

BUILDING BETTER PRACTICES

chiropractic economics

Revival of the Fittest

Results from our
18th Annual Salary
& Expense Survey

CLINICAL CONCERNS

Adding weight-loss programs

WELLNESS

May is National Correct
Posture Month

PLUS

Electrotherapy
Buyers Guide



Stand up for wellness

Celebrate National Correct Posture Month by spreading the word about the dangers of prolonged sitting.

BY STEVEN WEINIGER, DC

IS POSTURE IMPORTANT? CHIROPRACTORS KNOW THE ANSWER IS A resounding “yes!” A “May Is National Correct Posture Month” campaign can strengthen your patients and your practice by teaching people to become more aware of posture and improve how they stand, sit, and sleep.

New research is showing the health hazards of prolonged sitting, and DCs should be active participants in the conversation. A systematic review and meta-analysis of virtually every sitting study was published in the *Annals of Internal Medicine*.

The study found strong links between sitting for a big chunk of the workday and diabetes, heart disease, and general mortality, and concluded that “the potential for innovative approaches to reduce health risks of too much sitting, particularly for primary prevention, is considerable.”¹ Accordingly, this prompted the journal’s editors to call for more research on the health effects of sitting.

You can expect to see many more such studies. More importantly, you can put this knowledge to work with the following three-step plan.

Tell them

In practical terms, chiropractic is one of the world’s best-kept secrets. Telling people about it means communicating in words they understand, and in ways that work for them. Retire those dated brochures from the 1990s and tear down those faded posters and start talking to patients about their posture using contemporary bio-mechanical insights.

It’s more than how straight someone

stands. Talk about the importance of posture as a set point, the beginning of everything they do. In other words, connect static posture with dynamic functional balance and motion.

For your patients, provide a logical and intuitively true biomechanical link between perceived pain and observable motion dysfunction. After all, restoring lost segmental motion is among the most agreed-upon benefits of an adjustment, and it usually correlates with pain relief.²

For the public:

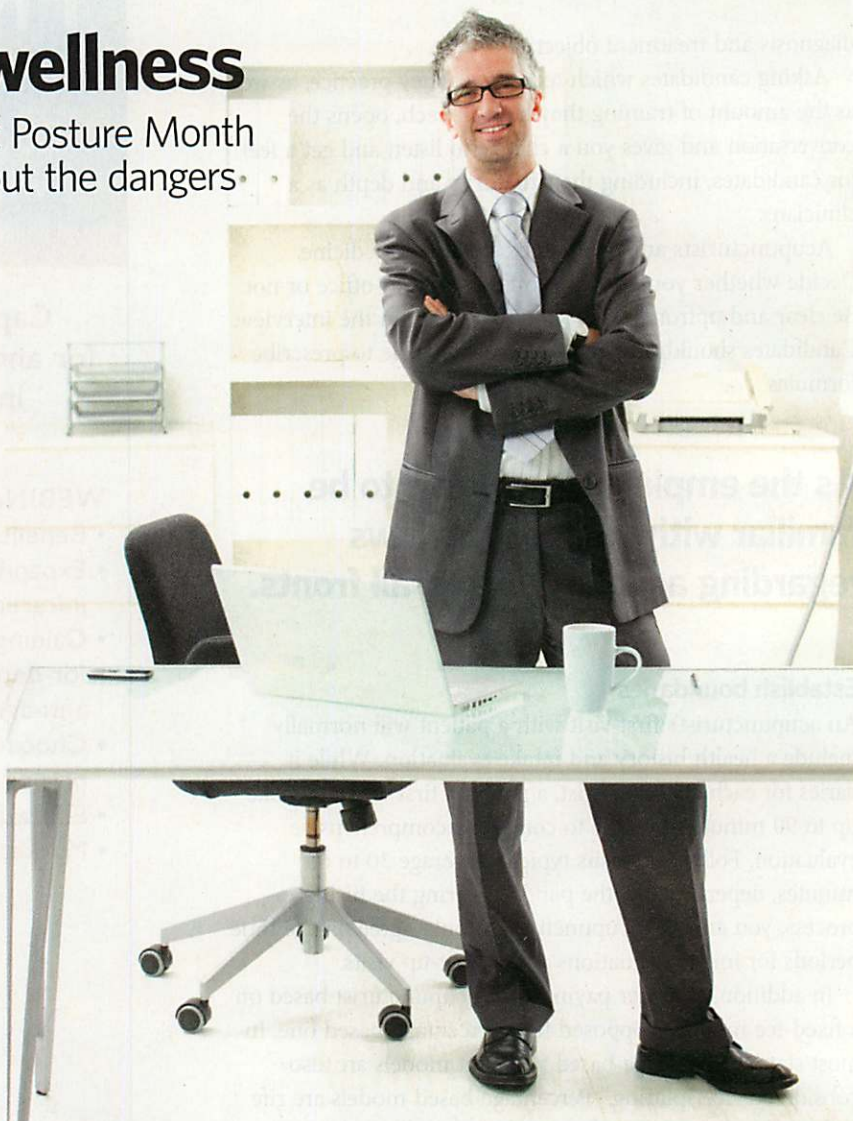
- ▶ If you’re on Facebook or Twitter, join the “National Correct Posture Month” campaign in May and retweet or share each day’s new image.
- ▶ Send a press release to local media.

