

BEYOND THE PAIN

**Living Your Advantage Life
in a Disadvantaged World**

Dr. Jeff May, D.C.

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Beyond the Pain
Living Your Advantage Life in a Disadvantaged World
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Dedication

I want to thank my family, all my mentors and friends who stood and still stand with me for all the right reasons, my smoking hot wife for being the greatest example of love and beauty I could ever pray for as my spouse and God for making it all possible.

To all those who were told that they never would or that they never will, this book exists to tell you that you can and that your #AdvantageLife is on its way.

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Introduction

“If you don't design your own life plan, chances are you'll fall into someone else's plan. And guess what they have planned for you? Not much.” - Jim Rohn

You have a purpose. Out of the seven billion people on the planet, there is only one you. That means something. Most of us are so caught up in the day-to-day grind that we never take the time to think about that fact. So I'm asking you to think about it right now. If you fail to grasp the fact that you play a vital role with your family, your friends, your spouse and your children, you will fail to live a life of vitality and impact, the life you were created to live, the life that I have termed the #AdvantageLife.

The purpose of this book is twofold. The first is to gift you a process that will help you to start to clarify and define your life's purpose. Trust me when I say to start, I don't think any one book has it all figured out. A process where you take the actions steps required to ensure that purpose becomes reality. The second purpose of this book is to give you the insight and tools to expedite the process, speed it up. So let me ask you, If you had the choice, would you like to reach your #AdvantageLife slower or faster? I'm guessing the answer is faster. Congratulations you human, we always want it now.

Thank you for the honor and privilege to be an #advantage to you on your journey in discovering and living your #AdvantageLife.

- Dr. Jeff

P.S. If you are asking yourself, "What does this have to do with my chiropractic care?" Keep reading and you will soon find out that it has everything to do with it. I know that the healthier you are as a whole the better results you will achieve inside my office and the happier you'll be outside of my office.

P.P.S. What would the world look like if everyone knew the information you are about to receive? Multiplied over and over, family by family, could that impact our community? Our state? Our country? The world?! Congratulations, you are now starting to see the power of the #AdvantageArmy and you were just drafted.

1

Laying the Foundation for Your #AdvantageLife

~ Beyond the Pain ~

This first step is the most important. It's not difficult; in fact it's quite simple. Get this right and you have my permission to skip the rest of this book. The following question is going to reveal answers that have been inside you, yearning to get out. These answers will help point you toward the answer to the biggest question inside all of us, "What is my purpose?"

I know that there have been and will forever be books written and self-help businesses centered around the single question of "What's my purpose?" I also encourage you to pick up some of the classics and start reading. I do want to however ask you the most important question I've asked myself to help start the process and at times as I've gotten off track to refocus my actions towards my purpose. I didn't come up with it but here it is for you.

If my life were to end right now, what would I regret not having accomplished?

I suggest taking as much time as you need writing out the answers that come to mind when you read this question. Come back to this question often, if you can't think of anything, ask yourself this question every day until something starts coming to mind. In fact write down everything, yes everything that comes to mind. Now you have your list, get started.

"But that seems like too much work." Fine, don't do it and live with the regret, your call.

"Remembering that I'll be dead soon is the most important tool I've ever encountered to help me make the big choices in life. Because almost everything - all external expectations, all pride, all fear of embarrassment or failure

- these things just fall away in the face of death, leaving only what is truly important." - Steve Jobs

One of my favorite studies was conducted in the 1979 Harvard MBA program where graduate students were asked, "Have you set clear, written goals for your future and made plans to accomplish them?" The result, only 3% had written goals and plans, 13% had goals but they weren't in writing and 84% had no goals at all. The coolest part is what happened when this class was interviewed 10 years later.

The 13% of the class who had goals but did not write them down was earning twice the amount of the 84% who had no goals. The 3% who had written goals were earning, on average, 10 times as much as the other 97% of the class combined!

By asking yourself powerful questions like the one a few paragraphs ago you radically improve your odds of attaining a level of success in your life that the vast majority of people never will. But why stop there? What if you could take it one step further and take control of an area of your life that most people think is determined by luck. This area of your life is the cornerstone to achieving your purpose and vision. In fact, this area is the number one cause of bankruptcy when you don't succeed in this area. Do you know what area I'm talking about? What is the one thing besides time that once lost, no amount of money can buy back? If you haven't figured it out by now, I'm talking about your health.

In case you are wondering, this is not the point in this book where I go down the path of success strategies for a healthy life, at least not yet. You aren't ready. Don't be upset, but you're not. Have you ever wondered that in

today's world of information and the ease of access to answers to every type of question you can ask (Google), it can be argued that our health and quality of life is actually worse?! Let me for a moment share with you my insight on this and after years of helping people break through to their #AdvantageLife.

I want you to go back and re-read the answers that you wrote down. If you read what you wrote and don't start to get emotional, go back and START OVER!

Remember that this is your WHY in life! If your WHY is not emotionally engaging with you, if it doesn't get you inspired to get up in the morning and cause people around you to question the smile on your face, I promise you will never overcome the mundane, mediocre, drain of the disadvantaged world! Heaven forbid you find yourself on your deathbed with even a single ounce of regret and shame in your heart knowing that you didn't define and dominate your life's purpose.

The next important question you have to ask is, "What level of health do I need for me to live my #AdvantageLife?"

"I've come to the realization it's not that people don't believe that chiropractic doesn't work, it's that they don't believe it will work for them." - Dr. Jeff

It's the lie that people tell themselves that keeps them shackled to the disadvantaged world. On the same side of things, I've seen people stop believing it and take the action to break free forever and now are living their own #AdvantageLife. In fact, I'll share with you some of their stories later.

I've failed to mention by this point how simple I like to keep things. I've noticed that some of the most successful people in the world past and present have held this attribute as well. So I've tried to keep that in mind as life goes on. In this chapter I am going to give you a simple framework on the three phases of health and how you can gauge where you are at in relation. This is extremely important and valuable. This information has the ability to help you avoid a frighteningly common scenario played out thousands of times every day in our country. Whether you or someone you know has woken up one morning to realize that they are 40 pounds overweight and exhausted every day. Or you are at your medical doctor's office and are blindsided with the news that you have cancer.

The frightening reality of some of the most devastating disease processes in the world today is that the warning signs that alert us to a problem, i.e. pain, show up near the END and not the beginning. So by the time you feel anything the disease has taken root and gained momentum, leaving you literally in a fight for your life. I have witnessed this far too many times both as a healthcare provider and personally in my own family. And nearly 100% of the time I speak or interact with people in public I hear the phrase "I'm healthy because I feel good," or "I don't go to the doctor because they'll tell me everything that's wrong."

We have given in and given up our most important asset to chance. We've conceded that our health or lack thereof is the result of some universal lottery of genetics. That health is a result of chance rather than choice. Pay attention because the following information can save your life and the lives of those you love.

Your health is determined nearly entirely by the choices you make and not by chance (genetic roulette). By the time you don't look good or feel good, dis-function and dis-ease has already begun to gain momentum. How do I know this? Look around, even medical science will tell you that diseases like cancer and heart disease often develop over six to eight years before the first symptom is felt. So you tell me, would you rather be ahead of the game and start making the choices needed to be as healthy as possible from this day forward for the rest of your life.

If you are, then let's set the target and fire away.

The Three Zones of Health

As I stated before, your choices play a much greater role in your health than your genetics. In fact, wherever you are right now in your health is more of a result of every choice you've made in the past than it is combination of chromosomes. The good news is that you are still alive, and you can start right now making choices that in the near future will have you closer to your #AdvantageLife than ever before.



In order to give you a picture to help you think of your health in terms of the choices you make, I created the graph you see above.

It's important for you to know a few things about the 'advantage health line' before moving forward. The advantage health line is based mainly on function and not feeling (although how you feel is a component), mainly for the reasons stated already. For emphasis, I will repeat that the number one pitfall and danger to your health is determining it solely on the basis of how you look or feel.

The next thing you need to realize is that you are always in one of the three zones of health that you see here. From left to right they are; Disadvantage (red), Transition (yellow) and Advantage (blue). The final key to remember is that you are always moving in one direction or the other, either towards Advantage or toward Disadvantage, and it is the sum total of the decisions you make on a daily basis that determine the direction your health will go.

The pitfall of this is that if you are like most people and judge your health on how you look and feel, you automatically put yourself in the Advantage zone if you are feeling good. So before moving on it is important that I provide descriptions and characteristics of each zone now.

Disadvantage - I know I said this health line is based on function and not feeling; however, when someone finds himself or herself in this zone, the level at which they are functioning involves clear signs that the body is far from healthy. Most often this is the point where I meet people in my office, both feeling and functioning far 'older' than they really are.

Transition - I feel a majority of the population is here in this zone. In this zone you are at a tipping point of either crashing into the disadvantage zone or forging ahead to the advantage zone. While you 'feel' healthy (no pain) in this zone, there is an underlying problem just waiting for

the most inconveniencing time to reveal itself. An example is that your teeth feel great but on a checkup at the dentist he reveals that you have a cavity. The dentist goes on to say that the cavity has been forming for months and possibly years without you even knowing it. A similar problem that is very common with herniated discs of the spine. In a majority of the cases it is due to degeneration, misalignments and lack of motion over the course of years before a disc fails and herniates.

Advantage - My favorite zone of them all. In this zone not only are you functioning at a very high level, you have and consistently incorporate health strategies that continually give you an advantage over the course of your life. This is to not only maintain your level of health but also keep your body adapting and improving to the stressors that we face on a daily basis.

The great news is that regardless of the zone you may presently be in, you can change it! Or the default is to do nothing and guess what zone you will eventually find yourself?

One of my favorite things about being a chiropractor is that when I sit down with a new patient and get to know them and their goals, and then introduce them to the advantage health line and explain how we determine where they are. I could but won't go into detail on how we use NASA certified technology and state of the art procedures, You'll get to see it for yourself when you become a patient in my office (yes, I mean you!).

Right now, the most important question you should be asking in regards to your health if you are looking to make the greatest impact for long term health advantages, is

what is the most important system I can impact for my health?

The rest of the book will help answer that question and hopefully put you on a path to truly living your greatest life, your #AdvantageLife.

2

Who's In Charge Around Here?

~ Beyond the Pain ~

What's Health and Where Do I Get It?

What exactly does being healthy mean? We use this term all the time. "I went to the doctor and she said I was healthy" or "My grandmother is very healthy and rarely visits the doctor" or "I wish I could get rid of these aches and pains so I could be healthy."

Studies Show Chiropractic Treatment Effective for Fibromyalgia Patients

Twenty-four subjects, all who had fibromyalgia for at least three months, received 30 different chiropractic treatments combining ischemic compression and spinal manipulation. After treatment, subjects were evaluated for pain, fatigue levels and sleep quality. After 15 treatments, subjects noted significantly less pain and fatigue and improved sleep. After 30 treatments, subjects noted average lessening in pain and improvements in fatigue levels and quality of sleep. These improvements remained constant one month after the study ended.¹

Have you ever really considered what you mean when you say or think these things? "Healthy" is one of those words that can mean different things to people. In general, the idea of health between the medical model and the chiropractic model of care differs significantly.

Ask a medical doctor what health is and they will likely say, "A state free from disease." This definition does not state what health is, but what it is not. It is not disease. So, according to their definition, if you do not have a specific disease you are healthy.

Studies Show Chiropractic Helps Infants Sleep Better

An observational study of children less than one year of age was conducted at the Anglo-European College of Chiropractic (AECC) teaching clinic in Bournemouth, UK. 117 infants were included in the study. The parents were asked to complete questionnaires about their infant's sleeping pattern at the initial consultation and the 4th and 7th treatment visits. Improvement in consecutive hours of sleep, quality of sleep and the time taken to settle before sleep all showed statistically significant improvements. This study suggests that chiropractic management may have a place in caring for the infant with sleeping difficulties.²

But, what if you have:

- Headaches
- Stomach disturbances
- Body pain
- Fatigue

Unless there is a specific disease attached to these complaints, you are still considered healthy. In pain, yes. Healthy, yes. How can a person be healthy if they have health complaints?

On the other hand, sometimes a healthy body does have health complaints. It's true! At least if you think of a body that is functioning correctly as one that is healthy.

