

Myths Brochure Transcript

PREMIER PATIENT COMMUNICATION MATERIALS

BACKTalk
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Note: Due to recent brochure revisions, minor differences in content may exist. Actual product samples are available for your review when you call Back Talk Systems toll free (800) 937-3113.

MYTHS VS. TRUTH.

Photo Caption: Chiropractic is so safe, even newborns receive adjustments.

Because of philosophical differences, misunderstandings and economic competition, countless myths have circulated about chiropractic.

More and more people are choosing chiropractic care.

HERE IS THE TRUTH ABOUT CHIROPRACTIC.

Chiropractic doctors are well educated. After the required pre-med undergraduate studies, today's Doctor of Chiropractic completes an additional four-year program at a chiropractic college.

Doctors of Chiropractic are real doctors. Like other types of doctors, chiropractic doctors meet stringent licensing requirements, follow a strict code of ethics, and are approved by government agencies.

Chiropractic is scientific. As sophisticated diagnostic equipment becomes available, researchers are affirming what chiropractic doctors have known all along. A consistent scientific protocol is used to locate malfunctioning areas of the spine.

Chiropractic adjustments make sense. Like lifting a heavy rock off your toe, most patients report their chiropractic adjustments feel good. When the bones of the spine return to a more normal position and motion, nervous system function can be restored, symptoms relieved, and the natural healing process can proceed.

Chiropractic is safe. This year thousands of people will die from medically prescribed drugs and medicine. Of the millions of patients benefiting from chiropractic this year, only a handful will have a negative newsworthy experience.

Continue as long as you want. Like regular dental checkups, once patients experience the value of chiropractic, many choose to continue. How long you decide to benefit from chiropractic care is always up to you.

The truth is, chiropractic is a conservative, drug-free approach to better health that has helped millions of people since 1895.

Find out for yourself.

Photo Caption: Today, chiropractic doctors get about the same number of college classroom hours as medical practitioners.

Photo Caption: Like regular eye examinations, many patients decide to continue with some form of regular preventive or wellness chiropractic care.

Photo Caption: With today's high-tech diagnostic imaging, chiropractic results are becoming more scientific and precise every day.

THE CHIROPRACTIC LIFESTYLE

A continuing schedule of regular chiropractic checkups can help detect, correct, and maintain optimum spinal and nervous system function. Find out how chiropractic care, combined with proper diet, exercise, and other aspects of good health and personal hygiene can enhance your well-being and help you enjoy life to the fullest. Ask your Doctor of Chiropractic for a care program designed for your age, condition, and lifestyle.

References:

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References