. Most of the foods we eat have been mixed with chemicals such as preservatives, steroids and antibiotics. Other examples of chemical stressors are genetically modified foods, smoking, alcohol and environmental pollutants. Our nervous system needs to be fed properly in order to function the way that it should.

Lastly, we have emotional stress. Whether because of personal relationships, finances, job satisfaction or illness, we often find ourselves tensed and spending a lot of time in sympathetic mode, the part of our nervous system responsible for our fight and flight responses. The more time we spend in this mode the more stress hormones your body secretes, the harder your body works and the quicker your body malfunctions.

Keep in mind that you are not sick because of a defect in one of your genes or the fact that you can't adapt or self-regulate. Let's recall the foundational principles of chiropractic that are based on tenets of biological law. One, the body is self-healing. Two, the body is self-regulating and, finally, three, your nervous system is the master system of regulation. If we had an equation, these would be the constants. When you experience chemical, emotional and physical stresses that eventually cause subluxations and nerve interference, your nervous system is forced to work harder so you can adapt to this stress load temporarily.

However, if the subluxation is not detected and corrected and the physical, chemical and emotional stresses persist, the body will continue to work in this heightened state and eventually breakdown. It is finding the cause of nerve interference that is the key to making sick people well, rather than treating the effect of the cause.

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8. [Patient Profile]

9. [The Adjustment]

Welcome back. In order to correct these subluxations, a chiropractor will deliver what is called an adjustment. An adjustment is a very specific force applied to the spine in an area where a subluxation was detected. While chiropractors will mostly use their hands, some may use hand held devices for all or parts of the adjustments. Regardless of the technique, your chiropractor has been trained to apply force at the correct angle and speed in order to increase the mobility in the affected joints and vertebrae.

As explained earlier, these adjustments will sometimes create a cracking noise when delivered. It is important to mention again that this noise sounds louder when adjustments are delivered in the neck due to the proximity of the ears. For the most part, a chiropractor is able to deliver these adjustments without pain and discomfort.

When this force is delivered accurately to subluxated vertebrae, the nervous system begins to get its life back. The added mobility gives feedback to the brain, which in turn tells the muscles in the area to stop protecting and to loosen up. The adjacent nerves also become healthier and are better able to supply the surrounding tissues and organs with vital messages from the brain. All of sudden, this area becomes healthier and begins to heal. Keep in mind that a certain muscle memory has been programmed for years based on the misalignments in your spine. However, with repeated adjustments, the muscle memory begins to change, the joint maintains better mobility and visits to the chiropractor don't have to be as frequent. This is comparable to wearing braces for your teeth. In the beginning, they have to be adjusted frequently, causing mild soreness as change is happening. Eventually, after about a year or more, the muscle memory changes, your teeth straighten and you get to trade your braces for a retainer that will maintain correction. You do not have to worry that your joints will become too flexible. Remember that only the subluxated joints are being adjusted and the rest are being left alone.

As alluded to earlier, there are many different techniques in chiropractic. Some chiropractors may perform adjustments on a table that has drop pieces. Chiropractors can also deliver adjustments while you sit in a chair or use blocks to create better mobility in the

pelvis. Many chiropractors also choose to use hand held devices to perform adjustments. No matter what the method of choice, chiropractors are able to correct the cause of the problem and remove interference to your nervous system.

As mentioned earlier, realize that adjustments create change in your spine. Early in care, this change may be happening more quickly than your muscles can adapt, causing soreness. Don't worry, this is normal. Very soon, the soreness after adjustments will go away and you will be well on your way to a healthier you.

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10. [Fallacies About Chiropractic]

Welcome back. Prior to going to a chiropractor, many people hear certain fallacies about chiropractic that can play with their minds and sometimes make them feel uncomfortable. Here are three common misconceptions:

A) Once you go to a chiropractor, you have to go for the rest of your life.

Well this one is easy. At one point, most people under chiropractic care start noticing that their health and quality of life is improving.

However, they also notice that the same stressors that got them into trouble—physical, chemical and emotional are still there. Most patients realize that if they are to maintain their progress and state of health they have achieved, they will have to continue with wellness care. This is an educated decision and not one that is forced upon the patient. It would be like deciding to stop exercising after achieving your fitness goals or ideal weight. Eventually, you are going to run into trouble again. This is why some people choose to make chiropractic care a part of their regular healthy routine.

B) Chiropractic adjustments hurt.

Most adjustments are delivered without any pain or discomfort. Newborns, kids and adults of all ages seek chiropractic care across the world every year. At times, patients in severe pain seeking chiropractic care may find the adjustments uncomfortable in the beginning. Patients may also notice some soreness after the first few adjustments. This is a sign that things are changing and the body has not yet adapted to these changes. Without change, the situation stays the same.

C) Getting adjusted creates too much flexibility and more problems.

Adjustments are only delivered to areas where joints are subluxated; the rest of the vertebrae are left alone. Before adjusting on every visit, a chiropractor will always palpate or

feel which vertebrae need to be adjusted that day. Once patients have been adjusted for a while, they become more in tune with their body and will therefore be able to better notice small changes to their spine. This increased awareness can give the illusion that more things are wrong when in fact their spine and nervous system are healthier than they have ever been.

I hope that this has erased some fear and anxiety about chiropractic. Make sure to ask your chiropractor if you have any lingering concerns about your care.

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11. [Safety and Efficacy of Chiropractic Care]

Did your friends or family members or even yourself ever question how safe and effective chiropractic really is?

In this video, we are going to present the science that supports the safety and effectiveness of chiropractic. I want to make sure that you are able to concentrate on your healing by erasing all fears associated with your care.

First, you should realize that few if any other health care interventions have been assessed as extensively as chiropractic adjustments, both in terms of safety and effectiveness. Furthermore, few other health care professions have been as thoroughly researched as chiropractic. However, no health treatment is completely free of potential adverse effects. Even common over-the-counter medicines carry risks. Most patients experience immediate relief following an adjustment, however, some may experience temporary pain, stiffness or slight swelling. However, adverse effects associated with spinal adjustment are typically minor and short-lived and are due to the positive changes happening to their spine.

Neck adjustment, particularly of the top two vertebrae of the spine, has on rare occasions been associated with stroke and stroke-like symptoms. This risk is considerably lower than those serious adverse events associated with many common health treatments such as long-term use of non-prescription pain relievers or birth control pills.

The Annals of Internal Medicine, which is the journal of the American College of Physicians, reviewed more than 160 reports and studies on chiropractic. It states the following with regard to the safety of neck adjustment, "The apparent rarity of these accidental events has made it difficult to assess the magnitude of the complication risk. No serious complication has been noted in more than 73 controlled clinical trials or in any prospectively evaluated case series to date."

Another study published in Spine Journal reported that, "it is likely that patients already in the early stages of a stroke are presenting to both chiropractors and family doctors because

of neck pain and headache due to pre-existing vertebral artery dissection, which is a risk factor for a specific kind of stroke." It is important to mention that chiropractors pay more for their car insurance than they pay for their malpractice insurance.

There have been six formal government inquiries into chiropractic worldwide stating that contemporary chiropractic care is safe, effective and cost-effective, and have recommended public funding for chiropractic services. In addition to government inquiries, there have been many scientific clinical studies (randomized controlled trials included) assessing the appropriateness, effectiveness and/or cost effectiveness of chiropractic adjustments for various conditions. A more complete list of studies has been included with this video in order to provide a more in-depth look at the current research available. In choosing chiropractic, know that you have made a safe and cost-effective decision.