For instance, if you eat some bad food and get food poisoning, your body will respond by vomiting and getting

diarrhea. By no means is this a fun scenario however this is healthy response by your body. Yes, you have symptoms. Yes, you feel terrible. But your body has recognized the “poison” and is working efficiently to rid the body of this poison.

Studies Show Crohn's Disease Helped with Chiropractic

Research published in the November 2002 issue of the Journal of Vertebral Subluxation Research (JVSR) demonstrates that chiropractic care may be effective in helping patients with Crohn's disease. Fifty-seven patients were divided into two groups. One group was a control group that received only standard medical care for their condition. The second group consisted of 17 patients who also received their standard medical care but additionally received chiropractic care. The results were that 12 of the 17 patients who received spinal adjustments showed long-term and stable remission of their symptoms.³

Signs that most of us would call ‘being sick’ actually mean your body is reacting in a healthy manner. These signs include:

- Vomiting
- Sneezing
- Coughing
- Fever

Worst of all, what about the top two killers of Americans today? What are the first signs and symptoms of heart disease and cancer? The scariest fact is that in a majority

of cases by the time you ‘feel’ symptoms of these two, you either die (fatal heart attack) or have limited time to live (later stages of cancer).

This is why I believe that the greatest danger to Americans today is basing our health on how we feel. The purpose of this book is to help you live out your #AdvantageLife and in order to do this, it is crucial that we set some clear definitions on what health really is.

True Health Defined

The World Health Organization defined health as “a state of optimal physical, mental and social well-being and not merely the absence of disease or infirmity.”

Wow! If the World Health Organization defines health as more than just how we feel, the next big question is where does health come from and who or what is in charge of maintaining it?

Studies Show Chiropractic Increases Wellness

A study by Blanks, Schuster and Dobson surveyed 2,818 respondents in 156 clinics. Those receiving chiropractic care self-reported improvement in health, wellness and quality-of-life. 95% of respondents reported that their expectations had been met and 99% wished to continue care.⁴

Are you familiar with the television show Grey’s Anatomy? And for you ladies that thought I was going to start talking about Dr. McDreamy, sorry. There is actually a book that

still stands as a core teaching text in medical school called Gray's Anatomy. According to the book, the system that is in charge of all the others systems in your body, a.k.a. the master system, is the nervous system. The nervous system controls everything in your body. All of your cells, tissues, organs and systems get information from the nervous system and learn what they are to do and not to do based on that communication.

The best part of all is that your nervous system's default setting is for you to be HEALTHY! This is amazing news! As long as your brain and body are in clear communication your body is going to be firing on all cylinders to have you functioning at the highest level of health possible. Please read that last sentence again.

How many people do you know are walking around blaming anything and everything for the reason that they are too tired to play with their kids, taking extra sick days from work or have stopped pursuing their goals in life?

I'm here to tell you that none of that is normal. It's extremely common and a great reason to stay off of Facebook, but it's not normal. Allow me to give you a glimpse of what is normal.

What Healthy Feels Like

Most people have no idea what it feels like to be truly healthy. We may understand what it feels like to be free of illness or disease because most of us have experienced one or the other. The difference between having the flu and not having the flu is significant. We can definitely define what it feels like to not have the flu!

But what about true health? How does that feel?

Wait is that a trick question? I thought you said it was the greatest danger today to base our health on how we feel? You're right, I did and yes, it is a trick question. I want to have you consider a new and better way to think of your health. What if you based your health on the responsiveness of your body to perform a task when you ask it to?

A better way to state the question about health would be to ask, "What does healthy function like?"

Did you know that it is not natural to get sick and take medications? I realize how common it is. A stumbling block for most of us is confusing the common for normal. Think about this for a moment.

A healthy person has no:

- Sleep issues
- Skin rashes
- Dandruff
- Depression
- Colds/flu
- Heartburn
- Aches and pains
- Immense stress

Instead, a healthy person is full of energy, motivation and vitality. This is where most people start to fall back into thinking that's great for all those health nuts out there but I've lived my life this way for so long there is no way I can change now. STOP IT!

You can change and it's not too late. Trust me, I've seen people dragged into my office practically kicking and screaming because I was their 'last best hope' and then

smile as health starts to be restored. As they say how they never thought it was possible to function again, I love telling them that being healthy is normal and welcome them to their #AdvantageLife.

I want to ask you a question and for the purpose of this book it will be the most important question I will ask you. Stay with me here, after all, it's your health that's at stake.

If your body was made to be healthy and also given the ability to heal when we do get sick and it is the job of our nervous system to control and coordinate every aspect of our health, how important is it that your nervous system be functioning as good as it can from this day forward and for the rest of your life?

So what's the next step, what's the foundation that the Advantage System is based on? That is exactly what I am going to lay out for you in the next chapter as I give you practical steps to ensure you are moving towards your #AdvantageLife.

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3

Advantage 101

~ Beyond the Pain ~

Death, Taxes and Chiropractic

Ben Franklin said only two things in life are certain, death and taxes. I would like to add if you want to live a life as full of health and vitality as possible, another certainty is that chiropractic must be a part of your health success strategy.

Before you jump to the thought that 'of course you would say that because you are a chiropractor,' know that in this chapter I plan to give you even more reasons why this is true.

One of the biggest reasons I can tell you this now is because of all the 'miracles' I've seen take place before my eyes. People have frequently entered my doors and I was their 'last best hope' and have been blessed to be a part of their life doing a complete 180-degree turnaround for the better!

Every time I think of people that started off their #AdvantageLife in a dark and painful place, I think of Frank.

Picture yourself making a left-hand turn and all of a sudden you get blindsided at 85 miles an hour. As your car starts to roll from the impact the driveshaft shoots through the floor of your car and then about 100 feet later you clip a tree. How often do you think you would survive an accident like that? Frank didn't...at first. He literally died that day and was revived.

Less than a year after he 'died' he was driving when he collided with a car that was stopped. This time he figures he was going about 75 miles an hour (when he told me this I commended him on slowing down this time). The car was

totaled but he was able to walk away and not one of the 11 children in the other car was injured. How insane is that?

If you were to ask Frank back then if he had any back problems, he would tell you no. How could that be? Frank would tell you that he didn't have any pain above and beyond what he thought was normal. But about a year after his second accident while reaching for a glass of water, he sneezed and then couldn't move. He literally couldn't move. After a shot from the paramedics and six months of physical therapy, Frank found himself on heavy painkillers three times a day.

Approximately every three months or so he would have a period of a few days where he couldn't get out of bed because of the pain. It got so bad that there was a period of 90 days when he was only able to work 20 of them.

I met Frank 45 years after the first accident when he came to my office for a consultation. I wasn't prepared for everything that he told me, but at the core of it I knew that all I could do was what I do for everyone, which is to focus on their nerve system and help it anyway I could.

Three years after I first met Frank he is still on pain medication but a lot less of it. He no longer has a cane in the car and strategically placed around his house or at his family's house. At one time he had six canes mapped out just in case his back blew up again. My favorite line from Frank was one that he wrote on his first progress form.

“Dr. Jeff has shown me that not all chiropractors are charlatans.”

It's such an honor to still to this day take care of him and his beautiful wife, Carol.

If this is coming to you as a new idea, meaning chiropractic is something you don't utilize to keep your body in peak health, it's not your fault! It's mine! I am 100% certain that if chiropractors helped the public know what they know and educate on all the health benefits that are available to those under regular chiropractic care, we would see a health revival like none other in history!

If you were to ask a patient of the #AdvantageArmy (someone from my office) what chiropractic has done for them, you might hear something like, "My chiropractic advantage has brought me back to a life without pain and with freedom of medications that I was told I would have to take the rest of my life" or "If it wasn't for this office my child would still be on medication for ADHD and our family relationship would be on the brink of total destruction."

That is likely not the response you would expect. Make sure you check out the final chapter for more amazing testimonies to the #AdvantageLife. Please allow me some crucial foundation here for you in understanding how you too can live out your own testimony. For most if you ask what is chiropractic, you will get a wide variety of answers. To avoid confusion I am going to give you a clear definition that **MAKES SENSE** and more importantly you can use to help your friends and family!

Anyone can look up the textbook definition of chiropractic, but in my experience it doesn't do people any good unless they find themselves on Jeopardy and the question 'What is the definition of chiropractic?' comes up. More often than not you will be in the grocery store or at the local high school sporting event and a friend will ask, "So I hear you started seeing Dr. Jeff, what does he do anyway?" I literally give my patients a card with this wording exactly for these scenarios. It reads:

Dr. Jeff is the expert on my health care team that checks my spine and nervous system to make sure that the flow of information that keeps my body health and healing is operating without any interference. Who's checked your spine and nervous system?

My favorite thing when I'm out in public and I don't have this card on me is to send them to all the video testimonies on my Facebook page at www.Facebook.com/TotalHealthAdvantage. I suggest you go there and check out the videos for yourself.

However, despite the life changing stories there may still be the thought in your head, "What exactly is chiropractic?"

Chiropractic Defined

Here is chiropractic in a nutshell.

1. Your body is a self-regulating, self-maintaining and self-healing organism.
2. Your brain and spinal cord, "the central nervous system," controls, communicates to and coordinates every organ, tissue and cell of your body.
3. Anything that interferes with this communication such as vertebral subluxation causes dysfunction, leading to disease and then symptoms appear last!
4. Chiropractors are the only doctors trained for the sole purpose of detecting and correcting vertebral subluxations, thus restoring normal communication allowing the body to heal and function properly.

So, a chiropractor is the only doctor that can locate the vertebral subluxations and remove them through the use of specific adjustments.

Words Defined: Vertebral Subluxation

An interference of the nervous system due to a misalignment and/or abnormal motion of spinal vertebra which causes improper communication with associated organs, muscles and tissues of the body.

In my office I've invested in the very best and latest technology and testing to ensure that our patients get the most customized care to help them reach their goals.

While a medical doctor treats with drugs and surgery in order to deal with the symptoms of pain and illness, chiropractic works with the body's inborn intelligence to remove any interference to the body to communicate.

And what about the art and philosophy? Chiropractic is the art of restoring the body to its natural state utilizing many different techniques and styles. Healing injury or pain is simply a wonderful side effect.

The chiropractic philosophy is the understanding that the body wants to function correctly and be as healthy as possible and that our bodies know how to and will do this as long as there is no interference.

Subluxations, pressure or irritation of the nerves, is interference. Research shows that pressure on the spinal nerves causes the body to break down. Removing that pressure causes the body to begin to heal. Chiropractic's goal is to remove that pressure.

I love helping people realize that there is an amazing power that we are all born with. You are a super hero! Twenty-four hours a day, seven days a week your body is working for you, repairing damage and building strong cells so that you can live out your dreams! I hope that put a smile on your face, it did mine.

Today there are over 60,000 licensed Doctors of Chiropractic in the United States and thousands more throughout the rest of the world. Millions of people each year seek chiropractic care and benefit from the treatments. In fact, chiropractic is the largest natural form of health care today.

Why Subluxations Occur

Before we answer this directly, remember why all of this matters...the vision and purpose that you started to clarify in the beginning of this book. Take a second to get that image in your mind now. That is what you are striving for, that is your highest calling. That vision of your #AdvantageLife is what you are protecting when you improve your health.

“No one has ever reached their life’s vision in the absence of their health.” - Dr. Jeff

We’ve talked some about subluxations. And from the information about the nervous system, you have seen that a subluxation causes a breakdown in the communication of the nervous system. Think of it like a virus inside your computer that interrupts the normal function.

So, how and why do subluxations occur? There are many different reasons, but it all falls under one main category,

STRESS! Not that you have any...but this part of the book you can use for a “friend.” This is the disadvantage part of the world that we have to battle every single day. I’m not trying to convince you that you are stressed out and on the brink of a nervous breakdown. I want to point out and have you start seeing all the things that if you don’t address will wear you down. The fact of the matter is that we will all go through life events that either force our bodies to adapt or be damaged to some extent.

By default, if you do nothing with your health, what will be the result? Take a look around and I think you will see plenty of examples of this. Your advantage is an active process. I love helping people engage in their journey and watching the smiles on their faces as the disadvantages fade away and their advantage life shines! Alright, back to stress. I could go on and on with stories of people having breakthroughs. In fact, make sure to check out the videos on our Facebook fan page at [Facebook.com/TotalHealthAdvantage](https://www.facebook.com/TotalHealthAdvantage).

