

Vienna Chiropractic Associates, P.C.

News



September–December 2011

Near-Miss Whiplash

For unfortunate reasons, we, as a nation, have become familiar with the term “distracted driving.” From what we’ve seen from our forays out our own front door, it’s being rapidly overtaken by “aggressive driving.” We have our own ideas as to why this is and you probably do, too. The bottom line is that we cannot make other drivers operate their vehicles with a sense of responsibility, we can only try to understand the damage that this driving technique does and to protect ourselves and our passengers.

We’re all familiar with whiplash, the pain, vertigo, weakness and tingling that so often follows collisions. We are less likely to recognize those symptoms and others as being related to the many near-misses caused by distracted and aggressive driving; yet we, as a culture, are increasingly experiencing them after having to put our accelerators or brakes to the very sudden test.

“Missed me!” we think as we drive away seemingly unscathed and grinning (and occasionally putting our TMJs into high gear). We continue with our daily activities only to find ourselves schedul-

ing our adjustments more frequently and in greater dysfunction than lifestyle and history might dictate. Why are we experiencing the headaches, neck and arm pain, dizziness and difficulty breathing, etc.? It feels like whiplash! And, in its own quietly destructive way, it is.

If you drive NASCAR, your car has a million safety features and you are

trained in coping with other drivers’ sudden moves. They really are trying to drive you off the road and if they suddenly cut you off, there’s an understandable goal involved. If you are not a NASCAR driver, your Civic was not built to pull Gs and while your Taurus might be able to stop on a dime, *you* actually can’t. At the least, stopping hard or suddenly hitting the gas and hoping that gets you out of the way quickly enough

Continued on page 2

Office Hours

| | | | |
|----------------|--------------------------------------|----------------|---|
| Monday | 10:30 am–1:00 pm; 3:00 pm–7:30 pm | Friday | 8:30 am–1:00 pm; 3:00 pm–6:30 pm |
| Tuesday | 10:30 am–1:00 pm | Saturday | 9:00 am–1:00 pm (We are generally open two Saturdays per month) |
| Wednesday | 10:30 am–1:00 pm; 3:00 pm–7:30 pm | Sunday..... | Closed, but we do check messages |
| Thursday | Closed, but we do check messages | | |

Please call **703-938-6441** for appointments. If there is no one at the desk at that moment, you’ll get a tape. Please leave a message, including your name and number. Someone will call you back in as timely a manner as practicable. Parts of Vienna are, for some reason, somewhat grudging toward cell phone transmission and reception. If your attempt to reach us via cell phone is a swing and a miss, please try again. Thanks!

Office Calendar

September 5

Labor Day (office closed)
10, 24..... Saturdays open
26..... Independence Day

October

14-16 Seminar (closed)
1, 22 Saturdays open
24..... Independence Day

November

5, 19 Saturdays open
21..... Independence Day
24–27 Thanksgiving (closed)

December

3-4 Seminar (closed)
10, 17 Saturdays open
19..... Independence Day
24–Jan. 12... Winter Holidays, (closed)
30..... Catch-up Day (office open)

January

2..... Office reopens for 2012

Happy New Year!

7, 21 Saturdays open
16..... Independence Day

Inside This Issue

| | |
|-----------------------------------|---|
| Near-Miss Whiplash..... | 1 |
| New Research Paper Out! | 2 |
| Call for Research Volunteers..... | 2 |
| Decibel Junkies..... | 2 |
| Consiierge/Service | 3 |
| Our September Quiz..... | 4 |

Note: We make every attempt to provide you with an accurate calendar. That being said, our calendar is made up many months in advance and unforeseen circumstances may require us to make minor changes.

is almost guaranteed to make your body, especially your head and neck, get thrown back and forth or snap back hard. Your muscles are already tight from the Metro area driving experience and now you're expecting them to spring into action to stabilize your spine. You can do this only so many times before you develop the same symptoms and dysfunctions as survivors of actual crashes. You may not have been hit, but your body doesn't necessarily react as if it recognizes a difference. Chiropractic may be able to speed up your reaction time and help you prevent crashes. It doesn't make you magical.

Ways to Decrease the Problem

1. **Awareness.** This does not make for a leisurely motoring experience, but cramming all those cars on local roads demands it. Pay attention!
2. **If you have to be someplace new, especially at a time when the roads may be crowded, it pays to take a test drive during a less busy time if possible.** This prevents slowing down while you decide whether that orange thing in the near distance is the sign for your exit or a crushed traffic barrel when an eighteen-wheeler is six feet

from your rear bumper.