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12. [Your Chiropractor's Education]

Welcome back. In this video, we will talk about the educational requirements to become a doctor of chiropractic. First of all, you need to understand that chiropractors carry the title of D.C., which stands for Doctor of Chiropractic. Chiropractic is the biggest and most regulated alternative health care profession in the world and helps people achieve better health without drugs or surgery.

Most applicants at a chiropractic school have already acquired three to four years of pre-medical undergraduate studies with an emphasis on biology, chemistry (organic and inorganic), physics, psychology and all related laboratory work.

Once accepted at an accredited chiropractic school, the demands don't get easier. Students must complete a rigorous curriculum of four to five academic years, which includes an average of 4800 classroom, laboratory and clinical study hours. Within that, students complete one year of a clinical program, dealing with hands-on patient care.

While the chiropractic degree curriculum compares to that of a medical degree, chiropractors spend less time in areas like pharmacology, obstetrics and psychology but do spend considerably more time in radiology, anatomy and physiology, as well as in musculoskeletal diagnostics.

After graduation there is still more testing as national licensing board exams test everything learnt during chiropractic school. These consist of both comprehensive written and practical exams. Some states and provinces also have their own board exams that graduates need to pass in order to become licensed in those jurisdictions.

After a minimum of seven years of studies and having passed all licensing board exams, a chiropractor can then be licensed to practice chiropractic. Some chiropractors will choose to pursue two to three years of post-graduate studies in certain specialties such as neurology, radiology and rehabilitation. In closing, know that state and provincial associations mandate that chiropractors complete a certain number of continuing education credits every year in order to stay current and offer exceptional care. This is what it takes to become a chiropractor.

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13. [Chiropractic History]

So chiropractic must be fairly new as a profession right? In this video, we will discuss in brief the history of chiropractic and how it came to be the largest, most regulated alternative healthcare profession in the world.

Due to the growing popularity of Chiropractic and how many people are seeking chiropractic care, many people think that it's a new profession. Chiropractic was actually founded in 1895 by Daniel David Palmer who was a magnetic healer. He gave what is known as the first chiropractic adjustment to a custodian named Harvey Lillard who had been deaf for 17 years. Upon receiving his first adjustment, it is documented that Mr. Lillard regained his hearing. Dr. Solon Langworthy, a 1901 graduate of Palmer's, coined the term subluxation and started using it in 1902.

D.D.'s son, B.J. Palmer, graduated from his dad's school in 1902.

Intrigued by his father's discovery, he developed chiropractic further and established its foundational principles that have been expanded on and taught at chiropractic institutions across the world. It is D.D. Palmer who taught the first chiropractic class in 1897 in a basement in Davenport, Iowa, but his son B.J. quickly took over the reins in 1902, and in 1905 changed the name of the school to the Palmer School of Chiropractic.

What a lot of people don't know is that chiropractic went through many trials and tribulations throughout its history. Because there was no separate licensing for practicing chiropractic, the medical society at the time felt threatened, and alleged that these chiropractors were practicing medicine without a license. Many chiropractors, D.D. Palmer among them, served jail time for this reason, including 450 chiropractors in 1917 and 18000 by 1939.

The longstanding feud between chiropractors and medical doctors continued for decades. In 1966, the American Medical Association formed the committee on quackery whose sole intention was the containment and abolishment of chiropractic. The AMA labeled

chiropractors as quacks and called chiropractic an "unscientific cult." Until 1980 the association advised its members that it was unethical for medical doctors to associate with "unscientific practitioners." In the 1980s, Dr. Chester Wilk and a few of his colleagues filed a lawsuit against the AMA. This culminated in a landmark 1987 decision, Wilk v. AMA, in which the court found that the AMA had engaged in unreasonable restraint of trade and conspiracy, and ended the AMA's boycott of chiropractic.

Today, chiropractic is alive and well, bigger than ever with over 18 accredited chiropractic schools in the United States and over 30 outside the US. More and more people are seeking the help of chiropractors in order to achieve their full health potential. Yes chiropractic has a colourful past, but due to sound foundational principles, chiropractic has managed to change the lives of millions of people worldwide and become the leading alternative healthcare profession in the world.

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14. [Chiropractic and Pain Relief]

Hi, and welcome back. Most people come into a chiropractic office with a symptom that they want to get rid of, usually pain. Everybody has a different threshold for pain and will endure it for a while. I often hear, "I live with it," "I power through it," "I don't let it bother me,"

etc. However, most people decide to take action and seek help only when the pain is affecting their lives in a way that they can no longer do the things they love to do like lifting their grand-children, playing sports, walking etc. When looking at the most common diseases in the world, like cancer for example, it is important to mention that pain is often a late symptom to appear. Although pain is sometimes a cause for concern, it is only a symptom or an effect of a cause that must be identified and eliminated.

There are many pharmaceutical ways to deal with pain and many people visiting chiropractors have already explored those options. At some point these people come to their own realization that more drugs do not equate to better health, and that their condition is worsening every year by not tending or addressing the underlying cause. Drugs sometimes lessen the discomfort but don't fix anything.

Chiropractic is very effective at providing pain relief for various conditions such as low back pain, neck pain, headaches and many more.

However, chiropractic was never meant to treat conditions. As mentioned in earlier videos, chiropractic works from the inside out, removing nerve interference caused by subluxations

and allowing your body to self-heal and self-regulate. This can often take a little more time than masking symptoms with pills like painkillers and muscle relaxers.

How quickly you get relief from chiropractic care depends on how long the problem has been there, how much damage has been caused, how much chemical, physical and emotional stress your body has been exposed to and continues to be exposed to as well as the consistency of your visits. Most people are quite pleased at how quickly they regain their health and begin to see improvements in their activities of daily living.

In closing, it is important to mention that in many cases, pain is often quick to go away. This can create a misconception that the problem has been fixed and that it is time to stop care. Know that without correcting the cause of the problem, it is inevitable that relapses will occur and the condition will continue to worsen. Healing and correction happens after the pain is gone, so take your health seriously and stay the course. Your health affects everything you do and everyone you know.

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15. [Patient Profile]

16. [Feeling versus Function]

In the last video, we talked about chiropractic care and pain relief. In this video, we will explore the differences between feeling and function. As individuals, we often make the mistake of assuming that if we feel well that we must be well. In other words, if I have no symptoms then everything is ok.

In all my years of public speaking and talking with patients about their health, it amazes me how many examples people have that disprove and contradict this theory. Let's try it. How many people do you know had no pain or symptoms but had undiagnosed cancer? How many people do you know had no pain or symptoms but had undiagnosed heart disease that may have led to a heart attack? How many people do you know that live with high blood pressure, high cholesterol and diabetes yet have no symptoms to show for it? Are they healthy? Of course not. Are you ready to base your health entirely on how you feel?

This false theory continues to get people into trouble and forces them to be reactive about their health instead of proactive. One of the analogies I often use is tooth decay or cavities. In the beginning stages of tooth decay, is there a toothache? Of course not. The amount of dysfunction is not yet severe enough to cause symptoms so the problem goes undetected. Without proper check-ups, the amount of decay worsens until the person finally feels the pain and is forced to see a dentist for an emergency. It is clear that in all of these examples, people felt well but weren't well. Often, by the time pain or other symptoms are present,

the amount of dysfunction can be extensive, requiring costly, time consuming and severe interventions. The same can be said about subluxations causing nerve interference.