There are three main types of stress. As you look at this list I encourage you to start to take an inventory of the level of stress you experience in your own life.

- **Physical:** These subluxations are due to trauma or repetitive movements. For instance, a fall, bad posture, typing or lifting something incorrectly can cause a physical subluxation. One of the biggest physical stressors today is the fact that so many people sit 8-10 hours a day for work. Some studies relate sitting to be as bad for your health as smoking!

- **Emotional:** These subluxations are due to emotional stress. When you are feeling grief, anger

or fear, your muscles contract in ways that are not normal. If you are under repeated stress, these muscle contractions can cause unusual posture and lead to subluxations.

- **Chemical:** Chemicals that are harmful to the body cause the nervous system to become overwhelmed. This causes nerve function to be imbalanced. When the nerve is a motor nerve, a nerve controlling a muscle, the muscles will contract harder on one side than on the other. This will cause a subluxation. Chemical causes include certain foods, alcohol, prescription or recreational drugs and pollution.

One of the scariest facts is that most people have subluxations and have no idea because pain is the last thing to show up in the dis-ease process. In many ways, subluxations are a silent killer – they begin to deteriorate your body without giving you any symptoms. Just like cancer and heart disease, subluxations often go undetected until symptoms occur. This is why I am always helping and encouraging people to JUST GET CHECKED!

Another example is looking at your health like a light bulb. The healthier you are the brighter the light. What if I were to slowly start to turn the dimmer switch down on the light. Interrupting the power supply to the light (think brain as power supply and spinal nerves as the wires). How long will it take you to notice that things are getting darker (dis-ease). Some of you are thinking, 'I would notice right away!' But think about how busy and how much stress we live in today. It's been said that in today's world every 30 days we are exposed to more stress than our grandparents experienced in their ENTIRE LIFE!

Have you ever stood on a scale only to realize that you are 40 pounds overweight and thought, 'Where did that come from?!' It's the small buildup of stress over time that shifts your life into disadvantage mode rather than advantage. The great news is that you can start taking action today and change, regardless of your past. If you are reading this, there is still time.

So how do you know if you have subluxation? The only way to identify subluxations is through a chiropractic exam. Such an exam will show the locations of any subluxations as well as let you know how severe the subluxations are.

So, even if you aren't experiencing pain, having a check-up on a regular basis will help you remove subluxations early and keep your body running smoothly. Think about it, do you wait for a cavity to have your teeth checked? How much more important is your spine?

"You can get dentures, but they don't sell spines at Costco." - Dr. Jeff

How Does Chiropractic Work?

Chiropractic is more than just a "structural" approach to health. Yes, it is true that a chiropractor will remove subluxations caused by structural issues, and yes, it is true that this helps to restore health and wellness. In addition to structural components, chiropractic focuses on the whole picture. It does not just focus on the bones and nerves, but on your life. While speaking with your chiropractor, you will be asked about your spine, but also about how well you eat, if you exercise, your stress level and ways you reduce stress, your family life and so on.

Then, using all this information, and state of the art technology I love creating care plans based on what I find and most importantly, where you as the patient want to go. It is so much more than alleviating pain, even though that's usually a goal of people in my office. The benefits extend far beyond just feeling better.

This makes perfect sense. For instance, if you have a leaky tire on your car, do you go to the gas station and fill it up day after day, or do you go to the tire store and have it repaired or replaced? The same is true for pains you may suffer. Why would you take pain meds daily when you can remove the subluxation and get to the root of the problem?

What would you be able to enjoy more in your life if you were living your #AdvantageLife?

If you were very serious about your health and hired a personal trainer, would you want them to sit you down, go through the work to determine where you're at and define where you want to go, and when you get to the end of your first training session and everything went great, you ask what the plan is and they say, "Well, let's wait and see how that one goes and come back when you think it works for you."

I would go nuts! And find a different trainer. Why would we want to treat our spinal health the same way? In my office there are two things I will never risk. The first is your health and the second is my reputation. Both of them are too important to risk and when we find out we can help someone and they follow the plan, they get results. That's the importance of a specific care plan.

I feel that this is one of the biggest reasons that I am asked to visit newborns in their home, days after birth, that I get

the honor of taking care of families across four generations, that I've seen 'incurable' diagnosis's turn around and the life shine so brightly through the eyes of a child. When you are part of the #AdvantageArmy, you are part of my family and I am deeply grateful and humbled to serve you as your chiropractor!

Keep reading because in the next chapter and chapters to come I am going to help give you even more reason to be excited about your upcoming advantage and help you decide what type of advantage is right for you.

~ Beyond the Pain ~

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This Is for Everyone

~ Beyond the Pain ~

Everyone? Are you nuts?

Please, before you stop reading and start contemplating using this book as kindling, a door stop, or projectile to throw at your neighbor's dog the next time he tries to defecate on your lawn (because you know you want to), give me a chance to explain why everyone needs to at a minimum have chiropractic as a part of your success strategy for a healthy lifestyle. If you are reading this and have never thought out your success strategy for a healthy life, now is the time to start. After all, if you don't take care of your body, where are you going to live?

The first question that needs to be addressed is on what basis do you determine if you need chiropractic care. For a majority of people, this decision happens in a fraction of a second and is based on the presence of a problem, usually some sort of pain coming from the person's back. Do you want to know something great, chiropractic helps thousands of people every day alleviate this pain AS A SIDE EFFECT!

If you are sitting there and thinking, 'You mean to tell me that the reason I go to the chiropractor, or the reason I've thought about going, is actually a side effect?' How can that be?

To keep it simple I am going to use a gym analogy here and throughout this book to help you get the most out of your health. Why do most people go to a gym? Usually it's to lose weight, but the best personal trainers in the world will tell you that losing weight is a side effect of exercising. That's because exercise is an essential component for a healthy life. If I asked you the question, "Do you want to be as healthy as you can and have the ability to be?" If your answer is yes, then exercise has to be part of that strategy because you were made to move and movement helps your body function better.

I will explain more throughout this book on how chiropractic fits into the same paradigm rather than the premise that chiropractic is a treatment for a pain or symptom. The treatment of sickness and disease is literally part of the definition of medicine. Medicine has its place and I am so grateful for its life-saving capability. However, its true purpose is in crisis care, not enhancing health. In fact, the best doctors in the world know that some of the most invasive surgeries rely on the body's ability to heal itself in order to be successful. It is crucial that you are able to categorize different healthcare approaches so that you can give yourself the greatest odds of winning.

It is crucial that you start seeing the things that promote health and your body functioning and adapting to the stress of life, working together as your plan of attack to set yourself up with the greatest odds of success.

This is why the focus of chiropractic is in helping the system that is in control of everything from feeling better to digesting lunch to keep you from getting sick, function better! So what's that system? World-renowned cellular biologist Dr. Bruce Lipton said it best when he described the role of the nerve system, "It's the role of the nervous system to perceive and coordinate to the environment."

I promise there is more to come on this but for now let's look at what your body has to adapt to and why that in today's world there is a greater requirement if you really want to live your best life, your advantage life!

Across the board, stress in today's world is on the rise. This should come to no surprise as deadlines increase and higher production in the workforce is always a demand. As technology and social media continue to rise in popularity, it puts a different kind of stress and strain on individuals and families alike.

The increased stressors raise the need for healthy adaptation or we will become victim to the wear and tear of life until symptoms begin to show up. It's usually not until then that we decide to take a proactive stance with our health. Have you ever known anyone who has never exercised or watched what they eat until after they have a heart attack? Please be the person who learns from others that your health tomorrow is determined by what you are doing today.

Let's take an inventory of some of the stressors we face every day that we may not even realize could be a disadvantage to our health.

Whether you are an athlete or your children are involved in sports, or simply sit at a computer desk for hours on end, chiropractic is the most effective natural healthcare available. Since chiropractic is not invasive and does not involve medication, it is safe for everyone no matter what age or physical condition, to assist and support your body's unmatched ability to thrive and adapt.

Athletes Need Chiropractic

This is becoming more apparent as it's now a common sight on the sidelines or courtside to see professional athletes getting a pre-game or even during the game adjustment. Jordan Spieth, 2015 Masters golf champion, took a moment in his acceptance speech to thank his chiropractor for helping him be able to compete at the highest level. He's not alone amongst the elite who have chiropractic in their health arsenal. Athletes such as Michael Jordan, Jerry Rice, Misty Mae Treanor and Usain Bolt have all benefitted from chiropractic care. Even the undisputed Fittest Man on Earth, four-time individual crossfit champion Rich Froning, has a chiropractor on his health team.

Athletes are discovering the benefits of chiropractic care for injuries as well as for increased performance. Athletes seek chiropractic care because it is non-invasive and drug-free while being very effective. Chiropractic adjustments help the body function and perform as efficient as possible.

Why is it important for an athlete to be correctly adjusted? The brain and spine control everything through nerve impulses. The nerves exit the spine between the vertebra. However, if the vertebrae are not moving correctly, pressure can be placed on the nerve, causing decreased functioning. This is called subluxation. Chiropractic adjustments help rid the spine of subluxations, allowing the nerves to function more efficiently. It can increase range of motion, flexibility, balance, coordination, agility, reaction times, speed and more.

Words Defined: Vertebra

Any one of the 33 bones of the spinal or vertebral column that comprises the 7 cervical, 12 thoracic, 5 lumbar, 5 sacral and 4 coccygeal vertebrae.

Studies Show

Athletic Performance Increases with Chiropractic

In a recent study, baseball players were split into two groups; one group received spinal manipulation while the other group received no care. Vertical jump, broad jump, standing broad jump, muscle strength, blood pressure, pulse rate, and stress test were evaluated before the study, and at 5 & 14 weeks. Those in the chiropractic group significantly improved in muscle strength and long jump distance. Additionally, their resting blood pressure was reduced, as was their pulse following a treadmill stress test.¹

However, if the vertebrae are not moving correctly, pressure can be placed on the nerve causing decreased functioning. This is called subluxation (don't worry, I will only mention that word another thousand times in the rest of the book). Chiropractic adjustments help rid the spine of subluxations, allowing the nerves to function more efficiently. It can increase range of motion, flexibility, balance, coordination, agility, reaction times, speed and more.

The more efficient the nervous system is, the more efficient the body will be. That is why athletes seek chiropractic care. Efficient bodies are the key to great athletic performance. Plus, owners understand that by protecting the health of their players they are protecting their investment.

Studies Show Range of Motion Improved with Chiropractic

A study by Nansel, PhD, grouped individuals with no neck complaints into two groups. One received chiropractic adjustments and the other did not. Those that received chiropractic care gained a 10-degree increase in neck range of motion.²

Oh, My Aching Job

One of my favorite and most common things to ask people is, "What was the best part about your day?" And do you know what the most common answer is? Getting off work! Or when I ask people what your goal is for the week and the most common thing I hear back is 'to survive.' Every time I hear that answer I jokingly ask if they want me to call them at the end of the week to see how they did.

Have you ever taken a step back and looked at the

majority of your day. What you do at your job, from sitting long hours to backbreaking labor, takes a toll on you day in and day out. In fact, most of our days are spent sitting and health experts are referring to sitting as the new smoking! Can you believe that? Guess what system of your body takes the brunt of all that sitting? Yes, it's your spine and nerve system.

Many work-related injuries result from increasing trauma without sufficient time to recover. For instance, a nurse over time may find that her back hurts because she is constantly lifting patients. Although there was no specific patient that caused the back pain, the pain exists due to lifting. The scary thing is that trauma can happen over a longer period of time instead of what most of us think of trauma as, like getting hit by a bus or some other accident that happens in an instant. What we forget about is the day in day out repetitive 'micro' traumas that add up over the years to a major problem.

The major risk factors for work-related injuries are:

- Awkward or prolonged postures
- Repetitive activities
- High forces or heavy lifting
- Vibration
- Cold

Studies Show Chiropractic Means Shorter Disability, Lower Costs, and Lower Hospitalization Rates

The state of Florida looked at over 10,000 patients with job-related back injuries. Those that received chiropractic care had a 51.3% shorter temporary total disability duration and lower treatment cost by 58.8 percent. The hospital stay for chiropractic patients was 20.3% vs. 52.2% in the medical care group.³

Approximately 75% of workplace injuries involve the nerves and muscles. That is why employees seek out chiropractic, which is now the leading form of care for dealing with the musculoskeletal system. Workers' compensation studies show that patients with musculoskeletal injuries return to work faster and less expensively than with general medical care.

