

Your Patient Is There To Have You Correct Their Spinal Misalignments Caused By Traumas Regardless of the Symptom That They Have!

I own and run a diagnostic company that helps doctors to identify areas of spinal soft tissue damage in trauma patients. I hear from doctor's everyday, I do not really deal that much with personal injury or trauma patients—hah! You all are in the personal injury business deeply; as that is what each and every one of your patients are suffering from—the effects of some personal, physical trauma.

Chiropractic is the art, science and philosophy of correcting spinal misalignments that may be causing impaired function to one or more nerves. I believe 95% of our profession would be okay with that statement. The common term in chiropractic for spinal misalignment is subluxation and 95% of us relate to our patients, that spinal misalignment (subluxation) it is the cause of their condition, and therefore should be corrected. One major mistake is to claim cause without cause. Sounds funny doesn't it, or profound but what does it mean to claim cause without cause? Tooth decay is a major cause of dental problems right, yet if all the dentist told you was that you had tooth decay and here is how we are going to fix it (drill and fill)—wouldn't you ask what caused the tooth decay? Of course you would! Would you let your dentist fix your tooth decay and keep the cause of tooth decay a mystery to you—no you probably would not—or better yet what would you do if you asked the dentist what is the cause of your tooth decay, and they came back with a very vague and uncertain answer—you would not like it would you—yet that is what many of us do all day long in our practices with our new patients—we work so hard to get them to understand what a subluxation is and what it does—when really it is so much easier to understand, when one knows how a spinal misalignment is caused?

Many of you are confused on the cause as it appears there are so many things that it is hard to determine what the cause of the subluxation is. When the patient asks what caused my subluxation, you give them some confused communication about how there are really a lot causes and therefore it is difficult to determine—wrong! The dentists do not stutter when asked what causes tooth decay, he or she says immediately, diet and inadequate dental hygiene (brush and floss your teeth more). The patient understands the cause, follows the treatment recommendations and becomes a lifetime dental patient quite easily. The cause of subluxation (physical misalignment) is trauma and patients will understand what a subluxation is and the treatment when they understand what caused it.

We all are in the rooms, some of us with 10-15,000 new patients in our career to date, some with 1000-10,000, and some with less than a 1000 new patients in your career.. We

have in our consultations, patients before us, of all size, age, race and gender coming in for one condition after another and we are now going to look for subluxation (spinal misalignment), via exam, x-rays and any other means to determine where these misalignments are, determine how long they have been there and then determine what we are going to recommend as treatment for them. During that time we are also going to bridge the person over to concept of altered nerve flow due to these misalignments as the CAUSE of their condition and their correction as the TREATMENT—right? Regardless of the condition, regardless of how long or short that they have had their condition we want to correct their spine now and lead them to long term health by making them a lifetime chiropractic patient—right? This is a tall order to accomplish in one or two visits to your clinic—listen to what they want help with—bridge them over to the chiropractic philosophy of health through spinal correction, perform exam and diagnostics to determine the condition of their spine and allow you to give them a report of your findings, of which you would like them to agree with, and begin. That is essentially what we are doing in the first two visits to our clinic.

Some of you have a great formula for this and others of you are trying to determine the right formula—all of us can improve.

Here is my contribution to that improvement. The number one cause of all misalignments is TRAUMA, and you need to tell your patients this! Birth trauma, falls, bike accidents, car accidents, work accidents, fist fights, sports accidents, recreational accidents, rough housing accidents—accidents—TRAUMA. Let me say it again **THE NUMBER ONE REASON PEOPLE ARE COMING TO SEE YOU IS DUE TO SPINALMISALIGNMENTS CAUSED BY TRAUMA OR TRAUMA'S!**