A very small percentage of nerves in your body carry information about pain. In other words, the majority of the time, you can have nerve interference and not experience pain. People that judge their health by how they feel and whether or not they have pain are making assumptions based on a small percentage of their nervous system. Your chiropractor is trained and educated to assess, detect and correct the very minute changes in function in your entire nervous system, symptomatic or not, therefore ensuring a higher probability of recovery and achieving better health.

Dorland's Medical Dictionary tells us that health is a state of wholeness where your body's organs are functioning at 100% all of the time. This is why your chiropractor will be judging your success on function and not feeling. Don't get me wrong, we always get excited when the pain leaves and patients are able to slowly get back to the things they love. However, we always caution that this is the first step in the recovery process and that the journey to health is just beginning. It's about how you're functioning and not how you're feeling.

Remember, you cannot get healthy with the same attitude that created your sickness.

17. [The Genetic Theory]

Do you ever think that you were born with bad luck and bad genes? As chiropractors, we have the opportunity to help many people achieve better health and to change their way of thinking. Many patients come to us with a very disempowering mentality about health. I hear things like "If it wasn't for bad luck, I wouldn't have any luck at all" or "I can't be healthy, its genetic, it's in my family." This brings about the victim mentality and the idea that we are victims of circumstance. When you whole-heartedly believe and buy into the concept that health and sickness are not your responsibility, you do not feel compelled to make positive changes to your lifestyle. This fosters unhealthy habits and a society that is doomed to failure. I am here to tell you that we were born to be healthy. As a matter of fact, research has shown that the body was made to last 120 years. So where did we go wrong?

First we must explore the genetic theory. It is widely known that our human genome or genetic makeup takes thousands of years to adapt and change. Therefore, it is safe to assume that your genes have not changed much in the last few generations. One thing that has changed is the prevalence of chronic diseases such as diabetes, heart disease and cancer, all of which are on the rise, affecting millions of people every year across the world.

So, if our genetic makeup hasn't changed significantly over the course of our existence and all of these chronic diseases are on the rise, how could they be because of bad genes? We

have a rise in chronic diseases without a change in genetics. How is this possible? In order to understand this, we need to discuss epigenetic.

The best way to explain this is with an analogy. When you arrive at night and you walk into your home, do the lights automatically come on?

Of course not, there is a switch that needs to be flipped to send electricity to the light bulb in order for you to have light. A large percentage of our genes work this way. In other words, genes need to be activated to be expressed. So, what activates our genes?

One thing that has surely changed from one generation to the next is our lifestyle and our exposure to chemicals. Living an unhealthy lifestyle and exposing yourself to chemicals is a sure way to activate genes coded for disease. Far more people have sedentary jobs and omit regular exercise due to busy lifestyles. Aside from drugs, tobacco and alcohol, food has become a big source of chemical exposure for us, ranging from antibiotics in beef, pesticides on fruits and vegetables and, possibly, the unknown potential effects of genetically modified organisms. With high rates of chemical exposure and unhealthy lifestyles it is no surprise that these chronic diseases are on the rise.

Although we don't control our genetic makeup, we do in large part control our genetic expression through the lives we choose to live and the chemicals we expose ourselves to. Your family line is not responsible for your sickness but your lifestyle is responsible for your expression. Take control of your health. You're bound to succeed.

Remember, you cannot get healthy with the same attitude that created your sickness.

18. [Early Detection Versus Prevention]

Welcome back. Much is made about the concept of prevention today and how important it is in order to be healthy and stay healthy. However, most tests available today are not preventative and only provide early detection of a disease process already in progress. Whether it is blood work, a scope, a mammogram, x-ray, MRI or CT scan, these screening tools identify changes that have already occurred rather than predict or prevent them from happening. This is not to say that these tests are not important and shouldn't be used. However, one shouldn't be fooled into thinking that they are preventative. Prevention implies that something was avoided and there was no change in function.

When the body is exposed to physical, chemical and emotional stress over time, it begins to malfunction. The body then attempts to adapt but, due to continued exposure to stress, dysfunction is inevitable.

When dysfunction has been present over a prolonged period of time we start to see symptoms and a decline in health. Most of you know that even at this point many tests still say that everything is normal.

These tests, even when performed regularly, can only detect disease once it is present. Although it is nice to detect something early, nothing beats preventing it in the first place. Chiropractors assess their patients every visit for the presence of subluxations and nerve interference. Whether symptoms are present or not, know that these subluxations cause interference to your nervous system which leads to malfunction and then symptoms. Remember, your nervous system is responsible for your body's ability to self-heal and self-regulate.

Maintaining a healthy nervous system is an important key to preventing problems. Only chiropractors are trained at identifying these early changes to your nervous system.

Many people think that they are insuring their health by having these medical procedures or screenings done on a regular basis only to be disappointed when a disease process is identified. Again, I stress that most of these are important but by no means provide prevention of any disease. By the time it is detected, the process has already been there for too long.

Compare regular chiropractic check-ups and adjustments to an oil change. If you change your oil regularly, you help prevent a problem with your engine. No matter how early you detect the engine problem, you didn't prevent it. Regular chiropractic care is very similar; it maintains the health of your nervous system. Along with a healthy lifestyle, proper nutrition and limited exposure to chemical stressors, regular chiropractic care allows people to express their inner greatness and experience true health.

Remember, you cannot get healthy with the same attitude that created your sickness.

19. [Drugs]

Welcome back. By now, you have surely noticed that chiropractors don't agree that medicating a problem is the way to achieve better health.

Problems or symptoms have causes that, unless corrected, will never go away. Let's look at this further.

Due to their busy lifestyles, people have become increasingly impatient when dealing with pain and symptoms. Dealing with a busy day is stressful enough without having to go through it with pain. This is one reason why people choose medication. It eliminates the symptom quickly so you can continue with your day as normally as possible. However, this

mentality of delaying proper care and attention leads to more serious and chronic issues. So do we really want to mask symptoms?

Let's talk about pain. What is it and what is its function? First of all, pain is simply a symptom. It is there to alert us that something is wrong so we take action and don't continue to harm ourselves. When you eliminate pain through medication, you lose the ability to detect when your body has reached a limit. This is why pain and other symptoms are like the check engine light in your car. Putting a piece of tape on it to ignore it does not fix the problem and will inevitably lead to bigger problems.

Besides not fixing anything, drugs also have a wide array of damaging effects, some of them being more serious than the symptoms you were taking the drug for. As a matter of fact, a study published over a decade ago by professor Bruce Pomerance of the University of Toronto concluded that properly prescribed and correctly taken pharmaceutical drugs were the fourth leading cause of death in the US. Further, it is worth mentioning that prescription drugs are widely abused and have become a serious problem in our society.

So what is that mirrored cabinet in your bathroom? That's right, it's a medicine cabinet. We have been conditioned to think that that is what it's for. Now, if that cabinet is full of medicine, is that person usually healthy or sick? That's right, sick. Do you want to take more drugs in the years to come? I didn't think so. You and I think alike in the sense that we both know that more drugs does not mean better health. I often joke that we have Dayquil, Nyquil and pretty soon we'll have Afternoon-quil just to get us through the afternoon.