Because of these studies, employers are realizing the effectiveness of chiropractic care. Employers who provide chiropractic care as part of their health care package see a much lower need for treatment of back pain.

In fact, employees with chiropractic health care coverage reduce the following:

- Hospitalization for back pain by 41%
- Back surgeries by 32%
- CT/MRI scans by 37%
- X-rays by 23%
- Overall cost of treating back pain by 28%

This is a big issue since in the U.S., back pain is the second leading cause for visits to the doctor and to

hospitalization – the first being pregnancy! It is also the biggest chronic medical problem and number one cause of long-term disability costing employers as much as 10% of their payroll.⁴

Studies Show Chiropractic Patients Get Back to Work Sooner

Richard Wolf, an MD in California, followed 500 people seeking chiropractic treatments and 500 individuals seeking medical doctor treatment. Those who received chiropractic treatments returned to work in an average of 15.6 days vs. 32 days in those who received treatments from medical doctors.⁵

Think of the cost savings if more companies knew this information! In fact this is the reason that I work with Scott Equipment Company, a world leader and global provider of custom processing equipment. Based out of New Prague, Minnesota, Scott Equipment is an impressive company from the top of the company to the newest employee. I can say this without a bit of hesitation because I am honored to serve them all with the advantage of chiropractic and have seen the improvements and positive impact it has had on them as a whole.

Not only do they remain innovative and at the top of their industry, they take care of every employee like a member of their own personal family. By investing in their employees' health it can not only be assured as a return to the company itself, but the employees' families and the generations that follow.

Boomers Lead the Way

I'm not sure what the magical birthday is that people go

from excited to celebrate to 'Ugh, I can't stand the thought of getting older.' Most people dread the thought of getting older, however I always tell them to consider the alternative. There are some facts of life as we age and I am grateful for every day I wake up and get to serve at my office.

As we age, our body begins to wear out. Even if you take great care, certain changes happen. For instance, spinal tissues become weaker, muscles become less hydrated and ligaments are not able to handle as much stress. It is possible, however, to keep these problems to a minimum through chiropractic. Remember the better you are able to adapt to stress, no matter what your age is, the younger you will feel and function.

Treatments focus on the underlying problem instead of the symptoms because treatments that focus on the symptoms alone are not effective. They can even be dangerous since the underlying cause remains untreated.

Stat Fact

More than 33% of baby boomers say that chiropractic care prevents them from needing prescription drugs or physical therapy.⁶

Rather than introduce pain medication or anti-inflammatory drugs into the system, a chiropractor looks at the spine, which is the control center for adaptation. Enhancements made to the spine drastically improve the body's ability to adapt to stress. If you were to ask me who's smarter, your brain or the collective knowledge of everyone on the planet right now, I would put my money on your brain! We will never reproduce the amazing intelligence inside of YOU!

Remember that helping an aging patient (or any patient for that matter) with current aches and pains is a side effect of

chiropractic care. Chiropractic care is beneficial for overall health and wellness. Additional benefits of chiropractic care include:

- Increase mobility and range of motion
- Increase balance and coordination
- Increase energy
- Enhance tissue healing
- Decrease inflammation
- Decrease arthritis
- Minimize the risk of falls

'Baby boomers' recognize that the old medical model dealing with emergency treatment is not applicable to the aging population and the issues associated with aging. Instead, they are seeking chiropractic as a way to achieve better health and feel and more importantly function younger!

Studies Show Boomers Benefit From Chiropractic Care

A study of 414 elderly individuals, some receiving chiropractic care and others receiving only medical treatments, found that 87% of those treated with chiropractic rated their health as good compared to only 68% of the non chiropractic group. This feeling of wellness was more than just a feeling. At a three-year follow-up, those in the chiropractic group were 50% less likely to be hospitalized, and 90% less likely to have used nursing home facilities.⁷

Oh Baby, Baby

When I am speaking to an expecting mother, I sum up

chiropractic and pregnancy like this: since your spine and nervous system are delivering the messages from your brain to help the baby grow and develop, the healthier your spine, the healthier the baby grows. It's that simple and all about communication.

However, aches and pains that accompany the body changes in pregnancy should be addressed so I will do so here. Think about the way a pregnant woman looks. She is large in the belly, with feet planted a little farther apart than normal, a sway in the back to offset the belly. In essence, her musculoskeletal system has to adjust to accommodate the extra weight of pregnancy. Some of the weight is spread throughout the body as fat stores, but a majority is in the abdomen where the developing baby resides.

**Studies Show
Chiropractic Care During Pregnancy Reduces
Length of Labor**

Data shows that first time moms averaged a 24% shorter labor, while mothers who have already given birth experienced a 39% reduction in the average labor length.⁸

Gravity works on the extra weight, making the body have to work harder to stay upright. Since all the weight is in one area, the center of gravity changes. To deal with this, muscles and bones shift and eventually become strained and pulled out of alignment. Add to this that pregnancy hormones cause joints to become looser and you end up with pain.

This posture, though completely necessary, causes back, pelvis and neck pain and have been the primary complaints of women during pregnancy.

Over the years, health care professionals have given the following advice:

- Sleep with a pillow between your legs
- Lay on your side
- Take a warm bath

The problem is that these “solutions” often do not provide enough, if any, relief. Luckily, there is chiropractic. Chiropractic not only can solve pain problems, but can help with other pregnancy and delivery problems as well.

Studies Show Chiropractic Helps Low Back Pain Associated with Pregnancy

Researchers identified the sacroiliac joints of the pelvis as being responsible for the majority of low back pain cases in pregnancy. Researchers found 70% of women were relieved of low back pain caused by the sacroiliac joints through spinal manipulation.⁹

For instance, delivery can be made easier if a mother-to-be’s pelvis is aligned correctly. A baby coming down the birth canal has to turn in order to have an easy delivery. An incorrectly aligned pelvis can cause problems with turning by getting in the baby’s way. This can make the delivery harder. If everything is aligned, turning is easier and the baby will encounter little resistance.

Chiropractic care can provide the following benefits in addition to relieving back, neck and joint pain during pregnancy:

- Maintaining a healthier pregnancy

- Controlling symptoms of nausea
- Reducing the time of labor and delivery
- Preventing a potential Cesarean section

Chiropractic care during pregnancy is safe for both mother and baby. Spinal adjustments are gentle during pregnancy and special positions are used to provide comfort and safety.

You are more likely to be fit and healthy and experience a trouble-free pregnancy when your body is free from subluxations and the brain can send the right messages to the spine and then on to the rest of the body. Chiropractic helps women get well and stay well throughout their pregnancy...and beyond!

Stat Fact

Your child's spine grows almost 50% in length during the first year. This is the equivalent of a six-foot tall man growing to nine feet in just 12 months!¹⁰

Never Too Young

There is no such thing as being too young for chiropractic. No matter what your age, there is always stress that your body has to adapt to. The better the communication along your spine, the better you adapt.

Even infants can have misalignments due to the birth process. Vertebral subluxations can cause problems with a baby's muscles and organs and can even cause deformities of the spine. Colic, breathing problems, nursing difficulties, sleep disturbances, allergic reactions and chronic infections can often be traced to nerve system stress. It doesn't take long on my Facebook fan page for Total Health Advantage to find several videos of mothers sharing their testimonies to chiropractic helping their children live healthier lives.

Additionally, young toddlers experience trauma as they learn to sit, crawl, stand and walk. Think about the number of times you've seen a toddler stumble and fall. Each jolt can cause slight misalignments. Over time, these misalignments can cause problems.

Of course, it is not only infants and toddlers that need chiropractic care. Just think about the following:

- Carrying heavy school backpacks
- Walking in high heeled shoes
- Using a laptop while propped up in bed
- Spending hours in front of video games
- Hunching over a desk to study

The goal of chiropractic is to proactively take responsibility and care of your spine. Therefore, there is no need to wait until subluxations cause symptoms or serious health problems. Regular chiropractic adjustments can help you raise a child whose body is structurally and functionally healthy. After all they don't sell spines at Costco, so you best take care of the one you have.

It is especially important to have your child see a chiropractor if they are involved in sports. Tackling and throwing can lead to twists and turns of the spine that can lead to future problems. As an added benefit, athletes, even child athletes, will do better in their sport if their body is functioning at its optimum level.

It is important to remember that a Doctor of Chiropractic does not treat disease. However, when a spine is aligned so the nervous system can function properly, overall body function is improved.

All Is Well That Ends Well

Whether young or old, athletic or a video game king, male or female, chiropractic care can give you the advantage to live a life of health. Regular chiropractic adjustments are essential in today's world to stay at the top of your game. The positive things we incorporate with consistency and longevity produce the greatest benefits. Would you want to brush your teeth perfectly for 10 years of your life and then quit? Of course not, dental hygiene is a lifelong strategy and spinal hygiene should be as well. I always thought if our spines were on our face, we'd take better care of them.

The nervous system is an amazing network. Not only does it affect how we move, but it also affects how we think and how we feel. An overloaded or poorly functioning nervous system will not be able to handle extra physical or emotional stress. In fact, science is now finding that feelings and attitudes have a direct correlation to our nervous system. So, feelings of hopelessness create a stress overload to our nervous system, creating an overload that leads to malfunction.

One of the most rewarding parts of my office is our freedom jars. They are large glass jars full of empty and unneeded prescription bottles that people have freed themselves of as a part of their health journey. The top empty bottles to this day in the freedom jars are ADHD/ADD and anxiety/depression medications.

The chiropractic philosophy of health is: recognition, respect and trust in the body's innate purpose to heal and be well. So, no matter who you are or where you are in life, if you want your body to work at its optimal level, then seeking chiropractic care is the best choice possible.

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~ Beyond the Pain ~

5

What Type of Care Is for Me?

~ Beyond the Pain ~

The first question to ask is, “What is *your* vision?”

Do you remember at the beginning of this book where you started to define the vision for your Advantage Life? That is the vision that must be at the forefront of your mind in any decision you make to impact your health. I personally use this simple strategy as a filter in the decisions I make.

What decisions would you have made differently if you would have viewed those decisions as either getting you closer to your life’s vision or farther away?

The good news is that you can start using this filter right now where you are. Regardless of your past if you are reading this, you can improve your life.

Now we are in a position to start talking about the type of care that is best for you.

Have you heard of the “healthy” man that had a heart attack shoveling snow or jogging through the neighborhood? Or know of someone that seemed very healthy but seemed to deteriorate overnight due to cancer or arthritis?

These conditions take 10 or more years to show any symptoms that you would notice. So, although they appeared to be healthy, they were not. Without their even knowing it, those diseases were robbing people of potential and quality of life. Time is the one thing we cannot get back. Thank you for valuing yours.

Crisis Motivation vs. Wellness Motivation

Crisis management. That is what our society is all about. And when applied to health, it makes little sense – we are motivated to be well when we get sick. When we find ourselves sick with osteoarthritis, obesity, diabetes or heart disease, we finally find the motivation to eat right, get exercise and try to live a healthy life.

Shouldn't we, instead, be motivated to change in order to have and keep a great quality of life? Of course we should!

That is what the Advantage Life is all about. Instead of being at the crisis end of the spectrum and seeking cure, trying to patch up problems and stay just one slip or bad night's sleep away from another crisis, what would your life be like at the wellness end of the spectrum being the envy of your friends because you always seem to have energy to play with your children or you just seem to get more things done because you are never sick?

The big question when considering the Advantage Life is:

“How can I improve my current level of functioning?”

By asking this question, you can apply the advantage model at any point in your life. If you are currently suffering from some illness or disease, or if you are free from any symptoms, asking this question will move you forward.

Living Life – an Advantage Life

Have you ever wondered why it takes a crisis to want to be

healthy? The answer lies in the philosophy of modern medicine.

We are taught to believe that aging is a process of disintegration. The Merriam Webster Dictionary's definition of aging is: A declining phase of life. So many people believe that we are born, we live, we get disease and then we die. This doesn't have to be the truth!

There was a time when 40 years was a long time to live. What if we all still believed that – imagine how much of life we would miss. Now that is said of 80 years. But what is our real potential? And does our life at the end of our years have to be sickly?

