

Provided by:

CORAL CANYON CHIROPRACTIC

www.coralchiro.com

1. What makes you unique?

Coral Canyon Chiropractic's (CCC's) answer: The bottom line is that Coral Canyon Chiropractic's Doctors and staff will help you get better faster and help you stay better longer. You will find the atmosphere at Coral Canyon Chiropractic warm, friendly, fun, courteous, and professional. Each patient is treated like a unique individual with sincere attention to their questions, concerns, and health care goals. The focus on education is amazing; patients often comment on how empowering it is to learn so much about their bodies and living a healthy lifestyle. The clinic's free Wellness Education is a prime example. In short, the reason Coral Canyon Chiropractic is the fastest growing clinic in Southern Utah is because you will find it to be the most unique health care experience you have ever had.

2. What will you do to help me get out of pain faster?

CCC's answer: Chiropractic adjustments have a powerful physical and physiological effect on the body's healing capacity. That being said, the synergy produced by combining Chiropractic treatment with modern physiotherapy is astounding. Beginning with your very first visit, a wide range of therapies including heat, cryotherapy, electrical muscle stimulation, ultrasound, combination stimulation/sound therapy, light therapy, traction, and decompression are available at Coral Canyon Chiropractic in order to catalyze the healing process. Your time is precious and it is important that you return to doing the things you love in life as soon as possible. Spending time with family, playing with kids and grandkids, and improving that golf score is what life is really about.

3. What will you do to help me stay out of pain longer?

CCC's answer: Pain is the proverbial tip of the iceberg that you see above the water. It's that massive chunk of ice under the water that is the real perpetrator that triggers your body's pain alarm. Pain reduction is only one small step in achieving true neuromusculoskeletal balance and health. Problems start with weak or damaged tissues, poor posture, inflexibility, improper movement patterns, stress, and even poor diet and nutrition. The Doctor's at Coral Canyon Chiropractic will employ the most modern rehabilitation and exercise techniques in improving flexibility, range of motion, strength, stability and balance

which are all vital hallmarks of achieving the pinnacle of physical well being. You will also receive nutritional advice based on the latest research to aid in your pursuit of real and total health. This is truly a singular experience in ridding you of that ever occurring pain that is keeping you from a happy, active life.

4. What if I don't want my joints manipulated?; I'm scared.

CCC's answer: You are not alone, many people are fearful of the popping noise that joints make when they are manipulated. Coral Canyon Chiropractic is very sympathetic to this concern and is proud to offer the most modern form of instrument-assisted adjusting called the PRO-ADJUSTER. The PRO-ADJUSTER is a sophisticated, computer-guided instrument that analyses improper movement in the spine and then treats the area with a percussive tapping motion until movement is restored. There is no longer a reason to let fear keep you from achieving the powerful benefits from a Chiropractic treatment. Not only that, but you will melt in the chair as the PRO-ADJUSTER works on your tight muscles and trigger points. Our Doctors have been amazed at the range of patients that have become PRO-ADJUSTER patients from grandmas to professional football players. Learn more about the PRO-ADJUSTER at www.coralchiro.com/equipment.

5. Do you still practice the long-established and proven art of treating with your hands?

CCC's answer: Absolutely. Spinal manipulation by hand has been found to exist among the ancient Chinese, Egyptians and Greeks. The famous Greek physician Hippocrates even wrote on the subject and manipulated his own patients. Dr. D.D. Palmer, unaware of its ancient origins, introduced this manual therapy to America in the late 1800's. He named the new system Chiropractic which has a Greek derivative meaning practice (praktik) by hand (chiro). Manual adjusting is an extremely effective and potent way to create motion at any joint in the body while simultaneously releasing biochemicals from your body's own medicine cabinet that help to speed healing, decrease inflammation, and decrease pain. This form of natural treatment is truly an ancient art that has modern research to substantiate its mechanisms. An increasing amount of professional athletes, celebrities, and every day people like you and me are making Chiropractic a part of their healthy lifestyle and longevity plan

6. Do you use the latest in modern technology for your profession?

CCC's answer: New technology and Chiropractic have gone hand and hand since the inception of the profession. In fact, Chiropractors were the first physicians West of the Mississippi to begin using X-Ray technology on a large scale. Among the many examples of Coral Canyon Chiropractic's modern equipment and therapies include full X-Ray Facilities, Computer-Guided, Instrument-Assisted Adjusting, Spinal Decompression Therapy, Electrical Muscle Stimulation, Therapeutic Ultrasound, Posture Correcting Traction, Light

Therapy, Neuromuscular Reeducation, Mechanical Traction, Proprioceptive Neurofacilitative Stretching, and the latest in Therapeutic Exercises. Come and experience for yourself the same level of care offered to elite athletes and wellness seekers throughout the world.

