

GET MORE REFERRALS AND PATIENTS! THE FUNDAMENTALS OF CHIROPRACTIC

Authored by Joseph J. Sweere, DC, DABCO, DACBOH, FICC, is:

- ▶ ***Easily customizable (PowerPoint) educational presentation with 200 slides for you to choose from for your target audience!***
- ▶ ***Or as 'Ready to Use'!***
- ▶ ***Fully illustrated!***
- ▶ ***Use over and over again for many types of groups in your community!***
- ▶ ***Use for patient education too!***
- ▶ ***Add your name, your clinic name, and contact info so people know how to reach you!***

Provides ***easily understood explanations*** of the principles and philosophy of chiropractic. When ***professionals and business people and others*** in your community become well-informed about chiropractic, you can count on getting:

GET NEW PATIENTS!

EXPAND YOUR PROFESSIONAL REPUTATION!

Designed to help YOU whether you need to a short 15 - 20 minute talk for healthcare professionals, business owners/employers, or civic and other types of groups, or a 90 - 120 minute formal presentation that you could give at a professional conference.

"I have given this presentation at a wide variety of professional events with MD's, Nurses, PT's, Occupational Therapists, Safety Engineers, Vocational Rehabilitation experts, etc.

People will line up afterwards to express that this was the first time they had any true understanding of chiropractic and what our profession is all about)

There has never been more **critical need** for DCs to share **factual and compelling** information about chiropractic solutions for responding to the highly challenging health care problems that leave people suffering!" – Dr. J. Sweere

Because it is **customizable**, you will use this presentation many times over, and each tailored to a particular audience. Have questions? Feel free to call Dr. Sweere at NWHSU at 952-888-4777, extension #269.



NEW 2017 RESOURCE!

THE FUNDAMENTALS OF CHIROPRACTIC

Author: Joseph J. Sweere, DC, DABCO, DACBOH, FICC

- ***Fully illustrated PowerPoint presentation!***
- ***Easily customizable for your audience (200 slides to select from), or use entire ready-to-use presentation!***
- ***Add your name, clinic name, and your contact information to the presentation!***
- ***Present to many types of groups in your community!***
- ***Educate medical and other healthcare professionals on the core values of chiropractic!***
- ***Present to and educate local business owners about chiropractic care for MSDs and to counter the opioid crisis***
- ***Present at local, state, national safety and healthcare expos!***
- ***Use for patient education!***
- ***Enjoy referrals as a result of your presentation!***
- ***Conveniently sent to you electronically!***
- ***Use this presentation over and over and over again!***

THE FUNDAMENTALS OF CHIROPRACTIC

Customizable Presentation:

- **Part I topics** include definitions, i.e. holism; vitalism; innate intelligence; homeostasis; adaptation; stress/stressors...
mechanical/environmental/lifestyle and psycho/social/spiritual stressors; the role of the nervous system in regulating homeostasis; the structure function continuum, a preliminary explanation of spinal subluxation; and concludes with ***The Viracon Project*** (a glass fabrication company) case study.
- **Part II topics** include a much broader understanding of subluxation/the subluxation complex, including pelvic subluxation; the intervertebral disc and the mechanical engineering principles involved in subluxation and structural disturbances of the body's framework.
- **Part III topics** include images indicative of structural imbalance and the role of x-ray over and above structural analysis followed by a brief summary of chiropractic education and training, its specialties as well as its many involvements in mainstream health care.

Because it is customizable to your needs, this is a presentation that you will use many times over, and each time you can tailor it to a particular audience.

TO ORDER CALL THE IACOHC AT (507) 455-1025. Upon providing payment information (VISA/MC/Check payable to IACOHC) the presentation will be sent to you electronically.

SEE “NUMEROUS USES FOR THE FUNDAMENTALS OF CHIROPRACTIC” next page

NUMEROUS USES FOR THE FUNDAMENTALS OF CHIROPRACTIC PRESENTATION

While *The Fundamentals* can be highly effective resource for patient education, it is designed for a variety of other applications to help you explain the core values, theories and practice of chiropractic. Its primary purpose is to inform members of the helping community to better understand what chiropractic can offer in the prevention and reduction of human suffering. Interest in our message should be much higher as the result of the current high public awareness and concern over the opioid epidemic and the recent recommendations of the American College of Physicians, the FDA and the Journal of the American Medical Association. It is reasonable to assume that chiropractic is less than fully understood by our allopathic colleagues and others, and it is human nature for individuals and groups to shy away from what they do not understand, or know the value of.