The predominant approach to health has become consumer driven where patients propose to their doctor which drugs they feel they should be on after watching commercials or researching the Internet. Notice that all drug commercials say, "Ask your doctor about ...", and they go on to give the name of the drug. In certain cases, drugs may be a helpful option. However, when drugs become synonymous with health and wellness and they become the first option all the time, I think we have a problem. By the way, when you are prescribed high blood pressure medication or a cholesterol-lowering drug, when do you get to get off of them? That's right, most of time, never. I am glad that you have chosen chiropractic.

Remember, you cannot get healthy with the same attitude that created your sickness.

20. [The Germ Theory]

Did you ever blame someone for giving you a cold or the flu? Let's talk about the germ theory. The germ theory implies that when people get exposed to a virus or bacteria they may get sick and begin to experience symptoms. A virus or bacteria enters the body, replicates and overwhelms the body and creates symptoms that lead to a full-blown disease

or infection. Now does this happen every time? Does everybody get sick after being exposed? The answer is no. Let's talk about it.

Our nervous system controls and regulates the function of every cell in our bodies. We all know that we are made up of cells that form tissues that form organs that eventually form systems. One of those systems is your immune system, which prevents these bacteria and viruses from taking a hold of your body and affecting your health (show animation of immune system eating the bad cells). So this means that your nervous system indirectly influence your immune system. In previous videos, I explained that physical, chemical and emotional stressors create interference to your nervous system and that a major cause of nerve interference was a subluxation or a misaligned vertebra.

So, let's continue. Think about all the stress you have had and continue to have in your life, keeping in mind the three different forms: physical, chemical and emotional. Look at physical stress in particular and realize the demand you have put on your body over the years: sitting for prolonged periods at work, hard labor, accidents and falls. How long have you been living with these subluxations and with an under-performing nervous system? With subluxations, your nervous system is not able to perform at 100% and one system that is affected is your immune system.

Louis Pasteur, the inventor of the antibiotic, said "It is not the bacteria but the culture on which it grows." The culture is the body. If we are not healthy, the bacteria or virus grows and our body becomes unable to fight it off. When you have subluxations in your spine, as well as chemical and emotional stress, your nervous system (which influences your immune system and allows your body to self-heal and self-regulate) is weakened and is not able to fight off the intruder.

Clearly, you are more susceptible to getting sick when you are stressed versus when you are calm, collected and living a balanced life.

It is always easier to blame the day-care for a sick child, or a sick co-worker for your cold, but if your body is healthy it doesn't usually get sick in the first place. A program of regular chiropractic care insures a healthy nervous system, which helps your immune system be stronger and your body to better adapt to its environment.

The best way to prevent sickness is to stay healthy, and taking care of your nervous system is a key part of doing this. If the germ was the only determining factor, everybody would get sick when exposed to it.

Many chiropractic patients that follow a regular program of chiropractic care and a healthy lifestyle notice that they don't get sick as often and if they do, they heal quickly with little to any medication.

Remember, you cannot get healthy with the same attitude that created your sickness.

21. [Patient Profile]

22. [Health]

Did you ever have a discussion about health with friends and family members only to find out that they all have their own definitions of what health really is?

Let's discuss. The English word "health" comes from the Old English word hale, meaning "wholeness, being whole, sound or well." Many people associate health with how they feel. In other words, they assume they are healthy when they feel well and assume they are sick when they don't feel well or have symptoms. Many people also associate health with how they look or how much they weigh. While these may have some importance, they are far from being true definitions of health. Let's look at various definitions. Medilexicon says that, Health is a state characterized by anatomic, physiologic, and psychological integrity, ability to perform personally valued family, work, and community roles; ability to deal with physical, biologic, psychological, and social stress; a feeling of well being, and freedom from the risk of disease and untimely death. Roll like credits in a movie The World Health Organization says that, "Health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity."

To summarize, health is physical, mental and social well-being. It is the ability to enjoy life fully and to know how to deal with various kinds of stress. The most important part of these definitions is to recognize that health is far from just simply feeling well.

Unfortunately, our health care system has become focused on treating symptoms rather than finding the causes of the problems. This has led to an increase in the use of medications, unnecessary surgeries and a lack-luster quality of life for many people.

We must realize that health cannot come from a bottle or capsule or even a surgery and that we must take 100% responsibility for our health. While there is a place and time for these options, a better working knowledge about health and a sense of responsibility can often prevent pharmaceutical and medical interventions. Due to a lack of responsibility, we know that the majority of healthcare expenses today are on preventable lifestyle conditions such as heart disease, diabetes and obesity.

A world-renowned speaker I know says, "Procrastination is the thief of health." While there is no shortage of information, there is a definite lack of action. This lack of action and responsibility is what leads to a crisis and the need for medical intervention. The best cure for sickness is to stay healthy and we must realize that we steer our own ship. I invite you to take unprecedented action and make a commitment to your health. It's the best investment you will ever make. You owe it to yourself!

Remember, you cannot get healthy with the same attitude that created your sickness!

23. [Born to be Healthy]

Do you believe that your body was made to be healthy? You should because it is true. With so much sickness around us, it is easy to think that it is all right or normal to be sick. Let me assure you that even though something is common, it does not make it normal. Kids were made to be healthy and should not be going from one infection to the other and taking antibiotics for dessert after every meal. Sickness has a cause and it is not a shortage of medication or antibiotics in your body. Health and a great quality of life should follow you into adulthood and also into later years. Why is it that some people keep their health and vitality their whole life when some people quickly become a burden to their families with very little quality of life?

As chiropractors, we get to see the full spectrum of people walking through our doors, from the very healthy to the very sick. People need to understand that they are the drivers of their health and they are responsible for their sickness and their health. Too many people play the victim role and blame outside circumstances for their lack of health such as genetics, busy lifestyles etc. When a society is conditioned to think that sickness is beyond our control and that health comes from the outside in, that society keeps getting sicker.

Why would someone attempt to take action towards getting healthy if health is beyond their control and they were born or destined to be sick? Realizing that we are responsible for our health and that change is possible is the empowerment we need.

Imagine you are given a plant as a gift. The person that gave you this plant forgot to include the instructions for this plant, which details the ideal environment for that plant as well as how much sunlight and water it needs. At first, this plant is lush, green and has beautiful flowers. In a few weeks, due to improper care, flowers begin to fall and green turns to yellow. The plant is obviously sick. Without proper direction, you make numerous attempts to remedy the situation only to end up with a dead plant. Did the plant have a defect? Or was it perfect and eventually succumbed to a lifestyle incongruent to health?

Our bodies are like that plant.

We are, for the most part, born perfect and healthy. However, through a lifetime of exposure to chemical, physical and emotional stress, our bodies are forced to adapt. Through years of adaptation, the body begins to malfunction, which eventually leads to symptoms and loss of health. Chiropractic care detects and eliminates nerve interference caused by subluxations, a common result of physical stress. We then inform people about lifestyle changes that they can make to limit chemical and emotional stress and we encourage them to be active. What do you think happens next? Smiles return and people get their bodies back. The ones they were born with and meant to keep for a lifetime.

Remember, you cannot get healthy with the same attitude that created your sickness.

