

VIENNA CHIROPRACTIC NEWS

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www.neurologicalfitness.com

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Calendar:

Hours: MWF 10-1 & 3-7

Jan 2 Office Reopens
6, 20: Open Saturdays
15: Independence Day

Tues 10-1 (Dr. M only)

Sat 9-12 (usually 2/month)

Feb 2: Groundhog Day !!!
3, 17 Open Saturdays
19: Independence Day

The office is closed Thursday & Sunday

March 3, 17: Open Saturdays
19: Independence Day

April 7, 21: Open Saturdays
16: Independence Day

May 5, 19: Open Saturdays
21: Independence Day

SNOW? What Happens to My Appointment?

To be blunt, probably nothing. Barring situations where it's been snowing all night and every newscaster and all the police are begging Northern Virginians to stay home or it starts to snow in the afternoon and picks up to blizzard strength, we're probably going to be here. We can appreciate that many folks don't want to drive in snow or have a long trip home, but when snow has fallen overnight, please call to check and see if we're here before you wander over, or, even more importantly, if home beckons or you were so freaked out by the weather you forgot you had an appointment until you pulled up in front of your house or building, call to cancel so we don't sit here an hour waiting for you before we throw in the towel and go home. If it's the morning after a heavy snowfall and people are first *digging out*, call to see if we're open. We may be planning to show up late to tend to folks experiencing (physical) snow trauma and boost immune systems where we can.

LEAVING US A MESSAGE 101

Not sure whether to call or email? Maybe this will help:

It's midnight and you just found out you can't make it tomorrow? Easy one! Even we are not here at midnight (usually) so while you can leave a phone message, if we hit the ground running the next day, we may not get to the phone messages for an hour or two. In this situation, if you leave an email we'll probably pick it up from home before we leave for the office and if you need an answer to your message you'll get it more quickly.

The day has started and you want to make an appointment, ask a question or get back to us on something? Use the phone! While we may not get back to the computer for a while, we will see the phone light flashing as soon as we go into the business office and will pick up your message at that time. If it doesn't require an immediate response, we may not call right away, but you **will** get a call. If it does require a quick response, tell us. One of us will make it happen.

You are calling us during office hours but no one is picking up? Please leave a message; we're probably working with someone in the back half of the office, but we do want to speak with you. This is what we need: **A.** Please talk to the machine. We can't answer a call we never actually got. **B.** Leave us your first and last names. If we don't know you yet and you are calling because you were referred to us, please spell your name. We want to get it right on our callback. **C.** Leave a number(s) and tell us how late we can call it/them. We don't necessarily know if you're at work, will be out on errands or when the kids (or you) go to sleep. **D.** Speak your name and number slowly. Not preternaturally slowly, but if we have to chase down rushed information, we may lose that race and end up calling someone who just isn't you.

"I'm in the office, on time, and I don't see anyone!" OK, different kind of message. Again, we may be working with someone or doing paperwork. To the right of the counter between the reception area and the front desk, on the wall, there is a blue button. Push it and it will summon us to your rescue.

We hate not having our messages answered, we're assuming you do too. Help us get back to you in a useful and timely way. Thanks!

LOVE HURTS #2

You love music and some of your happiest, most relaxed moments involve playing your particular instrument or singing. That's wonderful, but if you've noticed some aches and pains, etc, during or the day after practice, rehearsal, performance or just enjoying time playing, please understand that even this most wonderful thing, this music, involves postures and repetitive motions of which your body may not be all that accepting. Whether it's a strap across your neck, an insufficiently padded seat, loving your drums or holding a heavy horn, don't be surprised if you feel it the next day. That note you can definitely hit,

but not without the full cooperation of your diaphragm or those hours standing on the risers for that amazing concert leave you a little raw? Yes, love can hurt!

The next time you're in (or tomorrow if you're feeling that need), talk to us about your instrument, including voice. Describe the time you're spending with it. Why not bring in your instrument and show us your position while playing? We'll check your posture, breathing and anything else that appears to be pertinent and help you toward a finer, healthier and more comfortable performance.

Why is this "Love Hurts #2"? "Love Hurts #1" refers to sleeping with blanket grabbing, mattress shrinking pets.

WHAT'S INDEPENDENCE DAY?