3. **Secure any kids and/or animals riding with you.** They will distract you less and be less likely to be thrown around if you do stop suddenly.
4. **Keep your car in as good repair as possible.** Good brakes are a thing of beauty, grace and safety.
5. **Leave plenty of room between yourself and other vehicles.** You can't help the back, but you can usually help keep the space in front of you open.
6. **Avoid rush hour if possible.** If you don't specifically have to be someplace during that period (which in the Washington area starts early and ends late), saving your "I wonder where this comes out" and getting to know the neighborhood streets drives during off-times is a good idea. You might even get to see something interesting that you didn't know was there!

Continue with your regular care on the schedule that seems to be best for your own spinal stability, but if you have a series of these near-misses, or just one of near epic proportion, and you find your symptoms are not resolving or your dysfunction (decreased range of motion, etc.) seems to be sticking around or increasing, don't let them marinate. Get adjusted and nip the problem in the bud. 🐾

Appointments by Phone, Please

We do not check our e-mail at the office. If you e-mail us requesting an appointment, we cannot meet our goal of serving you promptly and efficiently. Please call **703-938-6441** for your scheduling needs. 🐾

New Research Paper Out!

If you took the quiz, you probably noticed that our second paper on chiropractic and creativity has been published. If you are interested in reading our papers, let us know at viennachiropractic@neurological-fitness.com. We will send the papers as attachments via return e-mail. If you prefer, request a paper copy at the office.

Call For Research Volunteers

The quiz probably also clued you in to our on-going research. See our "Call for Research Volunteers" in last Fall's newsletter: www.neurologicalfitness.com/newsletr/Fall08.pdf. If you prefer, pick up a paper copy of the "Call" at the office.

Decibel Junkies

"Did you get it? I didn't hear anything!"

"Good one! You got a lot of them that time!"

"Just let me get ready. OK, I'm braced!"

Oh, where did we go wrong? We know that sometimes, especially if something has been tight or painful for a long time, hearing a clear, crisp "pop" can be really satisfying. However, many of the best adjustments are achieved using techniques that make only occasional light sounds or no noise at all. This doesn't mean there's anything wrong with a "noisy" adjustment, it just may not be the best or preferred way to adjust a particular spine at a particular point in time. In our office, we will frequently deliberately choose a no- or minimal-force technique out of respect for a specific medical situation, perhaps based on medication you are using or the degree of stress the specific spinal area that is the heart of your problem is already under. We find that the efficacy of an adjustment is highly dependant on getting the correct vector for the most sensible correction.

That being said, some areas may make a mini-racket when they are moved, based on irritation and anatomical form, regardless of the amount of force applied (or not applied). You may have noticed this is often the case when we adjust the area between your shoulder blades. Serenity seekers, take heart. We are always looking for the best technique for you and will vary the adjustment keeping your needs in mind.

(Please see our related article from 2008, "Chiropractic: As Individual as a Handshake": www.neurologicalfitness.com/newsletr/Fall08.pdf. 🐾

VISIT US AT www.neurologicalfitness.com to read previous newsletters, exercise your brain in our Arcade section or to learn more about us. 🐾

Concierge/Service

As the concept of a health care industry gathers a head of steam, there is a movement among less “industrialized” providers designed to allow them to deliver the kind of personalized care they feel their patients deserve and to still be open and available to serve their practices. This is known as concierge service and some of the best known features are as follows: a) an annual block prepayment which entitles the patient, in most cases, to receive care as often as necessary; b) extensive access to the doctor, in some cases 24/7. This is accomplished through a combination of office and cell phone use, as well as e-mail; c) lengthy appointments when necessary; and d) more complete involvement in one’s own care, delivered by a doctor who knows you well. How does this office measure up to a system like that? Let’s take a look.

A. **Block Payment/Unlimited Visits Within a Particular Time Frame.**

We have opted instead to keep our prices affordable and consistent. We have not raised our fees in many years and have no expectations of doing so in the near future. We do have multi-packs available for those who elect to have regular care, and the visits on these packs are discounted in order to make it easier to safeguard your spinal health. These plans work on a fourteen-month year. We also offer our Chiropractic Independence Days, usually one day per month, on which you can (federally mandated Medicare visits excepted) place your payment, anonymously, in a box at the front desk. Frequent (chiropractic) flyer trying to get a grip on health care costs? Down on your economic luck and wanting to avoid embarrassment? No one knows what you paid on that day, unless you choose to write a check or pay by credit card. We also offer a post-high school student discount and a special program for vets returning from duty in Iraq and Afghanistan over the last five years.