Scientific evidence says no! Many people live well past 80 years and are happy, healthy and energetic. If you would like to meet some of them, come by my office and I will introduce you.

Instead of thinking about a body design meant to deteriorate with disease, think instead of a body design meant for continuous progress. That is not to suggest that you can live forever. You can, however, make decisions that move you towards your life's vision and not farther away from it. Isn't that a much better way of seeing life?

Words Defined: Advantage Care

Care given with the intent and purpose of preventing dis-ease and/or pain, not the treatment of symptoms which is restoration or crisis care.

Demanding Wellness

As more and more people see that the wellness model allows them to live a longer and healthier life, they are beginning to demand wellness care.

This demand is happening all around you. For instance:

- Dads are now in birthing rooms – there was a time when the father smoked cigarettes while pacing a waiting room.
- Alternatives to using an OB-GYN for childbirth such as a midwife or doula.
- Eating organic food instead of food laden with chemicals. The U.S. is now the largest market in the world for organic foods.
- Seeking complementary health care such as allopathic or natural medicine. According to a nationwide government survey released in December 2008, approximately 62 percent of those in the U.S. use some form of alternative medicine.

Stat Fact

Harvard Medical School survey says Americans make about 425 million visits a year to holistic providers.¹

In addition to demanding wellness, people in general are becoming more educated about their options. In fact, they are often as informed or more informed than their primary care doctor.

Have you ever used Google as your 'doctor'? You have to smile at that question because I feel we all have.

Although patients still view doctors as an expert and seek their opinions, they no longer take those opinions as facts. The patient has become the decision maker where health is concerned and that decision is often toward advantage care. Patients in my office are so excited to discover that there are systems and habits they can incorporate into their lives so that they don't have to just sit and wait for a problem or pain to start. Chiropractic is such a great success strategy for a healthy life!

Modern Medicine Has a Place

Modern medicine does have a place in health care. It just isn't at the top of the list like it used to be. Instead, there are three levels of health care, with crisis care listed last.

The three levels of health care are:

1. Self Care
2. Health Care
3. Crisis Care

Self care is about you. It is about what you choose to do every day. Will you eat correctly? Will you exercise? Will you choose to drink alcohol or smoke cigarettes? Will you find ways to relieve stress? The answers to these questions will determine how strong your mind and body will be.

Health care is a step beyond self care. It is what you cannot do for yourself. For instance, you cannot remove your own subluxations. You cannot give yourself a massage. You may need coaching to eliminate stress or to determine proper nutrition.

People on your health care team might include:

- Chiropractor
- Massage therapist
- Life coach
- Personal trainer
- Nutritionist
- And more

Both self care and health care are about prevention. Many people confuse prevention with early detection, but there is a big difference between the two. Early detection is the use of diagnostic testing to identify a disease in its early stages. Prevention, on the other hand, is making healthy choices that will keep you from getting the disease in the first place. Most medical doctors detect and treat, but they don't prevent. That is why you will rarely find a medical doctor as part of your health care team.

Crisis care is taking care of an injury, illness or disease. There are times when crisis care is exactly what you need. If you have been in a car accident and broken three bones and have a ruptured spleen, you will want the right specialists to set the bones and perform the needed surgeries. The problem is that crisis care has become the U.S. health care system.

Our current system pushes drugs and surgery. In fact, Americans spend \$3 billion on prescriptions per year and \$2 trillion on healthcare.²

Yet, despite all the money spent, the nation is getting sicker and sicker. It is a never-ending cycle. The sicker we are, the more we seek crisis care and the sicker we get. Our current medical system is good for emergency crisis situations, but not for staying healthy.

Advantage Care

If you already have aches, pains, illness and disease, there are many lifestyle changes that will allow your body to operate at its optimal level. Once operating efficiently, the body's innate power will seek to heal itself. Don't get nervous at the word innate; think instinct. An example of this is the fact that your body makes new skin when you get a cut. It's the body's innate or instincts to heal itself.

Once this optimization is achieved, you have two options. Keep it that way, or wait for the stresses of life to beat you down again and require crisis care again.

Imagine getting your engine tuned up so that your car now sounds beautiful, uses a minimum of oil, has great gas mileage and rides smoothly. Now, you take that car on a cross-country trip. After the trip, you continue to drive the car without taking it to the mechanic again. In short order, your car will not be running smoothly. It uses more oil and your gas mileage is lower. Then the "check engine" light come on and you have to rush the car to the garage.

A regular tune-up after the trip would have prevented the crisis. The same is true for our bodies. Once you have your body working well, a "tune-up" in the form of maintenance care will keep your body running smoothly. This is what advantage care is all about.

Just as a tuned up car has benefits, so does your spine!

Exercising, eating a healthy diet, sleeping adequately, and a healthy mental attitude provide you with a wealth of benefits. They include:

- More energy

- Stronger immune system
- Better concentration
- Stress relief
- Disease prevention

Maintaining a properly functioning body is essential if you want to be your very best. Treating disease is important and everyone deserves the best chance to heal and recover. However, we need to change the focus from treating to preventing.

We ride in cars that have the latest and greatest in safety features. We are strapped in and surrounded by bags in case of a crash. We have anti-lock brakes to keep us from hydroplaning when we try to stop. Everything about the driving experience is meant to prevent problems and keep us safe.

Wouldn't it be great if we could do the same with the care of our body? We can and I feel it's our responsibility with the body we have been given to do everything we can to help it perform at its best! What would the next generation look like if we passed these habits down to our children?

Keep reading because that's what the Advantage Life is all about!

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6

But I Hurt Now!

~ Beyond the Pain ~

The more the #AdvantageLife message spreads, the more people think that the only people I take care of are children and healthy adults. While relief care is not the destination, it is a pit stop on the road to your #AdvantageLife.

Still to this day a majority of people seeking help in my office are seeking help for a reason, a.k.a. pain. For that reason I wrote this chapter knowing that it may be the most read chapter in this book, because the fact is that we all at some point in our lives will experience pain. The saying goes that pain is inevitable but **suffering is optional**.

If that's you, feel free to continue reading or take action and call 952-492-3222 so my team and I can find out if we can give you the #Advantage.

Proactive Approach to Pain

Many Americans suffer from chronic pain. In fact, according to the National Centers for Health Statistics, more than one-quarter of Americans (26%) age 20 years and over - an estimated 76.5 million Americans - report that they have had a problem with pain. They awaken in the morning in pain and go to bed at night in pain. And for many, sleep is interrupted due to pain. Such pain limits activities and limits life enjoyment. But what can a person do?

Stat Fact

An estimated 20% of American adults (42 million people) report that pain or physical discomfort disrupts their sleep a few nights a week or more.¹

The old view solution was to see a medical doctor who would most likely prescribe pain medication. Of course, as time went on, more and more medication would be needed in order to combat the pain (including side effects) and that was if you were lucky enough

to be helped by the pain medication in the first place. If the pain persisted, surgery was often the next avenue of care. The problem with surgery is that the “cure” often leaves chronic pain sufferers in more pain. Perhaps a different pain, but pain nonetheless.

The old medical model is a model of disease. The first line of defense is to mask the symptoms with medication. The second line of defense is to surgically repair. This is very different from the advantage model and systems in my office.

Rather than trying to mask symptoms, my main objective is to check the system in the body that is responsible for everything else, the nervous system. Symptoms, including pain, are often a way of your body trying to get your attention that something is wrong. **Most of us interpret the pain as the problem rather than a signal of something else being wrong.**

Pain is not a bad thing in and of itself. Of course for those experiencing it, it is no fun. Think of it like the body’s way of sending an SOS to the body. The message is that something is wrong and the SOS is loud enough that it can’t be ignored.

Words Defined: Acute Pain

Pain that comes on quickly, can be severe, but lasts a relatively short time.

If a person feels a sufficient amount of pain, they will stop doing the activity that is causing the pain. This is the protective mechanism built into the body to help prevent further injury.

Pain is useful as long as it is keeping us healthy. However, pain can get out of control. It can continue long after its usefulness has been achieved.

Pain that stops you from injuring yourself further is called acute pain. It is the body's response to injury. For instance, if you twist your ankle while hiking along a trail, the pain you feel is acute pain. Chronic pain is that which persists far beyond the twisted ankle.

Words Defined: Chronic Pain

Pain that lasts long after the initial injury has healed. It may be caused by a disease, such as arthritis, or it may be the result of an injury such as back strain.

Of course, there are other potential sources, but no matter what, the source of chronic pain is one that encompasses an unresolved issue with the body.

The biggest problem with chronic pain is that it starts a vicious cycle that leads to more pain. The longer we feel pain, the more our body tries to accommodate the pain. This is often through unusual body movements and posture, and through a reduction of activities. The more the body accommodates the pain, the more difficult it is to get rid of it. It can be a very difficult cycle to break.

This is where chiropractic care comes in. Think about your nerve system as a computer. Your brain is the hard drive

Stat Fact

The annual cost of chronic pain in the United States, including healthcare expenses, lost income, and lost productivity, is estimated to be \$100 billion.²

and the network of nerves are the wires and connections going to the monitor and keyboard. When your computer gets a virus, how well does it work? Oftentimes things appear like they are working normally and then everything crashes!

Have you ever had to restore the 'default' settings on your computer to get things working normal again? Just like the default settings on your computer, your default settings of your body are for health, not sickness. The chiropractic adjustment is like hitting the reset button and setting your hard drive back on advantage mode!

Studies Show Chiropractic More Effective Than Medication or Acupuncture

The January 2005 issue of the Journal of Manipulative and Physiological Therapeutics showed that patients with chronic back pain did better with chiropractic than with medication or acupuncture, both during the 13-week treatment and 12 months later. At the 12-month mark, only those that received chiropractic care still had significant improvement. The conclusion: "Overall, patients who have chronic mechanical spinal pain syndromes and received spinal manipulation gained significant broad-based beneficial short-term and long-term outcomes."³

How can chiropractic help when medication cannot? Chiropractic principles state that although injury or illness may be the original cause of pain, everything that happens to the body involves the nervous system.

- Any impact to the body will involve the skeletal system in general and the spine in particular
- Disease causes muscular issues. Muscles affect the way we move. Movement and posture affects the spine.
- Blocked nerve impulses are often due to subluxations in the spine.

Studies Show Chiropractic Better Than Muscle Relaxants for Low Back Pain

A study published in the July 2004 Journal of Manipulative and Physiological Therapeutics compared the effects of chiropractic adjustments to muscle relaxants in patients' low back pain that lasted two to 12 weeks. The three groups of patients included those with chiropractic adjustments and a placebo, those receiving muscle relaxants with fake adjustments, and finally a group with placebo medications and fake adjustments. The results showed for pain and severity, the chiropractic group did better than the other two groups. The conclusion: "Statistically, the chiropractic group responded significantly better than the control group with respect to a decrease in pain scores."⁴

Chiropractic's role is to establish the normal function of muscles, joints and the nervous system, thus eliminating the root causes of dysfunction that triggers the pain program in your body to run.

Studies have shown that chiropractic treatments are among the most effective pain management plans. Chiropractic is low-risk. It has no side effects like those associated with medication. And best of all, chiropractic may not only manage pain, but can eliminate the cause of

pain altogether so that you can be better than you were before the pain!

Oh, My Aching Back

Four out of five people initially come to a chiropractor because of back pain. How crazy is that? Do not think, “I bet you love that stat, don’t you, Dr. Jeff? That means that more people need to come see you.” I would much rather have people come to my office looking to get healthier, regardless of pain, just as a personal trainer would want people to exercise for the health benefits and not just weight loss.

But in either scenario, yes I’m glad I’m here and that people are getting the #advantage for their life.

Stat Fact

Back pain is the leading cause of disability in Americans under 45 years old. More than 26 million Americans between the ages of 20-64 experience frequent back pain.⁵

For years, medical doctors have held the belief that lower back pain will resolve itself within three months with or without some kind of intervention. This is contrary, however, to what doctors of chiropractic have known to be true for years. In fact, a recent study in the British Medical Journal found that only one in four

back pain sufferers had recovered 12 months after an initial visit to a medical doctor.