24. [Lack of Function]

Hi. In this video, we will talk about the damaging effects of a vertebral subluxation and how it leads to changes in structure. To review, a subluxation is a misalignment of one or more vertebrae, usually due to acute or chronic repetitive physical stress. As mentioned, this causes nerve interference which eventually affects your nervous system which controls your entire body, including its ability to self-heal and self-regulate. But how does this affect your bony structure? Let's dig deeper.

I will share a case from my clinic. This sixteen-year-old patient gets into a car accident shortly after getting her license. She is rear ended at 50 mph on a ramp while yielding to on-coming traffic.

Paramedics are called to the scene to assess the situation. The girl is told to proceed to the emergency department of the hospital for precautionary reasons. Besides being in a slight state of shock, she feels fine. They decide to take x-rays of her neck only to find, you guessed it, nothing. They send her home with muscle relaxants and instructions to visit her family doctor if things worsen. Her stiffness eventually went away and, because she felt well, she assumed she was well.

Later on in university, she begins to get headaches regularly and then migraines with neck pain during the last year of her master's degree. The solution from campus doctors? More drugs. This woman is now in her forties and has raging pain in her neck with numbness and pins and needles in her hands. She has lost the ability to work, which involves sitting at a computer doing research and is constantly being reminded by her family that she has become a cranky mother. She arrives in my clinic on her first visit with a full set of x-rays and in sheer disappointment. Upon looking at her x-rays, the doctor convinced her that she had arthritis in her neck and that it was because she was getting—that's right, you guessed it—old. She said that chiropractic was her last hope.

I invited her to look at the x-rays with me. I showed her that her arthritis was reserved to a specific area of her neck and was not present anywhere else in her spine. I then asked her if she knew how old the vertebrae in her neck were compared to the ones in her lower back. She agreed that they were the same age and realized the arthritis in her neck was caused by something other than old age. At that moment, she remembered her accident when she was sixteen.

This car accident or whiplash injury caused subluxations to occur in her neck. Due to a lack of symptoms initially, these subluxations were not corrected. These subluxations caused other vertebrae above and below to compensate and nerves to get irritated. This change in function caused her to have headaches and migraines as well as the numbness and pins and needles in her hands. So what about the arthritis? When you don't move it you lose it. A subluxation implies a lack of movement in one or more joints. This lack of movement over

time leads to degeneration, which we eventually get to call arthritis. That said, we don't get arthritis because of old age. We get arthritis due to dysfunction that never gets corrected.

Remember, you cannot get healthy with the same attitude that created your sickness.

25. [Our Bodies Know Best]

Do you know where you can find the best pharmacy in the world? Welcome back. I hope you are enjoying these videos. In this video, I want to share examples of how your body is the most intelligent doctor and houses the best pharmacy in the world.

Let's begin. When a child or an adult gets a bacteria or virus, one of the early symptoms is a fever. Did you ever wonder why the body reacts this way? A fever is the perfect reaction in order for your body to get rid of this bacteria or virus. The increase in temperature makes it hard for these bugs to survive and they eventually die. Your body has this internal mechanism built in that knows exactly what to do. However, many people panic or can't deal with the inconvenience of having the fever and end up taking medication to lower it. Inevitably, the bug stays alive, mutates and proliferates further, prolonging the symptoms and sickness. A simple sore throat and fever can potentially turn into an ear infection and even pneumonia. When you suppress, you are asking for trouble and bigger problems. Try monitoring your fever more closely, taking the temperature more often. Too many people take one reading, panic and reach for the medicine cabinet.

There are many other symptoms we that assume are bad but are actually built in mechanisms that allow us to heal and get healthy. Coughing and sneezing for example allows us to expel bacteria-filled mucus.

Let's take a look at food poisoning. One of the main symptoms of food poisoning is vomiting. If our bodies were not able to vomit the tainted food, would we get healthier or sicker? That's right, we would get sicker. So, although we feel sick, vomiting, in this case, is a healthy response which will allow us to heal and get healthy again.

Your body, as mentioned earlier, is self-regulating and self-healing. If we could embrace this concept, we would inevitably take less medication and live healthier lives. At every moment, every second, your body knows exactly how much insulin is needed, how fast the heart needs to beat, how fast we need to breathe and how to coordinate all vital functions by taking into account your body's internal environment as well as the external environment/stress we are in. Our body adjusts all of its functions and numbers based on biological need. When we take medications, the body adjusts to the norm dictated by the medication, which does not take into account biological need and demand.

When you own the concept that your body is always functioning in response to stress, you automatically understand that we are responsible for our health. Removing subluxations from your spine, as well as minimizing chemical and emotional stress, plays an essential role in removing interference from your nervous system, this controls and regulates the function of every cell in your entire body.

This video presents the concepts needed for you to take ownership of your health and realize that you control your own destiny. Your health— and that of your family—is by far your most important asset so make sure you invest in it and protect it.

Remember, you cannot get healthy with the same attitude that created your sickness.

26. [Hiking Analogy]

Hi. I hope you have enjoyed the previous videos where we spent considerable time developing and expanding concepts. In this video, I hope to bring it all together by presenting a scenario.

I want you to picture yourself hiking on a trail with a backpack. This is an adventurous hike that will require lots of effort and energy. Now here is the kicker. At every half mile, a brick will be inserted into the backpack.

So now imagine you are walking on this trail and at every half mile, you feel this backpack getting heavier with each additional brick. You are sweating, your legs are getting heavier, your lungs are demanding more oxygen and your heart is beating faster and faster. Now I want you to think of the demand on your body at this point. Do you think that your body is working harder in order to adapt to its environment and ever-increasing demands? What if I was going to check your blood pressure at this point—do you think it might be high? Absolutely. Now do you think the best solution for your high blood pressure at this point is medication? I want you to realize that this is the reason that we have a health care crisis and why some people never experience true health.

In this case, the cause of the high blood pressure is obviously the increasing demand that was put on the body due to the bricks that were being added to the backpack. These bricks represent the chemical, physical and emotional stress we have in our lives. These stressors create a demand on the body, which then attempts to adapt to that demand. Test results often indicate how well or how poorly the body is coping with the demand. To simply medicate based on test results without addressing the bricks in the backpack is ignoring the true cause of the problem.

We must realize that we are a function of our environments and that our bodies will always attempt to adapt. If the demand or stress does not go away and our bodies are forced to

maintain this increased state of function, physiological and structural changes occur. This inevitably leads to an increased dose of the medication and possibly the addition of new ones.

One sure way to increase your level of health is to reduce the amount of physical, chemical and emotional stress in your life. Along with better nutrition, an active lifestyle and good stress management, chiropractic care allows you to remove stress in your nervous system by detecting and correcting subluxations in your spine. Your nervous system is responsible for the regulation that happens in your body when it is exposed to stress. Given that your nervous system controls and regulates the function of every cell in your body, you need to keep this system healthy.

Remember, you cannot get healthy with the same attitude that created your sickness.

27. [Patient Profile]

28. [G.A.P. Theory]

Welcome Back!! I truly hope that you are enjoying these videos. In this one we are going to talk about a very important concept known as the G.A.P., which is an acronym for General Adaptive Potential. This will help you put everything together and make you realize how everything has an effect on your health. There are definitely an endless number of things you can do to improve your health and increase your quality of life. I often tell people that we should be more concerned with the quality versus the quantity of our lives. So let's explore.