- ▶ Put up office signs promoting National Correct Posture Month.

Show them

A camera or tablet is an essential tool for any neuromusculoskeletal professional. If it’s not already a part of your exam, it should be. People are always amazed to see a picture of themselves when they think they’re standing tall.

Besides providing valuable clinical information, from a marketing perspective, posture assessment effectively differentiates the posture-based practice. A research-oriented, posture-based patient education program creates value in patients’ eyes by demonstrating how posture can truly provide a window into health and aging. And when care plans



NYUL/THINKSTOCK

incorporate posture exercise, patients not only feel better but they get excited when they see positive changes in their posture picture.

In addition to taking clinical pictures of patients, when you review the clinical correlation between someone's posture and their problem, suggest they take a similar photo of their family and loved ones. Then, next year, retake the picture for National Correct Posture Month.

Consider suggesting patients download a free posture assessment app to benchmark their posture. It's helpful but not necessary—after all, it just takes a cellphone camera for patients to snap a picture of those they care about.

Empower them

"Sitting is the new smoking" is a trending meme building awareness of

posture's effect on health and appearance. From text-neck to tech-neck to the computer slump, as people spend more of their lives slumping over a computer and hunching over a smartphone, everyone is hearing how posture is a problem.

So in addition to joining the public dialogue about posture, a posture practice should be empowering people to do something about it. A postural action plan may include chiropractic, massage, and other forms of passive care to unlock tight muscles and possibly realign joints. In addition, to retrain long-standing motion patterns, clinicians should address both active exercise as well as tools to improve daily posture.

Rehab done right

Bodies are accustomed to moving how they're trained, so first teach what

stronger alignment feels like. Posture is about reflexive balance and equilibrium, not just about being straight.

The second principle to teach is: Posture is *how* you balance your body.³ As long as someone is standing, the body is balancing. Posture is what you are doing with your head and shoulders, belly and hips—to keep from falling down.

The key to improving posture is aligning each body region. Muscle stress is reduced and joint strain minimized when the head is well balanced over the torso, the torso over the pelvis, and the pelvis over the feet. Like a stack of children's blocks in a tower, better alignment strengthens stability and control, as well as reducing the risk of injury.

After feeling what it's like to stand tall, a person begins retraining his or her body. Yoga practitioners have taught this kind of mind-body focus for thousands of years and, with the following five-step posture awareness exercise, you can integrate biomechanics as well.

Stronger posture

Have patients focus and take one slow deep breath for each of these steps:

- 1. Stand tall.** Relax, and pull the head to the ceiling.
- 2. Ground the feet.** Come up on the toes, and spread them while balancing on the heels. Roll the feet out, and then in. Press all four corners of the feet into the ground.
- 3. Center the pelvis.** Arch the lower back and then tuck the pelvis, and then find the center point while lengthening the spine.
- 4. Open the torso.** Lift the shoulders up, then back, and then keep the head tall, pulling the shoulders down.
- 5. Level the head.** Look straight ahead, and tuck in the chin to keep it level.

DOCUMENTATION DOESN'T HAVE TO BE A PUZZLE

Y R T E M M Y S A N A L P K X S
N O I T A U L A V E E R O Z A H
S Q Z D C G O B J E C T I V E I
T R E A T M E N T B N N G G V S
S U B L U X A T I O N I O H M T
N O I T A N I M A X E A A F O O
S U B J E C T I V E L L N P R R
B A D L K T N E M S S E S S A Y

WORD SEARCH

ADL	ROM
EXAMINATION	TREATMENT
OBJECTIVE	ASYMMETRY
REEVALUATION	HISTORY
SUBLUXATION	PLAN
ASSESSMENT	SUBJECTIVE
GOALS	VAS
	PAIN

Let **ChiroScribe** Solve the Puzzle for You.