The Consumer Reports Health Rating Center released the results of a survey of over 14,000 patients with back pain on April 6, 2009. Results showed that chiropractic spinal manipulation is the top-rated treatment for people suffering with back pain. In fact, survey respondents were almost

twice as likely to be highly satisfied with their chiropractic care than they were with their medical care.

Studies Show Chiropractic is Cost-Effective in Treating Chronic Back Pain

A study published in the October 2005 issue of The Journal of Manipulative and Physiological Therapeutics (JMPT) showed that chiropractic patients with both acute and chronic pain had less pain and higher satisfaction than those that sought medical care. Additionally, chiropractic treatment was 16 percent less expensive than medical care costs. And finally, the satisfaction rate among chiropractic patients was much higher. The conclusion: "With their mission to increase value and respond to patient preferences, health care organizations and policy makers need to reevaluate the appropriateness of chiropractic as a treatment option for low-back pain." ⁶

Chiropractic is effective for back pain and musculoskeletal injuries – based on both research and patient satisfaction. Using chiropractic for these problems should definitely be a first choice course of action, especially since we provide a drug-free, non-invasive, personalized treatment plan.

The best offices have options for you beyond ‘pain’ care. After all, would you want to put in the time, energy and money to get well and then just stop to let the stresses of life beat you back down to where you are in pain again? I’ve never met anyone who got well that didn’t want to stay that way. That’s what the #AdvantageLife is all about.

Don't Be a Pain In the Neck

Your neck is also known as the cervical spine. It begins at the base of the skull and has seven tiny vertebrae. This

Stat Fact

Neck pain is very common with approximately 15 percent of women and 10 percent of men affected at any given time.⁷

small structure supports your head, which weighs 12 to 15 pounds. The miracle is that your cervical spine can move your head in every direction. That miracle of flexibility, however, makes you neck very susceptible to injury and pain. Have you ever been told that your head's not on straight?

Words Defined: Postural Stress

Strain on the nerves, blood vessels and soft tissues from sitting for long hours or performing repetitive motions. This can lead to tight muscles, chronic soft tissue inflammation and arm symptoms.

One way that biomechanics affects the neck is through postural stress. In addition to long hours of sitting or performing repetitive motions, poor spinal mechanics, weak or overdeveloped muscles, and poorly designed workspaces are often factors in postural stress.

Other factors that can lead to neck pain include:

- Poor posture
- Obesity
- Weak abdominal muscles
- Stress and emotional tension

- Osteoarthritis - progressive deterioration of cartilage
- Spinal stenosis – narrowing of the nerve passageways
- Degenerative disc disease - reduction in the elasticity and height of intervertebral discs
- Whiplash

Chiropractic care has been proven to be extremely beneficial to patients suffering from neck pain and it is widely recognized as one of the safest non-invasive therapies available for neck pain complaints. A chiropractor understands that the neck is just one part of the spine and that other symptoms such as shoulder or arm pain are part of the same underlying issue.

Studies Show Single Adjustment Helps Neck Pain

A study published in the September 2006 issue of the Journal of Manipulative and Physiological Therapeutics showed that even just one chiropractic adjustment could help neck pain. In fact, within five minutes of an adjustment, patients have less pain and a better range of motion.⁸

Is It My Heart?

Before beginning this section, I want to be sure that you understand that chest pain can be serious. In fact, it is better to assume that you are having a heart attack and go directly to the emergency room.

However, if after visiting the ER or a cardiologist you find

that you are not having cardiovascular issues, you may want to consider chiropractic care. Why? Because nearly one-fourth of chest pain comes from something called costo-sternal chest pain. This pain is due to a subluxation of the costo-chondral cartilage - the joint between the rib and the breastbone.

A subluxated rib head - where the rib joins the spine - can also cause chest pain. Three small joints join the rib to the spine and are easily sprained, even by something as simple as an explosive sneeze. You can tell if you have a

Studies Show Chiropractic Care Beneficial for Chronic Neck Pain

A study published in the February 2006 issue of the Journal of Manipulative and Physiological Therapeutics (JMPT) shows that patients with chronic neck pain benefit from chiropractic. Patients were divided into two groups – one with chiropractic care and one without. Those that received chiropractic care showed significantly less pain intensity. Additionally, Head repositioning accuracy (HRA), a test that measures the ability to reposition the head in a neutral posture after active movements, also showed significant improvement. The conclusion: "The results of this study suggest that chiropractic care can be effective in influencing the complex process of proprioceptive sensibility and pain of cervical origin." In layman's terms, chiropractic can help people with chronic neck pain.⁹

subluxated rib head if you have pain when you inhale deeply. This pain often feels like a knife between the shoulder blades.

There is also Thoracic Outlet Syndrome (TOS). With TOS, a large group of nerves called the brachial plexus is affected, causing pain, tingling, or a dull ache in an arm, as well as over the chest and shoulder area. It is caused from a subluxation of the first rib.

As you can see, many people with chest pain actually have a subluxation problem rather than a heart problem. Chiropractic adjustment has proven to be effective for these conditions.

Are You One of the 90 Percent?

Nearly 90% of Americans suffer from headaches. True, not all suffer from debilitating migraines, but any headache is a sign that something is not right. In fact, having no headaches at all is normal for someone that is truly healthy. This is the main reason I created the free online headache webinar, go to www.MyHeadacheAdvantage.com and watch it for free right now.

Words Defined: Migraine

A severe, disabling headache, usually affecting only one side of the head, and often accompanied by nausea, vomiting, photophobia and visual disturbances.

Headaches can be caused by many different things and are known as triggers. Triggers can include:

- Food
- Noise
- Lights

- Stress
- Muscle tension
- Insomnia
- Excessive exercise
- Blood sugar issues

Ninety-five percent of headaches are just that – headaches. They do not have any underlying disease and are the primary concern. These headaches include tension, migraine or cluster headaches.

The majority of headaches are caused by muscle tension. Americans spend large amounts of time sitting in one position. This causes joint irritation and muscle tension in the neck, upper back and scalp, causing your neck to ache.

Studies Show Headaches Helped by Chiropractic

In the September 2001 issue of the Journal of Manipulative and Physiological Therapeutics was a report on the effectiveness of chiropractic care for patients with chronic headaches. Results showed that the chiropractic group did better than the massage group, and better than the medication group without all the side effects. The conclusion: chiropractic is one of the most effective avenues of health for headache sufferers.¹⁰

Chiropractors understand how tension in the spine relates to other parts of the body, including those that cause headaches. We can take the necessary steps to relieve headaches for most patients without using drugs.

The Crippling Effects of Arthritis

Arthritis is a painful condition of the joints and cartilage. A cycle of pain and mobility loss is associated with arthritis. It works like this:

1. You have joint pain
2. Joint pain causes you to move less
3. Because you move less, you have less mobility
4. As you lose mobility, your arthritis worsens
5. You have more joint pain
6. And on and on

Chiropractic works against this vicious cycle. Your chiropractor's goal is to improve mobility and eliminate pain through chiropractic adjustments. So the new cycle looks like this:

Stat Fact

An estimated 46 million adults in the United States reported being told by a doctor that they have some form of arthritis, rheumatoid arthritis, gout, lupus or fibromyalgia. By 2030, an estimated 67 million of Americans aged 18 years or older will have doctor-diagnosed arthritis.¹¹

1. Chiropractic adjustment
2. Increased range of motion with less pain
3. You will move more
4. Movement slows or halts the advancement of arthritis
5. Chiropractic adjustment
6. Increased mobility
7. And on and on

Arthritis puts your body into a negative feedback loop.

Chiropractic helps get your body into a positive feedback loop.

Remember, the model for chiropractic is the wellness model and the understanding that the body can heal itself. By correcting subluxations, the chiropractor can increase the range of motion and allow the healing process to begin.

A tremendous benefit of chiropractic is that you will not have to rely on prescription pain medicines or over-the-counter pain medications with their harmful side effects. Chiropractic is non-invasive and can help arthritis, not as a series of symptoms to be masked, but in a way that will create freedom of movement.

Chiropractic emphasizes the body's ability to heal itself, working through the nervous system, the primary coordinator of all body functions. Studies have shown that chiropractors are helpful in dealing with low back pain, sciatica, neck pain and other chronic pain issues. If you or someone you love has chronic pain, seeing a chiropractor may well be the first step towards health.

Make sure to check out my office fan page on Facebook and watch the videos of people sharing their own personal advantage through chiropractic.

Over the next few chapters I will provide insight into a few of my specialties. I feel I am blessed when comes to seeing people heal in my office and I can't wait to share with you some of my favorite stories and patients.

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7

Headaches: Common But NOT Normal

~ Beyond the Pain ~

I'll never forget the first time I sat down with Theresa. Before I even spoke a single word to her I knew that this was going to be a story that I would share with my family and fellow chiropractors. I say this because before I go in to perform a consultation on a new patient, I like to find out everything I can beforehand and there were some unusual things that jumped out with Theresa's intake forms.

First was the fact that she had to drive two hours just to get to my office! Listen, I'd be lying if I didn't envision people traveling from all over the world to experience the advantage system of chiropractic. But I was still impressed that Theresa would have driven by at least 100 different offices to arrive in the metropolis of Jordan, Minnesota.

The second thing that stood out to me was the reason why she sought out my office. I'm not just referring to the fact that the reason listed was headaches, it was how long and the frequency of these headaches. By Theresa's account she had suffered severe migraines since the age of four. When I met her she was 45. And that's just migraines! What you and I would refer to as a 'regular' headache was occurring in Theresa's life **daily!**

Let me show you what that looks like with some simple math.

Age 45 - 4 = number of years with headaches daily (44)

44 x 365 = days with a headache (16,060)

So by Theresa's account she had suffered with over **16 thousand** headaches and that's not including the migraines that she would get injections for!

So needless to say I was curious to meet her and praying I could help.

Back then when I would read intake forms like Theresa's it was easy to doubt if chiropractic could help where so many other things hadn't. Then I remind myself that it's not up to me to 'make' the headaches go away. My only job is to clear anything out of the way that's preventing the body to heal itself.

It is a simple mind shift, but one that has allowed me to be people's 'last best hope' time and time again and have zero hesitation or fear on doing my job because I know that the body was designed and created to heal and regulate itself and that the default setting of the body is to be healthy!

So how'd it go for Theresa? You can see for yourself in my free headache webinar online at MyHeadacheAdvantage.com. I still can't believe she drives two hours each way a few times a month to get her advantage. It doesn't take long for Theresa to remind me that her injections used to cost her \$1,200 dollars that she would get nearly once a month. She just looks at me every time and smiles as she asks, "Do you know how much driving I can do for \$1,200?"

If you have also suffered from headaches, you're far from alone. Most people at some point in their life will experience a headache, the throbbing sensation in your head that doesn't allow you to focus on anything but the pain. The common reaction for most who encounter this pain is to immediately pop a pill. You take medicine and assume that all is well until the next headache takes place.

This cycle can go on for years in some cases and the worst thing that can happen is when someone starts to believe, this is just how I'm going to be for the rest of my life. Chiropractors have been providing relief for headache sufferers for decades, but too many people are unaware that there is a relationship between the nervous system and muscles, and that this can be the root cause for headaches.

What Is a Headache?

There are a variety of pain sensations in the head that are categorized as a headache. The pain is created in the nerves and muscles in your head and neck as well as in the meninges, which is the membranous covering of the brain and spinal cord.¹ The pain can manifest on one side of the head, a certain location or encompass the entire head. It can feel like a dull pain, a throbbing sensation or a blinding pain that includes nausea and vomiting. It can last less than an hour or persist over a few days.

There are two forms of headaches, those that are symptoms associated with some other medical illness (called secondary headaches) and those that are not. When a headache is an isolated event and is not a symptom of another ailment, it is categorized as a primary headache. That's because the headache is the primary condition. Primary headaches can include other symptoms and conditions which are due to the headache itself.

Chiropractic care and nutritional guidance can play a major role in reducing the pain and occurrence of primary headaches. If you are a headache sufferer, chiropractic is an option that must be looked at for relief. Wouldn't you want an option that the only side effects are positive ones?

Types of Primary Headaches

All headaches affect your daily life activities. They limit your ability to function normally because it is nearly impossible to distract yourself from the pain when you haven't gotten some form of relief. I've seen chiropractic adjustments provide immediate relief to some headaches and reduce the occurrence and eliminate others over the course of care. This is why the most important things I do in my office is utilize the best technology to find the cause of the headache and then put a strategy in place to take care of the cause so that you can get rid of the headaches for the rest of your life!