Think about all the possible accidents that a patient has had in their life up to the point that they are now in front of you. Trauma is what has caused the initial misalignment, and it is what you should be looking for in your consultations. They had a trauma and misaligned, their body went into homeostasis (**PROCESS BY WHICH THE BODY COMES INTO BALANCE**), the body was successful at compensation so that the initial misalignment and the effect of the trauma would not cause a symptom, now 20 years later the body can no longer compensate and the patient gets a symptoms or an undesirable condition. Worse yet the patient is 37years old had a major trauma at age 7 when they were with their parents in an auto accident and now has mild to moderate degeneration at C4-6! That patient is in front of you and he or she wants both the help to be immediate if possible and secondly as inexpensive as possible in both time and money—right? You want to correct the problem, which may take some time, they want it fast and inexpensive—where is the bridge—well the bridge is the trauma. If this patient realizes that their condition may have resulted from a condition that occurred and started 20 years ago, even though the symptoms have only been going on for a month—don't you think you may have a better chance of having this patient understand that the correction may take a few months of care—as well as having them realize that that is pretty quick considering how long it may have been there? What do you think?

This is not a trick or a gimmick to get your PVA (patient visit average) up, this is really what is going on with your patient and the better you understand it the better they will understand it—the better your treatment recommendations will be accepted—the better the results you will get and that my fellow doctors will raise your PVA!

It will also put you ahead of any other kind of doctor out there, as you have a non-invasive, healthy solution that if accepted by the population at large—the whole health scene of the nation and the world would be greatly improved. Look for and relate the trauma to your patients condition and they will better understand what has really happened and what needs to be done.

Think about this and how simple the answer to the question we have all heard hundreds of times, “doctor what causes spinal misalignment or doctor what caused my spinal misalignment?” What is the cause you ask—well it is or was always a trauma of some kind. This is easy and it is true and we should be telling our patients this everyday so that they can understand the importance of both, long term spinal hygiene through ongoing adjustments for the rest of their lives, as well as making sure that they are checked following any future physical trauma. How hard is this to do?

Start looking for trauma in your consultations. The better you get at finding it the more you will realize just how much of it you have been missing. “Cathy spinal misalignment causes alteration to the nerves ability to function resulting in impaired function and a condition (Symptom) becomes evident. The most prevalent cause of spinal misalignments is trauma, of which everyone has had a lot of in their lifetime. Some people have a good memory and can remember their physical traumas and others do not have such a good memory, as by definition we tend to avoid or forget physical pain. I just need a bit of a history as to physical traumas that you may have had, falls, accidents, surgeries etc.” That is how you begin, and as you get good you will be able to really effortlessly dig and find mounds of trauma with each new patient. Do not invalidate those that say that they have not had any trauma—just know to add to the list of their symptoms poor memory and smile, but make it okay and safe regardless of what they may recall or not be able to recall. This is not an exercise in emotional release either; this is a quick and effective search for physical trauma, just the facts.

Once you get good at finding trauma in your patient’s you will be amazed at just how much you have missed in the past and you will also see patients who will list off 10 or more really major traumas and have the cognition right in front of you that they have had a LOT of traumas, never did anything about them and no wonder why they have the condition they have now! Wow what do we need to do doctor? Now they are ready to understand and accept your recommendations, so doctors look for trauma in all of your cases as it is there!

You will be truly amazed at just how much trauma (physical accidents) the patient has had, and you will be equally amazed at just how well a patient will understand how long they may have really had their condition once they understand trauma as the cause.

If you are mainly dealing with personal injury and work comp patients, search for prior problems and relate those to prior injuries and do not worry about pre-existing as you are going to take a stand on what they have with the current trauma and treat that, and relate any pre-existing condition to a weakened state allowing more possibility of injury—which it does! For the trauma (personal injury) patient coming in—let them know that this is the number one cause of spinal misalignments so that they understand the importance of their future health if their misalignments are not handled properly.

Detect and correct the negative effects of trauma, as every single one of your patients are depending on it. Look for trauma and related to your patient more about trauma and see how your practice changes.

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