The following list provides examples of groups that could value from this information and potentially result in a continuous stream of referrals to your practice:

- ✓ **Medical Grand Rounds.** *If you have a positive relationship with one or more medical doctors in your community, inquire whether they regularly have grand-rounds speakers/presenters on various topics at the clinic or hospital(s) they are affiliated with. Offer your services as a presenter. If interest is shown, learn the usual amount of time the presenter is given and prepare accordingly.*
- ✓ **State, Regional, District or local Medical Associations.** *We can assume that virtually all health-related groups hold monthly or quarterly meetings of their members. Contact their state association to inquire about the names of the current officers of the local branch of their association to learn if they customarily invite guest speakers on topics of potential interest.*
- ✓ **Other Care Provider Groups.** *Contact a state association of other health care providers such as nurses, dentists, podiatrists, pharmacists, physical and occupational therapists, optometrists, psychologists, EMT's, etc. Learn the name of the current officers and offer your presentation as a future topic during one of their upcoming meetings, to include their annual state association/state convention meetings.*
- ✓ **Medical and other Health Related Schools.** *It is common for medical and related schools to invite guest speakers on "alternative and complementary" approaches to healing. Contact the Provost of those schools and offer your presentation.*
- ✓ **Community and Liberal Arts Colleges.** *Offer your presentation as a guest speaker for the health related and biological sciences courses taught at these institutions.*
- ✓ **Civic Clubs – Rotary, Lions, Exchange, Sertoma, etc.** *Learn the names of the officers of each of these groups in your community and offer your presentation at a future meeting of the group. Usually these presentations are much shorter...twenty minutes with five to ten minutes for questions, feedback and discussion.*
- ✓ **Coaches, Athletic Directors, Trainers, Physical Education Teachers, Jr./Sr. High School Nurses, Colleges and Universities.** *All of these professionals deal with athletic injuries but have little or limited understanding about chiropractic. Yet, many are aware that their students utilize chiropractic care.*
- ✓ **Employers, Human Resource Directors, Personnel Managers, Health and Safety Coordinators, and Workers' Compensation Directors of Local Companies.** *The Fundamentals can be helpful in your outreach efforts to contract your services to local businesses and industry. Successful contracts are virtually always the result of the doctor having earned the trust and respect of their local community. To be considered as an expert in your discipline is paramount in being chosen to serve in this capacity. (Of special note, employers have not had much success over the years in finding solutions for treating neuro-musculoskeletal injuries and now taking matters in their own hands are looking for solutions outside of traditional medical care. Additionally, employers are challenged with the opioid epidemic as opioids are commonly used for WC cases.)*
- ✓ **City and County Governments.** *Many who are employed by your local city and county have very high exposure to neuro-musculoskeletal disorders including police and sheriff personnel, firefighters, street and road maintenance workers, etc. Contact your Mayor and explain your purpose and offer your training opportunity.*
- ✓ **Health and Fitness Groups.** *Every community has a variety of health and fitness clubs and their members are always searching for information regarding their improved health and wellbeing.*
- ✓ **State and Regional Safety Councils.** *Contact your State or Local Safety Council and learn of the nearest branch of their group. With your interest in occupational health, we recommend that you become a member and become active in the group. The focus is on workplace safety and employee health, and its membership is made up of local business owners.*
- ✓ **Vocational/Career Days.** *Many High Schools and Colleges have times set aside to expose students to various career choices they may have interest in. It would be reasonable to assume that they may be receptive to your offer as a presenter. Contact your public school counselor and learn details.*
- ✓ **Community Education Classes.** *Many school districts provide community education classes. Contact your local school district office to learn how to become an instructor and offer your topic for adult learners.*
- ✓ **Healthy Seniors.** *Most communities have regular events focused on the health and wellbeing of the senior population and have guest presenters on a wide variety of topics. Contact your local County Public Health Service office for details.*

Other opportunities may develop through your own initiative and relationships you have developed in your community. The primary goal of this outreach is to educate and positively influence the professionals and others in your communities that have the most influence on health related matters. \$125 prepaid. **TO ORDER CALL (507) 455-1025.**