Find Answers at ChiroScribe.com



- » Cloud Based
- » Mobile Ready
- » Touch Screen
- » Easy Set Up
- » ICD-10 Ready



Schedule Your Personal Tour Today.

Call: 888.909.0092 Visit: www.ChiroScribe.com



Continue to have patients focus on standing tall as they breathe in and out for each step. Repeat two or three times a day and most will notice a difference in their stance.

The posture environment

As with standing, addressing sitting begins with an internal awareness of alignment. An expensive ergonomic chair is a waste if it's not adjusted to


keep the body aligned. Teach people to pay attention to the tilt of their pelvis.

Tilting the seat pan forward can help align the pelvis squarely under the torso for best lumbar spine and disc biomechanics. Many better chairs have seat pan front-back adjustments, and some designs emulate sitting on an exercise ball.

For mobility in sitting, affordable sit-on-top supports aim to optimize

pelvic orientation with ischia and sacrum support. The commonly sold back supports haven't been shown to help long term, and some may actually contribute to pain chronicity by holding the spine in a curve without engaging the stabilizing muscles.⁴

The use of standing desks is a new strategy, but reports are suggesting that while some people feel better, standing all day can create problems as well.⁵ The best advice is to keep moving and change positions throughout the day, and at night choose a good mattress and pillow.

Posture is an underappreciated aspect of health, and one you can help people do something about. May is National Correct Posture Month, and it's a good time to encourage patients to get moving and strengthen their posture to stand and sit taller, look better, and maybe even feel younger. 



STEVEN WEINIGER, DC, authored *Stand Taller Live Longer* and teaches the advanced posture specialist certification, Certified Posture Exercise Professional (CPEP), setting the clinical standard for posture improvement and rehab protocols with clinicians worldwide. He is managing partner of posturepractice.com and bodyzone.com. He can be contacted at 866-443-8966 or drweiniger@bodyzone.com.

References

- ¹ Biswas A, Oh PI, Faulkner GE, et al. Sedentary time and its association with risk for disease incidence, mortality, and hospitalization in adults: A systematic review and meta-analysis. *Ann Intern Med*. 2015;162(2):123-32.
- ² Fritz JM, Koppenhaver SL, Kawchuk GN, et al. Preliminary investigation of the mechanisms underlying the effects of manipulation: Exploration of a multivariate model including spinal stiffness, multifidus recruitment, and clinical findings. *Spine*. 2011;36(21): 1772-81.
- ³ Weiniger S. (2008). *Stand Taller Live Longer: An Anti-Aging Strategy*. Alpharetta, GA: BodyZone Press.
- ⁴ Grondin DE, Triano JJ, Steven T, Soave D. The effect of a lumbar support pillow on lumbar posture and comfort during a prolonged seated task. *Chiropr Man Therap*. 2013;21(1):21.
- ⁵ Firger J. "Standing desk dilemma: Too much time on your feet?" CBS News. <http://www.cbsnews.com/news/standing-desk-dilemma-too-much-time-on-your-feet> Published March 20, 2015. Accessed April 15, 2015.



Meet your most important curve.

VIONIC

WITH ORTHAHEEL® TECHNOLOGY

Tide Sequins Flip Flop

Improved outcomes, improved revenue!

Vionic® with Orthaheel® Technology brings together the best of science and style. Designed to hug your arches and provide support through podiatrist designed, built-in orthotic technology. Which means they provide comfort for everyday activities – and they look good doing it.

POWERED BY VASYLI MEDICAL

NATURAL RELIEF FROM THE GROUND UP
©2015 Vionic Group LLC

IMPROVE OUTCOMES WITH STORE-IN-CLINIC DISPLAYS AND PRODUCT PROGRAMS!
Contact us to learn about our comprehensive in clinic retail opportunities and our slatwall display program. Call Deena Rudden at: 415-755-2783 or email: drudden@vionigroup.com
www.VionicShoes.com

Vionic products are not intended to resolve serious orthopedic conditions or injuries. If you have previous injuries, or are currently wearing Vionic products and experience new pain, or existing pain persists or worsens, discontinue use and consult your doctor.

Distributed by 

1-800-747-3488

©2015 VIONIC GROUP LLC