This is especially true when the headaches are primary headaches. Headaches of this variety are not related to a disease or illness. Primary headaches are defined as:

- Tension headaches
- Migraine headaches
- Cluster headaches
- Cervicogenic headaches

Tension Headaches

Tension or stress headaches are the most common type of headache. They are usually mild to moderate in pain levels. They affect a large number of the population at some point in time. The pain is described as a dull pressure or tightness across the head, and can sometimes radiate to the neck. They can last from a half hour to days. Tension headaches can be caused by:

- Bad posture
- Fatigue

- Stress or crisis
- Anxiety
- Poor diet or skipping meals
- Eye strain
- Dental problems
- Hormonal imbalance
- Alcohol or drug usage
- Excessive smoking
- Caffeine usage or withdrawal
- Sinus infections
- Emotional conflicts
- Injury

Migraine Headaches

Migraine headaches have moderate to severe throbbing or pulsing. They are more often located on one side of the head, but can be felt on both sides. They are more common in women than men and often have a signal several hours prior to their onset. This signal may include:

- Seeing flickering lights, spots or lines (called migraine with aura)
- Disruption in smell, taste or touch
- Anxiety
- Depression
- Fatigue

These types of headaches can last for 72 hours. They are usually recurring and can include:

- Nausea
- Vomiting
- Sensitivity to light and smells

- Dizziness or vertigo
- Chills
- Increased urination
- Loss of appetite
- Fatigue
- Numbness
- Sweating
- Trouble concentrating
- Irritability

Migraine Cause

A migraine is caused by abnormal brain activity, which can be triggered by a number of factors. However, the exact chain of events remains unclear. Today, most medical experts believe the attack begins in the brain, and involves nerve pathways and chemicals. The changes affect blood flow in the brain and surrounding tissues.²

Migraines can be triggered by a number of factors including³:

- Emotional stress
- Sensitivity to environmental chemicals
- Food sensitivity
- Caffeine
- Barometric pressure in weather conditions
- Menstrual periods
- Tension
- Fatigue
- Missing meals
- Abnormal sleep patterns (too little or too much)
- Alcohol, especially beer and red wine

Clinical Trials: Chiropractic and Migraines

Several clinical trials indicate that spinal manipulation therapy may help treat migraine headaches. In one study of people with migraines, 22% of those who received chiropractic manipulation reported more than a 90% reduction of attacks. Also, 49% reported a significant reduction of the intensity of each migraine.

In another study, people with migraine headaches were randomly assigned to receive spinal manipulation, a daily medication (Elavil), or a combination of both. Spinal manipulation worked as well as Elavil in reducing migraines and had fewer side effects. Combining the two therapies didn't work any better.

In addition, researchers reviewed nine studies that tested chiropractic for tension or migraine headaches and found that it worked as well as medications in preventing these headaches.⁴

Cluster Headaches

Although cluster headaches are the most uncommon type of primary headache, they are also the most severe. They involve sharp and intense steady pain, which begins quickly over the course of just a few minutes and can occur up to eight times in one day. This type of headache is located on one side of the head, or just behind the eye. A cluster headache can last from 15 minutes to three hours and these attacks usually occur regularly over a week but can occur for a year with periods of no incidence for months between attacks. Cluster headaches are chronic and are more common in men than women.

A cluster headache can include:

- Nasal congestion
- Runny nose or stuffy nose
- Tearing
- Redness of the eye or face
- Agitated feelings
- Swelling of the eyes

Cluster headaches can occur in conjunction with any of the following conditions:

- Season, usually occurring in spring or autumn
- Alcohol or drug usage
- Cigarette smoking
- Bright lights
- High altitudes
- Heavy exertion
- Excessive heat conditions
- Foods high in nitrites
- Medications
- Sleep apnea

Cervicogenic Headaches

A cervicogenic headache is one that originates in the soft tissues or bony structure of the shoulder, neck or spine and radiates into the head. The cervicogenic headache is steady, non-throbbing pain usually on one side of the head and neck. The pain is moderate to severe.

The pain from a cervicogenic headache can be felt in any of the following areas:

- Neck

- Head
- Spine
- Face
- Brows
- Shoulders
- Arms

The pain can also be felt in the joints, which are tender to the touch. Due to the nature of the tissues involved, this will cause restricted range of motion in the neck. The cervicogenic headache can be due to or made worse by:

- Arthritis
- Injury
- A sudden jolting movement
- Spasm
- Disc problems
- Poor posture
- Stress
- Fatigue
- Lack of sleep
- Prior injuries
- Heavy lifting

A cervicogenic headache can include:

- Nausea
- Vomiting
- Dizziness
- Blurred vision
- Sensitivity to light or sounds
- Pain radiating into the arm
- Stiff neck

Forward Head Syndrome

This section is for all my texting/cell phone junkies! I know this is so rare these days (sarcasm noted) so feel free to skip it.

When your headache is due to poor posture it is likely you are suffering from Forward Head Syndrome (FHS), also called Forward Head Posture. This condition is categorized by misalignment in the area between your shoulders and head, causing you to tilt your head forward. The spine has a natural curve supporting the head. When you force or shift your head forward the curve is eliminated and the discs that cushion your vertebrae bear the load of that weight. When this posture is continued for a long period of time the disc starts to bulge.

Sitting at a computer, playing video games, carrying heavy bundles, driving a car or any other imbalanced position sustained for long periods of time can cause the tendency to shift your head forward, altering the proper alignment of your spine.

Considering the weight of the head is approximately 12 to 15 pounds, that's a very heavy force pulling the front of your spine forward. That's tension!

Forward Head Syndrome forces:

- Your center of gravity to become unbalanced
- Your shoulders to lean forward
- Overstretching of the muscles in your back and neck
- Tightening of the muscles in your chest and neck
- Hunching of your back
- Arching of your lower back

Study Cited: Forward Head Posture Epidemic

According to A. I. Kapandji (Physiology of the Joints, Volume III), for every inch your head moves forward it gains 10 pounds in weight. This relates to the muscles in the neck and upper back which have to work harder to keep the head from dropping onto your chest. This also forces the suboccipital muscles to remain in constant contraction, putting pressure on the suboccipital nerves.⁵

When the disc bulges, it applies pressure to the nerves of the neck. This can cause your tension headaches.

Chiropractic adjustments can release that tension. This allows your joints their proper mobility, which then provide relief.

So whatever the type of headache that you suffer from, understand that if you desire to get to the cause and eliminate it, chiropractic must be in the conversation and game plan.

Questions? Make sure to check out MyHeadacheAdvantage.com for answers!

It's time for my personal favorite, maybe because I'm a kid at heart. One of the most powerful things a person can do is help the next generation reach their potential and if you haven't figured it out by now, that's what I'm all about!

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8

Advantage Kids

~ Beyond the Pain ~

Before I dive head first into this one, I want to share with you a story of a little girl named Kaitlynn. By the time Miss Kaitlynn had gotten to my office she already had quite a story that included specialists listing from medical doctors, pediatricians, chiropractors and gastroenterologists. The question list was just as long as the number of times that Kaitlynn was struggling with bowel control, stomach pain and anxiety related to these problems.

As Kaitlynn's mom Melody was sharing her daughter's history, tears welled up in her eyes. As she got into some of the details and I looked at the beautiful little girl before me, I couldn't help but choke back tears myself.

Melody described the countless tests she had been through, the toll her stomach pains were taking on her classroom focus and that she could no longer have or go to sleepovers with friends. It had been nearly seven months since she had experienced a solid bowel movement. Out of all these things there was one that broke my heart above them all. It was when Melody was describing that they had been to a chiropractor and the chiropractor had said that Kaitlynn's spine was normal and healthy.

You see this is the problem when a chiropractor forgets that the spine is there to protect the communication of the system that allows us to heal and function normally. So in my mind there was little to no chance that her nerve system was communicating clearly. That's why we have the technology in my office to measure that communication over the spine and this is exactly what I knew the first step was for Kaitlynn. Do you know what happened?

Here is what Melody reports today:

“Looking back after we saw the results from Dr. Jeff, it was such a relief to have some answers and places to start. Over that summer I saw Kaitlynn’s bounce start to come back and she entered the school year with anxiety and the accidents at bay! I don’t know that Dr. Jeff will ever know the impact of his care for my daughter. We are forever grateful for his compassion, attitude and generosity towards my daughter and myself. His dedication to helping others is a true statement to who Dr. Jeff is and has opened my eyes to the healing power of a healthy nervous system.”

I thank God every morning that I am chosen to serve families every day!

When Is the Right Time to Start?

Just as with anything, stopping a problem when it is small is always better than trying to stop it when it has grown. And, as with any health issue, preventing the issue in the first place is the best choice of all.

As I stated earlier, people use and benefit from chiropractic, similar to exercise, in one of two different scenarios. The first is pain relief, which is most commonly the general public’s perception, and the second is including chiropractic into a success strategy for a healthy lifestyle. The second is less commonly known, however it is the reason there are so many amazing testimonials on our fan page (www.facebook.com/TotalHealthAdvantage).

The reason I say it’s similar to exercise is because more often than not the reason people exercise is for some sort of weight loss. If you think of the weight as the reason to make a healthy change, you can then think of pain in a similar light to seek out a chiropractor.

“But there is so much more benefit to exercise than weight loss, Dr. Jeff!” I wholeheartedly agree with you, and the great news is that there is so much more benefit to chiropractic care than pain relief!

“Okay, Dr. Jeff, I can see there could be some things I didn’t know about chiropractic and what you are saying makes sense, but what would be a reason for my kids to be seen by a chiropractor?”

I’m glad you asked.

Think about a dentist and the care he gives to your child. You don’t wait until your child is complaining of a toothache before you go to the dentist the first time. Instead, you begin taking them to the dentist at the point that they get teeth and do so twice a year for the rest of their childhood. When there, the dentist will clean their teeth and fix any problems while they are still small. The dentist will also evaluate your child – her mouth and her dental habits – to help you with a plan of action for the right care in the future.

The same is true for chiropractic, only for chiropractic you are talking about your child’s spine. Since the vertebral column and central nervous system is the master controlling system of every organ, tissue and cell, maintaining a healthy spine is imperative.

I feel blessed to be able to speak firsthand as a parent of children who have had and continue to include chiropractic in their health strategy since birth. Every time I give a workshop or webinar on ear infections and share the statistic that 60-80 percent of infants have at least one episode by one year of age and it goes up to 80-90

percent of children before age three, and NONE of my four children have ever had an ear infection!

Is it luck? Is it by chance? No, health is a choice. My wife and I chose to give them that advantage and the reason for this chapter is to do the same for your children.

You can begin taking your child to a Doctor of Chiropractic from birth and continue to do so for maintenance checks based upon your child's specific needs.

Throughout my career I've witnessed that it is much easier to raise a healthy child than repair a broken adult.

What Parents Need to Know About Pediatric Chiropractic

Most people wonder, "What in the world could my young child have wrong with their spine that would need a visit to the chiropractor?" The answer is simple. Your child lives a traumatic life. Think about a small child learning to walk and the number of times she sits down hard. Think about the bicycle wrecks, the tree climbing or simply carrying around a school backpack. All of these things and more contribute to spinal problems called subluxations and the need for early adjustments.

Most children come into the world with perfectly formed spines. It is the world that causes the problems. From the birth process itself to bicycle riding, everyday life can cause vertebral subluxations.

The most common and detrimental stress on our children, which often gets overlooked, happens during the birth process. My wife and I can speak from experience. Our

first three children had similar and award-winning-worthy deliveries. I say that because first and foremost my wife is the most incredible human being and mother. All three were born 100% natural, drug free, water births. It was the best experience and will be of my life as well as it is for most parents.

Our fourth child decided to come into this world the exact opposite. I'll never forget walking into Costco and my wife (due any day) giving me that look like, 'I either wet my pants or my water just broke.' A smile ripped across my face as we headed for the birthing center. All along I'm seeing exactly how it's going to go, thinking and excited for another flawless delivery and celebration of life.