Let's pretend that two male hunters, John and Gary are lost in the woods. Obviously not expecting to get lost, these two hunters are ill-prepared for a prolonged stay in the woods. It is winter and the temperature is below freezing. These two males are both 55 years of age and similarly built. Without a compass, they walk and walk without any sight of anything familiar or indicative that they are on the right path. Knowing they could make their situation worse by continuing to walk, they decide to stay put. They begin to realize they will have to spend the night. The two hunters attempt to build shelter from the wind and falling snow, using branches and fallen trees.

Two days go by and the two are still in the woods having spent two cold nights without much shelter. One of the men, John, is severely ill, cold and struggling to stay conscious. Gary, on the other hand, is in much better condition and is making every attempt to keep his friend alive. Unfortunately, the search and rescue team arrives 2 days later only to find one man still alive—Gary. What was the difference between the two individuals? Their G.A.P.

As mentioned earlier, G.A.P. stands for General Adaptive Potential. Everything we do to make ourselves healthier such as chiropractic, exercise, eating healthy, etc., widens our G.A.P. Contrary to that, smoking, eating lots of sugar and having a spine full of subluxations and nerve interference, shorten the G.A.P. The wider your G.A.P., the more your body can adapt to stress. People with wide G.A.Ps. don't get sick when everyone else is and they live longer and have more vitality.

Chiropractic is one thing you can do to widen your G.A.P. and increase your level of health and adaptability. We are always a function of our environment and if the body can no longer adapt to its environment due to a shortened G.A.P., we call this sickness. It's inevitable that we will all leave this earth one day, but the quality of the lives we live until that day comes depends on the choices we make and how wide we make our G.A.P. So, when making decisions, always think in terms of your G.A.P. and the impact that your decisions will have on it.

Remember, you cannot get healthy with the same attitude that created your sickness.

29. [Telling Your Story]

Hi and welcome back. As always, I hope you are enjoying these videos and sharing this information with your friends and family. Speaking of sharing, this is what this video is all about. At this point, your body has already experienced transformational changes. Your vertebrae are moving better, therefore your nervous system is beginning to heal, and your body is slowly making a shift towards wellness. With a body free of subluxations and nerve interference you will soon experience a level of health you have not experienced before. Whether you are feeling significant changes or not, remember that health is based on function and not how you feel. Know that with every adjustment and positive lifestyle change, you are becoming closer to achieving your full potential.

Most people at this point are quite amazed at the results they are getting with chiropractic care. If someone else referred you to your chiropractor, you are likely thrilled that they cared enough to share their experience with you and open your eyes to something new. It is now your turn.

I always tell people that there are three things that change your life: the people you meet, the books you read and a crisis. Unfortunately, too many people wait for the crisis to learn a valuable lesson. I am sure you know of someone who had a serious health episode that swore if they returned to health they would make all kinds of changes to their life. Like the person who survives a heart attack and promises to eat better and exercise.

You have an opportunity to share your experience with chiropractic with someone you care about so they don't have to live in crisis. I call this the gift of health. Something as powerful

and beautiful as chiropractic needs to be brought to the forefront and made common knowledge. Never underestimate the impact you might have on this person by being willing to share your story and open their eyes to chiropractic. They may thank you for the rest of their lives.

Your chiropractor and I share a vision of creating worldwide awareness about chiropractic care so that people can achieve their full health potential without drugs and surgery. That said, we need you to share our vision because we can't do this alone. Tell your friends and family about chiropractic and what it has done for you.

With the help of these videos, you have acquired great knowledge that they don't have but need. You and I both know that taking more drugs does not equate to more health. Some of your friends and family members may be on this road, taking more and more medications and hoping for a different result. They need to hear the chiropractic message and, more importantly, your chiropractic story. Their health depends on it.

Remember, they cannot get healthy with the same attitude that created their sickness.

30. [The Chiropractic Lifestyle]

You might have heard about some people or know someone who goes to a chiropractor on a regular basis, not because they have pain, but because it's part of their lifestyle. Let's explain this. In the beginning stages of your care, the focus is on making changes to your nervous system by adjusting subluxated areas of your spine. It doesn't take long before these initial changes provide some symptomatic relief.

However, as you now know, health is not about how you feel but how you are functioning. Restoring function goes beyond symptomatic relief.

Once function has been restored, the patient now has the option to maintain the correction and function or wait for another relapse. If the patient decides to continue with care, they are put on a regular schedule of maintenance or wellness care. Frequency of care at this point is reduced compared to during the acute phase and will vary based on lifestyle and the extent of the condition.

Remember that nerve interference is created by physical, chemical and emotional stress, which has always and will always be a part of our lives. Initially, chiropractic visits deal with the damage that this accumulated stress has caused to your nervous system. I call this the "putting the fire out stage. Once under control, function can then be restored. Once function has been restored, future visits allow for a proactive approach of eliminating nerve interference as it happens due to daily stress in our lives.

Many analogies can be made to help explain this concept. Regular dental checkups and hygiene are needed in order to prevent a major problem with your teeth. You also need to brush your teeth every day to prevent decay caused by daily chemical stress like sugar. Scheduled maintenance on your car is also much cheaper than repairing a major problem.

Your body requires regular maintenance as well in order to function at its full potential. Achieving great results with chiropractic care and not following through with maintenance or wellness care would be like planting a beautiful garden and not taking care of it and allowing weeds to take over.

It is like a hot air balloon. It takes a lot of power to get it off of the ground but once it is up it only needs a few puffs of air to stay there. In the beginning, getting healthy requires a hefty commitment. It may feel like you're putting in a pound of effort for an ounce of results. However, staying well only requires rhythmic consistency and you will yield a pound of results for an ounce of effort. Health is journey not a destination. Congratulations on choosing chiropractic— not only to regain your health but also to stay well.

Remember, you cannot get healthy with the same attitude that created your sickness.

31. [The Autonomic Nervous System]

Welcome back. While most of the basic concepts have been covered, there remain a few important pieces we have to explore. Let's talk about our autonomic nervous system.

Our Nervous system can be divided into two parts: The central nervous system and the peripheral nervous system. The central nervous system is made up of the brain and spinal cord. The peripheral nervous system is made up of all the nerves that transmit messages from the brain to the rest of the body. Some nerves bring messages to your muscles, while some feed your vital organs. The nerves that supply your organs are part of your autonomic nervous system, which is a division of your peripheral nervous system, which is the focus of the following discussion.

The autonomic nervous system, which sounds like automatic, is responsible for organ or what we call visceral function. In other words, actions that is mostly involuntary like heart rate, digestion, salivation, etc. There are two branches of your autonomic nervous system, which you have probably heard about: sympathetic and parasympathetic. Your sympathetic nervous system is associated with flight or fight responses like running away from a vicious animal. The parasympathetic nervous system on the other hand is mostly associated with resting and digesting.

As we accumulate physical, chemical and emotional stress in our lives and our spine becomes subluxated, the nerve interference created can affect our autonomic nervous

system. We often feel subluxations that affect nerves responsible for muscle function. Our muscles get sore and tight and we realize that something is wrong and we have a problem. What about the subluxations that affect our autonomic nervous system— the nerves that reach our stomach, our heart, our gut, our lungs, etc? Do you necessarily feel these? No, you do not.

Although it may not be the reason people visit chiropractors, many patients experience phenomenal results with visceral or organ related symptoms such as asthma, irritable bowel, acid reflux, allergies, infertility and headaches to name a few. When subluxations cause nerve interference to your autonomic nervous system, organ function is affected and symptoms like the ones described above may occur. Now, regardless of whether symptoms are present or not, reducing nerve interference by adjusting subluxations is what is important.

