

# “So A Chiropractor Is Really A Family Doctor?”



**Read And Save This  
Important Health Information.**

THIS ADVERTISING SUPPLEMENT  
APPEARED IN READER'S DIGEST.

You might be surprised to learn that many people consider their chiropractor their *family* health advisor. There are several reasons.

First of all, the spine and nerves can affect many different parts of the body. So while a doctor of chiropractic's treatment may be applied to the spine, the results sought may be for health problems other than those of the back, neck or spine. Secondly, since doctors of chiropractic have comprehensive training in diagnosis, they also are qualified to recognize problems which might require specialized attention. Thirdly, in addition to being effective for specific health complaints, chiropractic is used extensively by families as a *preventive method* of health care. Chiropractic emphasizes wellness.

Last but not least, in a society that is overabundant with specialists, it is good to have a doctor who looks at the human as a whole person. Chiropractors are reluctant to shuttle you from one specialist to another without good cause.

Are chiropractors a substitute for all other health-care practitioners? No, not at all. Some illnesses are complex and require specialized assistance. But your doctor of chiropractic is a good place to start.

# America Discovers Chiropractic.

Discovers? That's right. Because now more and more patients, as well as health specialists, are discovering the benefits of structural health care as practiced by chiropractors.

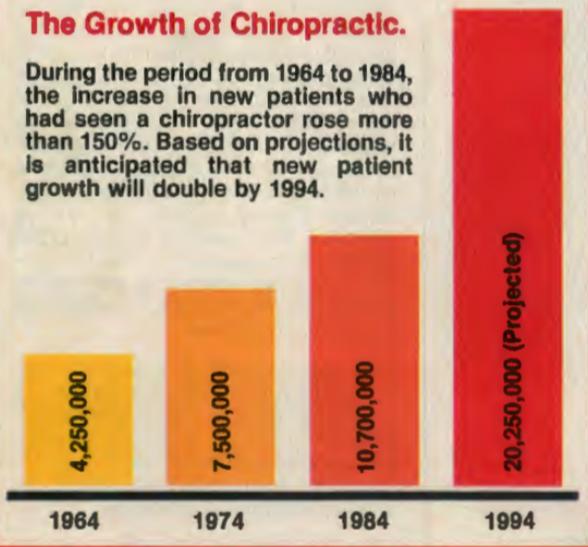
While chiropractic is a well-established method of treatment dating back to 1895, it is the youngest of the recognized healing professions in the world. In size it is the second largest of the three primary health-care providers in the U.S. in the following order: medicine, chiropractic, osteopathy.

and other procedures. It is a healing science which does not rely on drugs or surgery.

During the first half of the 20th Century, chiropractic's conservative approach to health was difficult for many people to accept, because dramatic breakthroughs in drugs and surgery appeared to be "instant cures." However, as authorities became more informed about the risks involved with the use of drugs and surgery, and the positive results of more conservative methods became known, both doctors and patients started taking a new look. In recent years, more and more people are not willing to accept drugs and surgery without seeking out more conservative methods first, and, conscientious health practitioners of all disciplines are far more selective in their use or recommendation of drugs and surgery.

## The Growth of Chiropractic.

During the period from 1964 to 1984, the increase in new patients who had seen a chiropractor rose more than 150%. Based on projections, it is anticipated that new patient growth will double by 1994.



Chiropractic is different in that it emphasizes the body's ability to heal itself if conditions are such that there is no interference with the healing process. Its treatment is directed at bringing your system into balance through the use of spinal manipulation, nutrition, exercise

and recently have tried to use manipulative therapy. However, it takes long and extensive training to be fully qualified to deal with the musculoskeletal system, and only chiropractors have adequate training and experience to administer this method of health care safely.

# Medical Doctors Freed From AMA To Cooperate With Chiropractors

## SETTING THE RECORD STRAIGHT

Over the years you may have heard statements that were less than flattering made about chiropractic by medical sources. In 1976, a group of chiropractors filed a suit against the American Medical Association (AMA) and several other defendants because they felt organized medicine's actions were unfair and unjust.

Judge Susan Getzendanner heard the evidence in the U.S. District Court and issued an opinion on August 27, 1987. It was ruled that the actions of the American Medical Association and its co-conspirators over the last 25 years had resulted in serious damage to the cooperative process in health care, to the profession of chiropractic as a whole, to individual doctors of chiropractic and to the patients they serve.

The Judge's finding was the AMA was guilty of engaging in a conspiracy "to contain and eliminate the chiropractic profession" in violation of the



## EXCERPTS FROM THE PERMANENT INJUNCTION ORDER AGAINST THE AMA

### The AMA's Boycott and Conspiracy

In the early 1960s, the AMA decided to contain and eliminate chiropractic as a profession...One of the principal means used by the AMA to achieve its goal was to make it unethical for medical physicians to professionally associate with chiropractors...