B. **Extensive Access to the Doctor(s).**

If you call us and we are in with another patient at the time, we will return your call as soon as practicable. In most cases, we make that call back ourselves, unless it is something easily answered by a staff person. This would include questions such as: “Is there an available appointment on Wednesday?” “When was my last visit?” “Are you open this Saturday?” The replies to your clinical, care-related questions are not passed through the filter of a third person. If you call during hours we are closed, please leave a message on the machine. We will get back to you, although since we are open fairly late, if you call after closing on those days, you will probably not hear from us until the next morning. Always tell us the times and telephone numbers at which you can be reached. If we are closed but pick up your call and you are having an emergency, we will make every effort to meet you at the office. (Note: We are counting on you not to abuse the term “emergency.”) We are open several evenings per week and at least two Saturdays per month. There are two doctors available. This makes it easier to get the care you need when you need it.

C. **Lengthy Appointments When Necessary.**

Sometimes an adjustment takes a minute or two, sometimes getting your full story, answering each other’s questions as fully as possible and identifying the areas to be adjusted can take considerably more. Sometimes we know this going in, either based on history or something you told the person who made your appointment. Sometimes what looked like a fifteen-minute visit turns out to be more complicated than expected, taking into consideration your history or what you told the person on the phone. Either way, if you can work with us time-wise, we will accommodate that need. If we have been seeing you

and you have had an exacerbation or a new injury or problem since we last saw each other, please tell us when you make your appointment so we can figure in enough time to serve you properly. For instance, if you’ve had a fall or been in a “fender-bender,” let us know. There may be a few things we will want to check for you and we’d prefer to plan on the extra time if necessary. If you are already in the office and you tell us about the fender-bender, we may want to do a mini-exam since you may not be in crisis as a result, but we want to take a look and see if anything will make the visit more complicated. If we can do this within the time we allotted for you, we will. Otherwise, bear with us, and we will do your appointment in one or more parts, depending on where we have an extra time slot. First visits are scheduled for one hour of face-to-face time and most visits after that are scheduled for fifteen minutes and occasionally half an hour.

D. **More Complete Involvement in One’s Own Care, Delivered By a Doctor Who Knows You Well.**

We believe, despite the movement toward conveyor belt health care, that there is such a thing as the doctor-patient relationship. That is why that first visit is an hour, and if scheduling permits, sometimes a little longer. You are not a spine, exactly like every other spine born in that particular year, which has been brought into the shop. You are an active, living being, with a history that has brought you to the day of your visit with particular habits, genetics, experiences and lifestyle needs. We are not interested in prying into your personal life, but the more information we have about your past health, traumas, (in some cases) fears and life in general, the easier it is to give you the individualized care that is going to improve your comfort and general health. If we find we are a good match, we will learn more about working well with each other over time, whether we

Continued on page 4

end up seeing you monthly or every five years. There may be techniques you like or don't care for, we may feel you should get certain tests or see an additional type of provider and you may have questions about these or other health related matters. Ask questions, tell us what concerns you and we'll try to work with you to your healthy benefit.

Concierge care? Not exactly, but we provide heavily-personalized service and availability, and the promise that we'll do our best for you. ♡

Our September Quiz

Okay quiz-kids, this is the last quiz of this series. Answer before October 15, and you will be automatically entered into our prize drawing. You don't have to be a patient to play, so don't hesitate to share this quiz with your friends. E-mail your answers to viennachiropractic@neurologicalfitness.com, or fill out the paper version in the office.

The answers to this quiz can be found in the articles "Brain Fitness Tips" www.neurologicalfitness.com/newsletr/January10News.pdf and "Call for Research Volunteers: Innovation Block": www.neurologicalfitness.com/newsletr/Fall10.pdf.

THE QUIZ

1. Creativity is a trait of:

- A. Artists only
- B. Writers only
- C. Inventors only
- D. Almost all human beings, whether ordinary or extraordinary
- E. None of the above

2. The doctors' first paper on the effect of the chiropractic adjustment on creativity described:

- A. An improved score in divergent thinking tests for most of our subjects
- B. Innovative changes in an art project by a ten-year-old
- C. Insights into a home reorganization project by a 47-year-old
- D. All of the above
- E. None of the above

3. To practice divergent thinking:

- A. Write down as many alternate uses for a common object as possible within a set time frame
- B. Write down a set number of alternate uses for a common object, ignoring the time frame

- C. Write down only the one best use for a common object within three minutes
- D. Hop on one foot while dressed in unusual clothing
- E. A or B, but not C or D

4. The doctors' research on creativity is:

- A. Done
- B. Almost done
- C. On-going; we are looking for subjects with no chiropractic care for the past twelve months who feel "blocked" in a creative or innovative task
- D. On-going; we are looking for members of Congress interested in changing their identities and entering the Witness Protection Program
- E. None of the above

Please give us the following info:

Name _____

Would you like to receive future quizzes by e-mail? Yes No

If yes, what is your e-mail address?

News

Vienna Chiropractic Associates, P.C.
421-B Church Street, NE
Vienna, VA 22180

Address Correction Requested

