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Newsletter

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How Much Is Your Health Worth?

It's hard to put a price tag on something as important as your health, but everyone does just that by their choices and priorities.

It's no surprise that those who work in health care place a high value on health. Since we chiropractors want everyone to benefit from better health, when we find out someone has discontinued chiropractic care because they can't afford it, we're concerned.

Turns out, it's usually a matter of priorities, and finances are a convenient excuse. Everyone has the free will to prioritize their health in the way they see fit. True, most people take health for granted until they lose it, but that may be just human nature.

If other issues in your life require more attention than your health, there's no need to make excuses or feel self-conscious. You won't get a scolding, a sermon or even a raised eyebrow.

It's your body, your health and your future. You're the boss. Simply put, a chiropractor's job is to offer you the finest chiropractic care possible. Your job is to decide how much of it you want. No guilt. No shame. No problem.

Do You Know a Complainer?

A common refrain chiropractors hear from patients is that they know someone who complains about their health but won't take any action. These health issues often respond well to chiropractic care, but the suggestion to try chiropractic is rebuffed. And the complaining goes on...

There are three main reasons people reject chiropractic and complain instead:

Fear. Trying something that doesn't involve medication can be a stretch for some. Brochures that explain chiropractic can help reduce fear of the unknown.

Ignorance. With little knowledge of chiropractic, many see it as merely a treatment for the spine. But because the focus of chiropractic care is the integrity of the nervous system (which controls everything), many other health issues resolve as well. Explaining the relationships among the spine, nervous system and all the tissues of the body can help broaden their understanding.

Secondary gain. Some folks actually enjoy being sick! They may like the attention they receive or the reduced workload or expectations extended them due to their health. Remind them of the things they used to love. Paint a picture of the possibilities that await them by taking action.

You may need to make the call to arrange an appointment for them. If they're not interested, consider getting a good set of headphones!

Just the Cost of Doing Business?

Drug makers use TV and other media to encourage folks to “Ask your doctor if (drug name) is right for you.” Yet you rarely hear the thousands of people who permanently pay the “cost of doing business” as a result. Consider some of the terms used to mask the death toll:

Adverse reaction: Reaction to a drug that is detrimental to the recipient.

Side effect: An unwanted effect of a drug that is not part of the intended activity.

Drug interaction: The result of drugs reacting with each other, often in ways that are unexpected or potentially harmful.

Medical error: An inappropriate treatment, or the right treatment that was performed incorrectly.

Iatrogenic: A state of ill health or an adverse effect caused by a treatment, usually due to mistakes made in treatment.

Chiropractic is so safe that no “warning label” or fine-print disclaimers are necessary. Chiropractic is so safe that even newborns and the elderly can benefit. Chiropractic is so safe that the side effects are positive effects!

Looking For Health in All the Wrong Places

Have you ever lost your keys, misplaced your glasses or mislaid the TV remote? You probably tried to think back to the last time you had your keys, wore your glasses or used the remote, right?

Knowing where to look is the fastest way to find something. The same thing is true of recovering your health. Chiropractic is able to help so many people because chiropractors know where to look.

One of the key tenets of chiropractic is that health is your natural state. When someone isn't healthy, chiropractic's first inclination is to find out what could be interfering with this natural ability. Rather than focusing on the particular symptom, we look for what might be the underlying cause.

Nine times out of ten, a disturbance in the controlling or regulating impulses of the nervous system is found. When communications between the brain and the body are impaired, a myriad of conditions can result.

The most common source of compromise in brain/body communication stems from the spine. Individual segments covering the information super-highway of your nervous system can “lock up” and stress nearby nerves. Or more precisely, subluxation.

Headaches? Look to the spine.

Acid reflux? Look to the spine.

Asthma? Look to the spine.

Carpal tunnel syndrome? Look to the spine.

Irritable bowel? You get the idea.

Does that mean chiropractic can cure everything? Of course not. But if you want to regain your health, chiropractic is a great place to start looking!