The AMA's purpose was to prevent medical physicians from referring patients to chiropractors and accepting referrals of patients from chiropractors, to prevent chiropractors from obtaining access to hospital diagnostic services and membership on hospital medical staffs, to prevent medical physicians from teaching at chiropractic colleges or engaging in any joint research, and to prevent any cooperation between the two groups in the delivery of health care services...

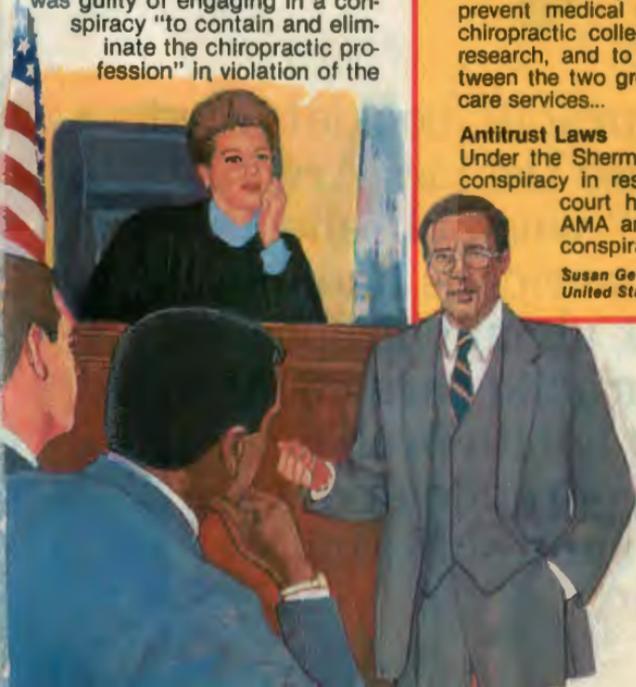
### Antitrust Laws

Under the Sherman Act, every combination or conspiracy in restraint of trade is illegal. The court has held that the conduct of AMA and its members constituted a conspiracy in restraint of trade...

*Susan Getzendanner  
United States District Judge*

Sherman Act. The Judge Issued a permanent court injunction against the AMA to prevent such future behavior.

Although the decision is being appealed, the way now has been cleared for a cooperative relationship between doctors of both professions, as has been sought by chiropractic for many years. This will benefit the patient.



# America Experiences The Benefits Of Chiropractic.



After the chiropractic booklet titled, "Which Of These Doctors Are Chiropractors?" was published, thousands of Americans had more questions to ask about chiropractic and how chiropractic care could help them with their health problems. Many tried chiropractic and were relieved of pain and suffering.





**I keep hearing that chiropractors are highly trained, but how do they compare with other health professionals?**

Chiropractic education is comparable in many ways with other health-care disciplines, except chiropractic training puts more emphasis on the spine, nerves, muscles, circulatory and skeletal systems of the body. Specifically, the doctor of chiropractic has a *minimum* of six years of college study including internships. As a licensed and regulated member of the healing arts, the doctor of chiropractic must pass a state or national board examination to be licensed.



**I have been seeing a medical doctor and have had very little relief from my problem. Should I tell him I intend to consult a doctor of chiropractic?**

Sure. Why not?! More and more progressive medical practitioners recognize the wisdom of referring to the

doctor of chiropractic where chiropractic procedure could be of benefit to the patient's health problem.

A word to the wise! Never forget that you have freedom of choice. That means you have the right to seek a second opinion if you are unsure of your progress—and that would apply equally whether your doctor is a medical doctor, osteopath or chiropractor. Be wary of health practitioners who *refuse* to refer.



**Many people have told me they have been helped by a chiropractor. I'd like to go to one. Is it safe? Do spinal adjustments hurt?**

Statistics show that patient risk is substantially lower in chiropractic than in any other of the three primary health professions. So far

as the adjustment is concerned, the chiropractor has a special knowledge of

anatomy and the manual skill and dexterity to administer the adjustment safely and without pain. If you check with your friends who have used chiropractic, you'll find that there's nothing to fear and better health to gain with chiropractic procedure.



**Recently, I have been reading more and more about chiropractic in newspapers and magazines. The more I read, the more my eyes are opened to its benefits. Does chiropractic give faster relief than other methods?**

That would depend entirely on the health problem, the nature of the condition, its complexity, the length of time the condition has existed, and the patient's ability to respond to treatment. Since most health problems are complex, there are no guarantees. However, there is overwhelming evidence that certain types of conditions respond rapidly to chiropractic procedure.



**Several of my friends use chiropractors and apparently get good results. I'm wondering if there is any real evidence of the benefits, or do my friends just *think* they're feeling better?**

While there is always a psychological factor that enters into feeling better, no matter what kind of doctor treats you, there is "real evidence" of the benefits of chiropractic care. There are millions of individual case experiences to support chiropractic's results, as well as recent controlled clinical trials. Also, studies of Workers' Compensation records in several states provide objective evidence of the effectiveness of chiropractic procedure.

