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# Newsletter

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## Why Do Some Get Sick?

You know Thomas Edison invented the light bulb. But who discovered chiropractic - and why?

Over a hundred years ago, "patent medicines" with active ingredients like alcohol and cocaine were sold as cure alls. In the midst of this, a healer, experimenter and freethinker by the name of Daniel David Palmer in Davenport, Iowa asked a simple question:

"I desired to know why one person was ailing and his associate eating at the same table, working in the same shop was not. Why? What difference was there in the two persons that caused one to have pneumonia, catarrh, typhoid or rheumatism, while his partner, similarly situated, escaped? Why?"

This was a groundbreaking question. Germs alone couldn't be the cause of disease, otherwise everyone would get sick.

Chiropractic came into existence soon after D.D. Palmer discovered that it's smarter to look at the person with the disease, rather than the disease in the person. Revolutionary then - and revolutionary now!

## How to Tell Others About Chiropractic

Chiropractic doesn't benefit from huge advertising campaigns or media coverage like those enjoyed by the drug industry.

Lucky for us, recommendations from delighted patients are more powerful than all the advertising in the world. How can you introduce others to chiropractic? Here are a few simple ideas:

**Be Confident.** Realize that chiropractic has helped a lot of people with all different types of health problems. A better working nervous system can help just about anyone, whatever their current health status may be.

**Tell Your Story.** Let friends and coworkers know how you've been helped with chiropractic care. Explain how chiropractic works and your experiences.

**Answer Questions.** Most people have heard all kinds of myths and misconceptions about chiropractic and have a lot of questions. Simply share your experiences, which will help dispel their fear of the unknown. Remind them that, just as there are great and not so great dentists, it's no reason to swear off dentistry!

**Ask For Help.** We have some printed information we can equip you with to help answer questions that your friends and family may have. Or, simply have them check out this website!

It's a great feeling when you help others. It's something we as chiropractors get to experience every day. You can enjoy that same great feeling too.

## The Art of Chiropractic

Chiropractors are often asked how we create a care plan - how many visits and how frequent should they be. This is where experience and the "art" of chiropractic come into play.

During the exam, your age, lifestyle, attitude and dozens of other factors are evaluated, recorded and compared with similar cases. Each plays a role in the recommendations for the first phase of your care.

If the visits are too far apart, enough momentum to reverse the downward trend won't be created. If the visits are too frequent, the body doesn't have enough time to put the adjustments to use. There's a real art to finding that right balance!

## Introducing Dr. You

Regardless of a doctor's specialty or their years of experience, they can't cure headaches, mend broken bones or heal a wound. Only you can do that... If your healing ability isn't impaired.

Your inborn healing ability is responsible for the tremendous success that chiropractic patients enjoy. The only thing doctors can do, regardless of their discipline, is to help reduce barriers to the incredible healing ability you were born with.

Which is why we chiropractors are so interested in your nervous system. It's what controls every cell, tissue, organ and system of your body. The nerves along your spine are the most vulnerable part of your nervous system. By reducing nervous system compromise from the moving bones of your spine, Dr. You takes over and does the healing!