7. Do you offer Spinal Decompression? What is it?; I keep seeing ads for tables like the Dynatronics, DRX-9000, Spine Med, Vax-D, and more.

CCC's answer: Spinal Decompression Therapy is a researched, non-surgical alternative to treating a range of conditions from disc bulges to spinal osteoarthritis. Let's have a quick anatomy lesson: the discs throughout the spine do not have a direct blood supply and thus depend on the bones above and below for their oxygen and nutrients from the blood. The spine by design has natural curves that act similar to an accordion; as you walk the spine undulates up and down. This motion pumps blood in and out of the discs as you move. Unfortunately, when an area of the spine is injured, this pumping action does not occur at that level.

During Decompression Therapy you are secured to a table that targets the level of the injury and subsequently pulls and relaxes to mimic the pumping action that occurs in a healthy spine. Not only do you get the benefits of traditional traction (stretching muscles, ligaments, and relieving pressure), but you also are literally "feeding the disc" through this pumping action, facilitating proper healing. Clinical trials and research on Decompression Therapy indicate as high as an 80% success rate which is absolutely phenomenal. We are proud to offer this amazing therapy at Coral Canyon Chiropractic and feel that its greatest potential is unlocked when combined with spinal adjusting, passive physiotherapy, and a stabilizing exercise program. Just like cars, there are a lot of different brand names for decompression tables, but the principle behind the treatment is the same. Most treatment programs consist of 20 visits at \$100 per visit, but call and ask if your insurance may help with part of the payment.

8. How many times will I have to be treated? How long will it take to get better?

CCC's answer: At Coral Canyon Chiropractic, you will find that there is no "cookie cutter" approach to your health. The Doctors will first perform a thorough examination, including orthopedic tests, neurologic tests, and an evaluation of joint movement, range of motion, and muscle tonicity. Then, they will weigh the findings of the examination with your personal health care goals and formulate a unique treatment plan. Over-treating and under-treating are both pitfalls to an ideal outcome, so the Doctors are very careful to lay out the most appropriate plan possible. You will also have the opportunity to choose your own plan whether that be PAIN RELIEF, CORRECTIVE CARE, PERMANENT POSTURE CORRECTION, SPINAL DECOMPRESSION THERAPY, SPORT PERFORMANCE ENHANCEMENT, MAINTENANCE CARE or WELLNESS CARE. You have never had as many options for your health as you do at Coral Canyon Chiropractic.

For optimal musculoskeletal health it is best to go through three phases of care. First: decrease pain and inflammation. Through light joint manipulation and passive physiotherapies such as cryotherapy, heat, electrical muscle stimulation, and ultrasound, the body's healing process is quickened and pain is decreased.

Pain though, is only the tip of the iceberg, so the next step is increasing flexibility and range of motion. The body craves movement and is most healthy when each joint is able to move through its full range of motion.

Finally, after you have decreased the pain and improved your range and flexibility it would be nice if you could glue yourself together so you could maintain your results. Well, that is the purpose of increasing strength and stability. Strength plays a role in increasing control and preventing muscle fatigue whereas stability is a function of coordination and balance.

So, in short, the length of your care will depend on your clinical findings, your health care goals, and the plan you choose.

9. How will you educate me on my condition, nutrition, and other health care topics that effect my longevity and well-being?

CCC's answer: Education is so important to the Doctors and staff at Coral Canyon Chiropractic that it is interweaved into each visit. Its called WELLNESS EDUCATION and guaranteed you've never seen a program like this in any other health care facility. On your first visit you will receive a brochure that outlines your visits similar to college courses. For example, you will find one of your visits will be entitled "Stretching 101" where your Doctor will teach you how to properly stretch. Also, throughout your treatment plan, you will find mini lectures on topics like home exercise, diet, and nutrition. By the time you reach your health care goals, not only will you feel like a different person, but you will be more educated on health and well being than ever before. Each day you visit Coral Canyon Chiropractic you will not only get the best treatment available, but you will have the most unique health care experience you have ever had.

10. Is your clinic the very best choice for my musculoskeletal health and wellness?

CCC's answer: YES

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