

Chiropractic

NATURAL HEALTH™

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Why “Staying Healthy” is a **SMART** Financial Move!



Staying healthy with regular Chiropractic care is like putting money in the bank!!

Ignoring your spinal health is like throwing money down the drain!!

Chiropractic is more than pain relief. It's about keeping your body healthy. After all, it costs a lot less to maintain a healthy body than to restore a sick or injured one!!

We understand during tough economic times, especially if you're in just a little pain, it's easy to pass on Chiropractic care.

By putting up with “just a little pain” now, you could eventually end up with back surgery later on in life **that could have been avoided!**

Get the facts so you can make smart health decisions and **SAVE!**

It's Never a Good Time to “Cut Back” on Chiropractic!!

Considering the *Institute of Medicine* stated that **as many as 98,000 patients die as the result of medical errors in hospitals each year**, avoiding hospitalization could be one the best ways to protect yourself!

Have you looked at the price of surgery lately? Even with insurance, co-payments can add up fast. Uninsured and underinsured patients are responsible for the entire amount billed. Failure to pay can result in serious financial consequences.

Turn the page to find out how staying committed to your Chiropractic Wellness Program **can actually help you avoid costly and invasive treatments**—potentially

reaching hundreds of thousands of dollars!

The Road to Health Starts Here!

We realize that you may not be scheduling an appointment because you don't have Chiropractic coverage.

However, good health doesn't happen *because* of insurance coverage!

Your decision to access the Chiropractic care you need can pave the way to better health NOW. And we do everything possible to make your family's program of care affordable. **Protect your financial future by staying healthy with Chiropractic care today!**

Inside...you won't believe what you're about to see!

How "Chiropractic" Puts More CASH in YOUR Pocket!

"Health Planning" Can Pay Off Big Time!

A clinical research study published in the *American Journal of Medicine* found that **62.1% of all bankruptcies in 2007 were related to medical debt!** Most medical debtors were college educated, owned homes and had middle-class occupations. Three-quarters had health insurance!

Out-of-pocket MEDICAL expenses averaged \$17,749 for medically-bankrupt families who had medical insurance at the outset.

On the other hand, another study of **70,274 Chiropractic patients over a 7-year period showed decreases of 60.2% in hospital admissions, 62% less outpatient surgeries and procedures...and 85% less pharmaceutical costs!**

The money you SAVE by adhering to a regular Chiropractic program is CASH money that you pocket and spend as you please. ❖

DON'T WAIT UNTIL SURGERY IS Your Only Option!

Balancing your musculoskeletal alignment can help control your pain naturally and improve your general well-being!

We're not implying that there is never a sound reason for drugs or surgery. However, **Chiropractic is a proven, safe and effective alternative for qualified patients.** Find out if you're one of them!

You Will Have No Regrets!

Chiropractic works and it's a good value, too! We're not making this stuff up!

After reviewing extensive, existing research, esteemed authors **Nitesh Choudhry, MD, Ph.D, with Harvard Medical School and Arnold Milstein, MD, with Mercer Health Benefits, developed an authoritative new report entitled, *The Mercer Report.***

They concluded, "Chiropractic care for the treatment of low-back and neck pain is **highly cost effective** and represents a good value

in comparison to medical physician care."

Expect a "Phenomenal" Return On YOUR Health Investment!

A healthy spine can PAY YOU high dividends, starting with an enhanced quality of life!

You can't put a price on being able to reach, stretch, twist and bend without pain. Let's face it: You need a healthy spine to work, walk, drive, dance, cook, lift, exercise, shower and even to fix your hair!

Chiropractic can help ensure maximum joint mobility and provide many other health benefits—at a nominal price that pales in comparison to the high cost of spinal neglect and disability.

How do we know? It's already been proven on tens of millions of Chiropractic patients over the past one hundred plus years! ❖

Call us Today!!

The *BackLetter*, edited by Sam Wiesel, M.D., states, "scientific studies on fusion surgery have set the bar for 'surgical success' at an extremely low level... this is not much of a return for a \$50,000 operation."

According to a recent Stanford University medical study, Eugene Carragee, M.D., reported that patients who experienced "low level" improvements following fusion surgery, "...go from being completely miserable to mainly miserable."

Why Settle for "Miserable" When You Can Feel "Marvelous"!!

Our goal is to restore your normal daily activity without drugs or surgery! Depending on your condition, studies have shown **Chiropractic care can provide 60%, 90% and even 100% pain relief!**

"NO MORE SPORTS INJURY PAIN!!"

by Marc Grow

I used to have chronic muscle spasms in my lower back due to an old high school wrestling injury. It would get so bad that I couldn't sit still, it hurt to bend over, and I would even have trouble breathing! I couldn't get into my car without a lot of pain.

A family friend suggested that I go and see their Chiropractor. I am so glad I did! On my first visit I could barely walk into the office. If a 10 is the worst pain I could ever feel, I was at a 7.

By the end of my first visit, **my pain was all the way down to a 3...it was amazing!**

I was able to walk out of the office and drive home in comfort!!

After just a few visits, I felt like new. **I love the way I feel after visiting my Chiropractor** and am now able to relax my lower back. Without any pain, I can finally enjoy life again. ❖

The "PRICE" of PAIN & The "VALUE" of RELIEF!

When Chiropractic spinal care helps you avoid the cost* of:



You could SAVE as much as...

Back surgery

Diagnostics (MRI, x-rays, etc.).....	\$1,200 - \$1800 or more
Endoscopic back surgery.....	\$6,000 - \$8,000
Vertebroplasty.....	\$2,500 - \$14,000
Laminectomy.....	\$50,000 - \$90,000
Spinal fusion.....	\$50,000 - \$202,000
Post-surgical care.....	\$1,800
Out-patient follow-up, rehab, back brace, equipment	
Extended stay (complications occur 10-20% of the time)	\$12,432
Pain medications/prescriptions	\$895

*These are estimated costs shown for illustrative purposes only. Health care costs will vary according to your age, condition, procedures and vicinity of hospital. Assuming the deductible has been met, patients covered by insurance would typically pay out-of-pocket coinsurance between 10 and 40 percent of the total cost, depending on the yearly out-of-pocket maximum.

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