We should always be more concerned about tending to the underlying cause than treating symptoms. Giving cortisone to a painful shoulder or taking antacids for acid reflux never addresses why they happened in the first place. This is why chiropractors focus on the detrimental effects of subluxations on your nervous system and encourage a balanced, healthy lifestyle, rather than focusing on the symptoms they are causing.

Remember, you cannot get healthy with the same attitude that created your sickness.

32. [Children and Families]

Did you ever wonder why certain families are so healthy while others seem to rent space at the medical office? Healthy families do healthy things. Healthy families find a way to minimize and manage the effects of this stress by engaging in a proactive health approach.

These families spend time together doing physical activities such as hiking, playing sports, running, etc. They also eat for health by seeking out the best foods and by going out of their way to reduce chemical exposure. They may choose organic grass fed beef, free range organic chicken, choose to avoid genetically modified food sources, and eat organic fruits and vegetables, to name a few. These healthy practices allow these families to be healthy and have strong immune systems. The best cure for sickness is to stay healthy.

The healthiest families I have seen are the ones that take it a step further. Not only do these families do everything I just mentioned, they also understand that physical stress was there from day one and continues to accumulate everyday due to repetitive stress and acute injuries. These families get chiropractic check-ups regularly in order to detect subluxations and nerve interference, and get adjusted routinely.

The mom is often the most proactive about her health and is the first to get a chiropractic check up. Upon being educated on the importance of this check up, the mom convinces the rest of the family to follow suit. We all know that you can have a subluxation and nerve interference without having any symptoms. The only way to know is to have a thorough examination by a chiropractor. To have no symptoms does not mean that everything is ok.

Consider the trauma a newborn goes through in order to descend into the birth canal and finally exit. Perhaps even a C-section or a forceps delivery is needed, increasing the amount of stress on the child. Consider as well all the falls a child will have while learning to walk as well as the traumas involved in physical activity—be it from sports, dance, music or kids being kids. Subluxations can be there from the beginning. It is no wonder we grow to have symptoms in adulthood.

This could have been the case with you and it could be true for other members of your family. When you have subluxations, your health potential is affected and future problems are inevitable. Now that you understand chiropractic and its role, it's time to get your entire family checked. Ignorance is not always bliss but knowledge is always power. Your family deserves to be healthy and that starts with a chiropractic check up!

Remember, you cannot get healthy with the same attitude that created your sickness!

33. [6 Pillars of Health 1]

Did you ever attempt a large jigsaw puzzle only to find out you were missing a couple of pieces? Just like a jigsaw puzzle, health is composed of many different pieces or pillars that are equally important and needed to live quality lives. In our pillars of health series you will learn about hydration, sleep, nutrition, physical activity, stress management and a healthy nervous system. Let's talk about hydration.

It is important to note that rather than eight glasses of water the proper amount of hydration needed is about half the number of pounds of body weight in ounces. So for example, if I weigh 160lbs, I need half of that number, which is 80 ounces of water per day. You should also drink extra water after performing physical activity. A great indicator that you are drinking enough water is light-yellow colored urine.

The second pillar is sleep. Sleep is when your heart finally gets a chance to relax and is a time for your brain to perform biological maintenance in order to prepare your body for the day ahead. While the quality of sleep is just as important as the quantity of sleep we get, one should aim at getting 7.5 to 9 hours of sleep per night. Keep in mind that sleep deprivation has been linked with conditions such as heart disease, heart attacks, stroke, high blood pressure and diabetes to name a few. Here are a few tricks to enhance your sleeping sanctuary: complete darkness, a room temperature of no more than 70 degrees

and keeping alarm clocks and other electrical devices and sources of light to a minimum and at least three feet away from your bed.

The third pillar is nutrition. The amount of information available on nutrition today is overwhelming for a lot of people. For the sake of these videos, we will keep this topic very basic. Here are a few golden nuggets. When it comes to beef you should always choose organic and grass fed as well as free range, meaning that the animals are free to run and not held captive in small enclosures. Be aware that some farmers switch from grass fed to grain fed near the end to quickly increase the size of the animal before it is slaughtered.

You should also be aware of certain potential allergens such as wheat, gluten, soy and dairy products and look to being tested for sensitivity and perhaps minimize your intake. You should limit the amount of sugar to 25g per day, which includes natural sugars like fructose from fruits. Speaking of sugars, this is a great time to mention that you should avoid at all cost all artificial sweeteners, and instead supplement with stevia, a natural sweetener if needed. Lastly, consider increasing the amount of vegetables you eat and eating a third of your food raw. A great way to do this is regular juicing! Remember to always choose organic when possible.

When it comes to choosing fish, be aware that some species are more contaminated with chemicals like mercury, PCBs and DDT than others. Do some research and make sure that your family is not being exposed to unnecessary toxins.

Remember, you cannot get healthy with the same attitude that created your sickness!

34. [6 Pillars of Health 2]

Our next pillar is exercise. The World Health Organization says that more than 60% of the global population is not sufficiently active. Let's consider recent research. It is now known, depending on which study you read, that 150 minutes (2 hours and 30 minutes) of moderate physical activity or one hour of vigorous physical activity every week will reduce your risk of coronary heart disease by as much as 50%. People that wish to lose weight or meet specific fitness goals may need to aim higher and increase their physical activity to 300 minutes or five hours per week.

Moderate physical activity includes activities such as brisk walking, mowing the lawn and swimming, while vigorous physical activity includes activities such as running, aerobic classes and strenuous sports to name a few. Exercise is also known to reduce your risk of type 2 diabetes, which is a huge risk factor for cardiovascular disease.

Whether you choose moderate or vigorous activity or a combination of both is up to you. The key is to get active and create a routine that can be sustained for a lifetime. Research

shows that it takes about 21 days to change or create a habit. Be consistent and make physical activity a pillar of your weekly schedule. Not only will you feel and look better but your mood will change, you will have more energy and you will feel compelled to take on other healthy initiatives that I have mentioned.

The fifth pillar is stress management. It is widely known that we all experience stress on a regular basis. Whether it is physical, chemical or emotional, we are exposed to stress every day. Knowing that it will always be present in our lives, the focus must be on managing it properly. Activities such as exercise, yoga and meditation are widely known to help reduce stress. A study out of the University of California concluded that 12 minutes of daily yoga meditation per day improved stress-induced aging.

A great activity is to write a stop-to-do list. I really like this one. Take inventory of the activities you do on a regular basis and consider reorganizing or delegating some of these. In order to do this, think about what you value most in life—family, work, being social, etc.—and delegate as many activities that don't fit these values. This may mean hiring someone to clean your house or mow your lawn.

Last but surely not least, our sixth pillar of health is a healthy nervous system. Most people overlook this pillar, which is why I consider chiropractic a hidden gem. Your nervous system is the master controller of your body and allows your body to self-heal and self regulate.

It ultimately allows you to enjoy the benefits of all of the other pillars of health.

These have been the broad strokes, so go ahead and ask more specific questions of your chiropractor.

Remember, you cannot get healthy with the same attitude that created your sickness!

35. [Patient Profile]

36. [Health Insurance]

You may have thought your health insurance would cover everything, let's discuss why it doesn't.