# America Talks About Chiropractic.

*"My chiropractor keeps me on the job."*

When a worker is sidelined because of a health problem, everybody loses. The worker loses self-confidence, in addition to suffering pain and disability. The family loses part of its income. And the company loses the production of a valuable employee. According to the *Wall Street Journal*, low back pain is second only to the common cold as a cause of employee absenteeism, accounting for 1,400 lost work days per 1,000 employees per year.

Obviously, there is no way of eliminating on-the-job and off-the-job injuries entirely.



But Workers' Compensation studies indicate recuperation time can be reduced with chiropractic care. Chiropractic makes sense—in terms of people and money.

#### Here's what you can do:

- Read your policy. Be certain chiropractic services are included in any health and welfare or insurance program with which you are associated. Insist upon it.
- Whether you are an employee or an employer, recognize the importance of structural health and include chiropractic spinal examinations in your health maintenance program. Preventive care makes sense.

*"Chiropractic treatment makes me feel better... and look better."*

Whether they are working or playing, fitness-minded Americans want to perform at their best without pain or discomfort. Like professional athletes, they can't afford to sit it out on the bench because they have suffered an injury or "just don't feel well."

Probably more than any other health profession, chiropractic's approach to health closely parallels the needs of the active person. Chiropractic is a



natural health care method that stresses the importance of keeping all the systems of the body functioning efficiently, so the person can enjoy peak performance and fast recuperation from the injury.

#### If you are a weekend athlete, here's what you can do:

- Warm up before you engage in the activity. Use proper protective equipment. Don't exceed your limitations.
- If you suffer a fall or injury, do not let too much time elapse before you consult your doctor.

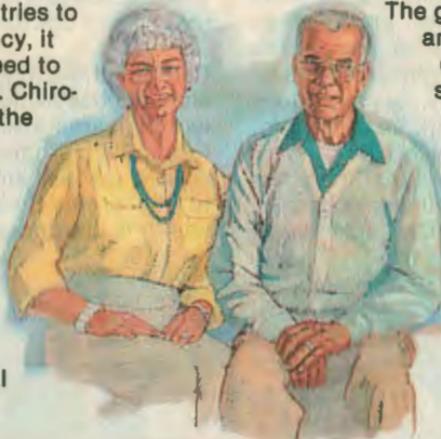
**Chiropractic does more than relieve aches and pains. It enables people to perform better, stay healthy longer and gain more satisfaction out of life.**

*"We want to stay alert and active."*

America's current preoccupation with eliminating the surface signs of age, instead of attacking the heart of the problem, concerns the chiropractic profession. While society tries to increase life expectancy, it often overlooks the need to improve quality of life. Chiropractic is appalled at the large numbers of people confined to wheelchairs and institutions. Chiropractic is opposed to the rampant use of pain killers, anti-depressants and sedatives which dull the senses. The profession uses spinal manipulation, nutri-

tion, exercise and other natural health-care procedures on an out-patient basis, wherever possible, to keep the older person alert and in the mainstream of life.

The goal is to keep the mind and the body active, conducive to healing and resisting the infirmities of older age.



**Here's what an older person can do:**

- Live each day to its fullest, establishing new goals.
- Take care of your health. Eat a well-balanced diet. Have preventive health check-ups.

*"Energetic children often over-stress their bodies."*

Every year, thousands of structural health problems go undetected in students even though teachers, coaches and physical education instructors conscientiously watch for health irregularities.

With a busy schedule, the overworked educator can't be expected to have the time to screen problems that are beyond his or her scope of training. The result: many children have health problems that interfere with their physical performance and learning ability.

**Here's what you can do:**

- Be alert to such things as changes in your child's energy level, posture,

moods and habits. Watch for listlessness or other unusual signs. These may be early signs of developing problems which should be referred immediately for a comprehensive chiropractic examination. Active children are subject to structural health problems.



# Your Doctor Of Chiropractic Is An Important Member Of The Health Team

In the past, members of the various health disciplines tended to be competitive. Today, modern practitioners realize that no healing art has all the answers to the many health problems afflicting mankind. Today, conscientious health practitioners work as a team for the benefit of the patient. Doctors of chiropractic, as well as other members of the healing arts, must always be alert to the need for specialized assistance,

for oftentimes a condition is so complex that it requires the services of more than one type of doctor to achieve results.

Chiropractic strongly supports this principle of cooperation. If your health problem indicates a need for treatment not within the chiropractor's general or specialized practice area, you will be referred to the proper health specialist. Good health is chiropractic's prime concern.



AMERICAN CHIROPRACTIC ASSOCIATION

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