About twenty years ago, we envisioned a health care office in which people got the care they needed independent of what their insurance companies decided to pay for. People would pay some combination of what they felt the care was worth and what they could reasonably cover. Unless they wrote a check or paid by credit card their payment would be entirely anonymous and would go into an opaque box on the counter. They would not, unless they were on Medicare in which case their fees were federally mandated, be swamped with extra paperwork the fate of which they would have to decide. We liked the idea a lot so we decided to do it. Once a month. Usually the third Monday, but not always. A great time to get the whole family checked. Or your nervous co-worker who has been suffering for years. It may not provide all the care needed by everyone, but it will help and make any additional care people want easier to cover. After 20 years, we still like it so we're going to keep doing it. Call if you have questions about this program, our multi-packs, or our gift for returning war veterans.

HOW TO SAVE A STRANGER

A while back, a satisfied patient wrote a nice review of our practice online. It may have been Yelp, Washington Checkbook, or another such service.

A few weeks later, a technology professional became frustrated with her upper back and neck pain. It was distracting her at work and at home, and pain-killing drugs were not giving her anything more than transient relief. She decided to look into chiropractic care, and came upon our patient's favorable review.

She was encouraged when the pain was noticeably reduced after her first adjustment. What she did not realize is that removal of stress from her nervous system had improved her reaction time.

On the drive home, an inattentive bicyclist rode right in front of her. She swerved out of the way just in the nick of time. If her reaction time had been a split second slower, the bicyclist would have been severely injured or even killed. In effect, the patient who wrote the favorable review had improved the new patient's health and protected the bicyclist's life. The review writer had saved a stranger.

Did This Really Happen?

There's no way of knowing. When a tragic accident *doesn't* happen, it's not news. The hypothetical driver and bicyclist had a momentary scare, and then went on with their lives.

Is this story plausible? Yes. Please see our article, "The Butterfly Effect" in our January 2006 newsletter for a summary of the research on chiropractic adjustments and reaction time (<http://www.neurologicalfitness.com/newsletr/news0106.htm>).

And whether you do it in person or on line, thank you in advance for your next referral!

COORDINATED POWER

Imagine five pairs of identical twins divided into two tug-of-war teams. The pairs of twins are equally divided between the teams. In effect, each team is genetically identical. They have all worked out diligently, so the two teams are equally strong. On Team A, everyone pulls together with the same timing in the same straight line. On Team B, one pulls while another adjusts their footing, yet another follows the flight of an interesting butterfly, and the other two wave at their friends. Team A is a team; Team B is an uncoordinated mob. Obviously, Team A is going to win. Victory in tug-of-war is not just a matter of power. It's a matter of *coordinated power*.

During a chiropractic examination, it's not a rope but a tendon that is being tugged. Instead of "tuggers", you have muscle cells. When that muscle is being tested, you want the muscle cells to be a team, not a mob. No matter how strong you are, if your nervous system does not organize the muscle's *coordinated power*, the examining doctor will notice a failure of the muscle to "hold". If a chiropractic adjustment is successful in correcting neurological control over the muscle, a follow-up muscle test should show improvement.

Manual muscle testing is one of the tools we use to determine where and how we adjust you. It is also one of our outcome measures to determine the degree of success following the adjustment.

NIGHTMARE RESEARCH: A CALL FOR SUBJECTS

We are investigating the effect of chiropractic care on the frequency and intensity of nightmares. If you have averaged at least one nightmare per week for one month or more, and if you have not had any chiropractic care for one month or more, you are eligible to participate in this study.

You will be asked to complete a brief (approximately 5 minutes) standard form about the impact of nightmares in your life. In addition, we may have some questions about your nightmares and related issues during the case history. After one month of chiropractic care, we will ask you to fill out the nightmare form again.

We cannot pay you for your participation. However, there will be no charge for this month of care.

If you are interested, please speak to Dr. Masarsky or Dr. Todres at Vienna Chiropractic Associates. We are located at 243 Church Street NW, Suite 300-B, Vienna, VA 22180. Our phone number is 703-938-6441. If you prefer, you can e-mail us at viennachiropractic@verizon.net.

THANK YOU!

FEAR FACTOR

Have you spoken to someone about getting chiropractic care, and heard, “I’m terrified they will hurt me”? They should know we have a constellation of techniques, some of which are appropriate for a powerful 20-year-old athlete, and some of which are appropriate for an infant. We can certainly modify our techniques to accommodate the needs and/or preferences of the individual patient.