If you are fortunate enough to have health insurance, you are probably grateful for the financial security it provides you in the case of a crisis should you need medical intervention. However, most people are surprised when they seek the help of a chiropractor and are told that their insurance will not cover or only cover a small portion of their care. In order to appreciate health insurance, we must first understand its purpose. While we would all like for our insurance to cover everything and anything forever, the reality is that health insurance is only meant to cover you during a health crisis. When we relate this to

chiropractic care, it means that certain plans will cover you only until you are out of pain. In other words, when you can tie your shoes again after a low-back pain episode, your insurance will more than likely cut the cord and stop paying for care beyond this point.

Unfortunately, most people's health insurance does not cover them for any corrective and wellness care. A great analogy can be made with your home insurance. While insurance is important to have in the case of an emergency like a fire, you hope that you never have to use it. That said, if you ever have to, guess what is likely to happen? That's right, a crisis. What do you think would happen if you started to submit receipts to your home insurance company for maintenance work you had done on your house? Do you think they would reimburse you for a new coat of paint, new plants for outside, new floors, a pool or perhaps a better, more efficient heating system? Off course not. Despite all these things helping the value of your house, your home insurance will simply never cover things that maintain and make your house better.

While there are many things you can do to improve your health—like chiropractic, going to a gym and proper nutrition—your health insurance is only meant to cover you during a crisis. The irony is that if you only do what your health insurance pays for, you will inevitably end up in suffering a crisis.

Insurance is very limited in what it covers and it is never a good idea to entrust your health and well-being to the government or insurance industry. Take your health in your own hands and understand that it is an investment. Health and wellness doesn't cost, it pays.

Do not be afraid to improve your health and go the extra mile beyond your insurance. You would for your house and even perhaps for your car without being reimbursed for what you did. Why not do the same for yourself and your health?

Thomas Carlyle once said, "He who has health has hope; and he who has hope has everything."

Remember, you cannot get healthy with the same attitude that created your sickness.

37. [Relapse]

Now let's explore what happens if symptoms return.

Let's face it, in an ideal world you would make a quick and steady climb back to a better state of health and wellness. However, the road to recovery often includes a few setbacks. Going through a resurgence of your initial pain or symptoms can leave you feeling doubtful and disappointed. Let's explain why this is normal and why it happens.

The first thing we need to review is the purpose of chiropractic care. Remember, chiropractic is not a pill or medication you take for an ache or pain. Chiropractic allows you to get rid of nerve interference by removing subluxations from your spine through repeated adjustments.

Once free of interference, your nervous system allows your body to self-heal and self-regulate, inevitably allowing you to get back to a healthier state. In other words, you will heal proportionately to the health of your nervous system, which is being helped with chiropractic.

As you now know, what interferes with and affects the health of your nervous system is stress—physical, chemical and emotional.

I want you to think of when you started experiencing stress in your life, even before your symptoms showed up. Did you have a traumatic birth, a sports injury or car accident? Have you had a sedentary and perhaps stressful job, or a lack of commitment to an exercise regime and a healthy diet? I want you to realize how long stress has been there causing your body to work harder and to adapt. Looking at your life today, would you say that all of these stressors have been eliminated and you are living stress free? Of course not. I want you to realize that many of these stressors are still present in your life, causing your body to have to adapt every day.

Cumulative physical stress causes structural changes to your spine and unhealthy muscle memory, creating momentum towards disease and sickness. It will take time to reverse this momentum. However, with regular chiropractic adjustments, muscle memory will change, structure and function will improve and return to a state of wellness, and your nervous system will become healthier, allowing you to better adapt to your present stress load and your environment.

This reminds me of a patient who had come to me for sciatica and had raging pain going down his leg. After a series of about 12 adjustments, he felt like he was back to normal. Despite my best efforts in educating him, this patient did not want to continue with care and felt that more adjustments were not necessary. Two weeks later, he shows up at my practice with severe pain in his lower back and leg again. He explained that the pain had returned during a long drive. It was now clear to him that the reason the pain had returned was that we had not yet fixed the cause of the problem. After all, his wife was in the same care, travelled the same distance and did not get the same pain. It was obvious that his spine had not been able to adapt due to the subluxations and dysfunction in his spine that we had not yet removed and fixed. Five years later, this patient is committed to wellness care, maintains his biweekly chiropractic appointments and has not had a relapse since.

Remember, you cannot get healthy with the same attitude that created your sickness.

38. [Progress Report]

When it comes to assessing your progress, there's more to it than just asking you how you feel.

Progress assessments are very exciting. I want you to go back to when you were in school and the day when you were bringing home your report card. Do you remember the feeling? Like your chiropractic progress assessment, your report card was an objective summary of how you were doing in school. Before opening the envelope you, and surely your parents, were curious and hopeful that your grades were the best they could be.

Upon opening the envelope and looking at your report card, you were either pleased or disappointed by grades and comments. Regardless of the results, this assessment allowed you to know where you were excelling and where you needed to improve.

During your chiropractic care journey, your chiropractor will periodically assess your progress. Many patients are curious and hopeful that their chiropractor will be able to document improvement and reaffirm that they are on the right track. While most patients feel better shortly after starting chiropractic care, measurable changes in structure and function take longer to appear. Remember that your chiropractor is basing his recommendations on measurable changes rather than how you are feeling.

While some patients are excited to see the amount of change that has happened, some patients are surprised that they haven't improved as much as they thought. Let's discuss the factors that come into play when it comes to the amount of results patients obtain between assessments. I will discuss the three most important ones. Write these down.

The first one is the amount of damage or the extent of degeneration present in your spine prior to you having started care. This is similar to buying a house that needs repair. The more damage there is, the longer it will take to bring it to a desirable condition.

The second one is the amount of physical, chemical and emotional stress you have in your life. Stress forces your body to adapt and work harder, thus not allowing your body to focus on healing and recovering from years of structural and functional changes.

The third and perhaps most important factor is your commitment to care. John Story: "In life, you don't always get what you want, you get what you commit to."

It is imperative that you follow your chiropractor's recommendations and care plan. With time and proper care your nervous system will become healthier and allow your body to better adapt to its environment and the stress it is exposed to. Trust that you are on the right track and stay the course.

Remember, you cannot get healthy with the same attitude that created your sickness.

39. [Patient Profile]

40. [Closing Remarks]

Although this may be the end, your journey is just beginning.

Well, this video journey is coming to a close. The fact that you are sitting here watching these videos tells me that you are serious about your health. The tools and information I have given you will assist you in taking the next steps on your journey to wellness on your own. Let's take a look at what you have learned.

You now know what chiropractic is, the history behind it, the education chiropractors receive as well as the details behind the procedures they perform. You now understand that chiropractors check your spine for subluxations, which are misalignments in your spine that cause nerve interference and have a detrimental effect on your overall health.

Other causes of nerve interference are chemical and emotional stress that we experience on a daily basis.

Chiropractic adjustments assist your body in allowing it to heal itself and adapt to its environment. Through time, they restore function and allow you to experience optimal health and healing.

More importantly, you now understand the power behind chiropractic and the role it can play in keeping your family healthy. I leave this information in your hands so that you can help guide your family and those you care about to wellness.

I wish you continued success on your way to optimal health. Don't forget to share your story and inspire others to do what you have done.

Remember, let's say it together, you cannot get healthy with the same attitude that created your sickness.