A week earlier at the midwife appointment baby Theodore was head down and the countdown was on. When we arrived to the birthing center, we got checked in, we were excited and laughing knowing what is to come. But when the nurses were prepping my wife, I noticed that they had a funny look on their face. I would soon find out it was because baby Theo had turned and was breech. The combination of the two things changed the plan to a Cesarean section.

My wife and I were given a few minutes to talk, in which we took the time to pray that everything would go well and for safety for everyone involved. We dried off the tears and went off to the operating room. I am grateful for the doctors and team that helped bring my fourth child into the world and that God allowed it to take place safely.

While I would never choose that route, my wife and I can speak from experience between the styles of deliveries and relate to those who go through them. Most importantly I saw firsthand with my own son, why it is absolutely crucial

that babies (especially those born via C-section) are checked by a pediatric trained chiropractor as soon as possible.

But what if you are reading this and have already had children, not knowing that children should have a spinal checkup as early on in life as possible?

How can a parent recognize spinal problems in their children? Unless there is an obvious problem, you aren't likely to know. It would be like asking you to know if your child had tooth decay. Unless there was a black spot you wouldn't know. Only a dentist would find a tiny speck at the base of a tooth, for instance. That is why you need a highly trained chiropractor to evaluate your child's spine.

There are, however, signs that you can be aware of:

- Child's head being consistently tilted to one side
- Restricted head or neck movement on one side
- Poor sleep patterns
- Infant feeding problems
- Difficulty nursing as well on both breasts
- Constant earaches or sore throats
- Colic
- Headaches
- Bed-wetting
- Growing pains

Studies Show Chiropractic Helps Relieve Colic in Infants

316 infants with colic received spinal evaluations and chiropractic care. Improvement was noted within a two-week period in 94 percent of the infants treated, on average, after only three treatments.¹

How Can My Child Already Have Back Problems?

It is a common belief that “back problems” are for adults and kids simply don’t have them unless they are in some terrible accident. Nothing could be further from the truth. In fact, many childhood spinal issues are the root cause of spinal issues as an adult because they were never taken care of. Let’s take a look at some of the problems your child might encounter.

Infant and toddler issues (symptoms seen include poor eating and sleeping habits):

- Birth process - C-section, forceps and/or vacuum extraction
- Falls/trauma - Rolling off the bed, learning to walk, learning to ride a bike, motor vehicle accidents
- Chemical stressors - cleaners, pesticides, vaccines, genetically modified foods

Children ages 3 to 10 (children are able to communicate and locate pain if pain exists):

- Trauma - from falls, motor vehicle accidents or child abuse
- Acquired Torticollis - an abnormal position of the head and neck, where the head is laterally tilted, with the chin rotated to the opposite side caused by subluxations
- Spondylolysis or Spondylolisthesis - a stress fracture in one of the vertebra; it usually affects the fifth lumbar vertebra in the lower back, although it can affect the fourth lumbar vertebra

Adolescent (Any of the 3- to 10-year-old issues, plus the following):

- Adolescent Scoliosis - sideways, curvature and a rotation of the vertebrae, giving the appearance that the person is leaning to one side

Studies Show Chiropractic Care Helps Adolescent Scoliosis

Children with mild scoliosis treated with chiropractic adjustments have shown a reduction in their spinal curvature and provides a distinct advantage in the management and monitoring of early stage scoliosis over the typical medical treatments.²

- Ankylosing Spondylitis - a chronic, inflammatory arthritis and autoimmune disease that mainly affects joints in the spine and in the pelvis, causing eventual fusion of the spine
- Scheuermann's Disease - a condition where the normal roundback of the spine is increased, creating a hunch back but no pain

Let's Get Checked!

In my office we utilized the most advanced technology to our patients' advantage. This way we can first answer the question, "Can you help me?" and then answer the question, "What needs to be done to correct the problem and not cover the symptom?"

I suggest you re-read the second question. From the time we were young we have been taught to just do whatever you need to do to feel better. While I am in full favor of people and especially my patients feeling better, if underlying issues are not handled and corrected, in my experience they will return (usually with other symptoms) and will take more time and cost more money to correct.

Once a problem is identified, and the proper care plan determined, it's time start care. For infants and children, adjustments are done through the use of light fingertips. Such an adjustment uses no more than two pounds of pressure, which is about the same as you would use checking a tomato to see if it's ripe.

Words Defined: Motion Palpation

Method of locating subluxations and loss of mobility in the spine by feeling the motion of specific spinal segments while putting the patient through specific ranges of motion.

Chiropractic Is Safe for Young Children

Since the world we live in today is at an all time high for stress, vertebral subluxations affect individuals at any age, chiropractic care from birth is often needed. As with any age group, however, care must be taken to select adjustment methods most appropriate to the patient's stage of development. Pediatric chiropractic is highly specialized and those who provide this care ensure that all adjusting procedures are modified in order to cater to each child.

According to the American Chiropractic Association, “Children are very physically active and experience many types of falls and blows from activities of daily living as well as from participating in sports. Injuries such as these may cause many symptoms including back and neck pain, stiffness, soreness or discomfort. Chiropractic care is always adapted to the individual patient. It is a highly skilled treatment and in the case of children, very gentle.”³

A survey study was done in 1998 in the Boston area to determine the safety of chiropractic.⁴ That year, there were 420,000 pediatric chiropractic visits made. Of the 420,000, there was no evidence of harm to children from chiropractic.

I’ve said it before and will say it the rest of my life, “It’s easier to raise healthy children than to fix broken adults.” I’m humbled every time I realize that my office is one of the largest pediatric, family-based practices in Minnesota.

I don’t say that out of pride but of gratitude to be a part of so many children and families living the life they were designed for, their #AdvantageLife. See for yourself on our Facebook fan page and share the videos with your friends and family.

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~ Beyond the Pain ~

9

The Ultimate Advantage

~ Beyond the Pain ~

Here we are, the final chapter. The end of a book and the beginning of you living YOUR #AdvantageLife. I feel somewhat like a gameshow host right now and in my best gameshow host voice I say, "But wait there's more, tell them what they've won!"

The intent of this book is to give you some starting points to build off of and most importantly use to **take action**. The best advice in the world is hearsay and gossip without action. You should by now have a list of things that if your life were to end today that you would regret not having accomplished. This is your go to list and insight into your life's purpose. Remembering that the list is just the beginning and your life's purpose is something that will continue to grow and develop as you do.

I have also laid out the premise behind why I am so passionate about serving people with chiropractic and why chiropractic must be a key element in your success strategy for a healthy life. I have and continue to see so many healing miracles that I no longer have the right to be quiet about them. I am looking forward to all the amazing stories to come and so grateful to be a part of so many lives.

There is something though far more important than any chiropractic 'miracle' that I have and will ever see. Don't get me wrong, it's a powerful thing to see married couples who have struggled to conceive for years celebrate pregnancy after chiropractic care. I've watched an individual go from 44 medications and on her deathbed, get down to ZERO and thriving as well as countless children break free from the labels and medications of ADHD/ADD, anxiety, depression and countless other things that seemingly disappear when the body is functioning at its advantage level.

But still none of them will ever outshine the ultimate advantage and His name is Jesus Christ.

How do I know? How does it work? I've heard that before, yeah right, good book up till now, and the thoughts in your head could go on and on. This is not the time to talk yourself or excuse yourself out of this one, it's too big and too much is at stake for you to take the easy way out.

At least keep reading to humor your skeptical side and see if you can answer this question. What is half of a positive? It's a negative. Think about it, take the top and bottom off of a positive or plus sign and you are left with a negative or minus sign. The negative represents well, negative. You don't want to see them in your bank account and if you line them out what do you have? I flat line.

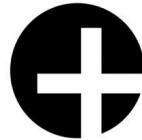
And when you 'flat line' you're dead.



Half of a plus = a minus
(sin)



Christ took the negative
and put it on the cross.



So that when God sees us He no
longer sees the sin and gives us the
ADVANTAGE of eternal life!

All of us were born with negatives, aka sin via Adam and Eve disobeying God in the Garden of Eden. I can assure you that I am the farthest thing from perfect and am astounded that God could love me in such a manner that His own son DIED a brutal, tortuous, bloody death for ME (and YOU).

I'll never forget one day while attending church in O'Neill, Nebraska at Faith Community. I was a senior in high school and that Sunday, Cameron Sidak was back from college and shared his testimony. Cameron was a guy that I looked up to and respected as a stud basketball player for our high school as well as a great student. When he walked down the hall there was a sense of confidence and swagger, not in a conceited way, but he always carried himself in a way the girls took notice. He was an all-around great guy. That Sunday Cameron took the pulpit and began sharing his personal testimony, about how he had everything going for him, grades, friends, athletics, was headed to college to pursue his dream of becoming a medical doctor, yet in spite of this all there was a sense of something missing, a void.

From where I was sitting I could start to hear a bit of a quiver and crack in his voice as he continued. He went on to explain how he had come to know and build a relationship with Jesus Christ. The tears started to gush as he went on to explain the roles his friends played in helping him make this life-saving decision and how he for the first time in his life felt complete.

I left church that day and headed north on Highway 20 thinking about what I had just heard. As far as I was concerned, I had been saved for years and grew up in a Christian home going to church and singing the songs we all sing and yet I was never brought to tears over it.

Something about it all seemed so much more real than anything I had ever experienced.

Then it was like a Holy Spirit bomb hit my 1992 Ford Ranger as I came over a hill just a few miles down the road. It was like it was the very first time I realized that someone actually was beaten and tortured on my behalf. Not only that but someone who was absolutely undeserving and willingly allowed the horror to take place on my behalf. I couldn't hold back the emotions and sorrow that consumed me in that moment. It was as if I lost one of my own family members. It's hard to describe how I felt and the heaviness of the moment. I thank God I didn't crash my pickup because there were so many tears in my eyes it was hard to see the road.

It was at that point in time where my relationship with Christ became very real. Since that day I wish I could say I have been flawless in my walk with Christ but then what need would I have for the true flawless savior. The thing is that we all fall victim to the world and sin. Praise God that even though He doesn't approve of what I've done, but He does approve of me. Enough to shed His blood over.

I want to share with you how simple the logic is, and why it's the best gift you could never earn that we are all freely given.

1. Romans 1:20-21: "For since the creation of the world His invisible attributes are clearly seen, being understood by the things that are made, even His eternal power and Godhead, so that they are without excuse, because, although they knew God, they did not glorify Him as God, nor were thankful, but became futile in their thoughts, and their foolish hearts were darkened." We must acknowledge

God as the Creator of everything and accept our humble position in God's creation.

2. Romans 3:23 "For all have sinned, and fall short of the glory of God." We must all realize that we are sinners and that we need forgiveness. We are not worthy of God's grace.

3. Romans 5:8 "But God demonstrates His love toward us, in that, while we were still sinners, Christ died for us." Through Jesus, God gave us a way to be saved from our sins. God showed us His love by giving us the potential for life through the death of His Son, Jesus Christ.

4. Romans 6:23 "For the wages of sin is death, but the gift of God is eternal life in Christ Jesus our Lord." If we remain sinners, we will die. However, if we accept Jesus as our Lord and Savior, and repent of our sins, we will have eternal life.

5. Romans 10:9-10 "That if you confess with your mouth the Lord Jesus and believe in your heart that God has raised Him from the dead, you will be saved. For with the heart one believes unto righteousness, and with the mouth confession is made unto salvation." Just confess that Jesus Christ is Lord and believe in your heart that God raised Him from the dead and you will be saved!

6. Romans 10:13 "For whoever calls on the name of the LORD shall be saved." There are no religious formulas or rituals -- Call upon the name of the Lord and you will be saved!

7. Romans 11:36 "For of Him and through Him and to Him are all things, to whom be glory forever. Amen." Determine

in your heart to make Jesus Christ the Lord of your life today.

There it is and it's the most important first step to your eternity. So I encourage you to pray right now, whether it's the first time or that you've fallen away from God and it's time to return to Him with **zero** shame. I laugh at myself sometimes when I think how an all knowing and ever present God is surprised at my shortcomings, He's not and the best news is that He had and has a plan for it. Here is a simple one for you;

“Father, I know that I have broken your laws and my sins have separated me from you. I am truly sorry, and now I want to turn away from my sins. Please forgive me, and help me avoid sinning again. I believe that your son, Jesus Christ died for my sins, was resurrected from the dead, is alive, and hears my prayer. I invite Jesus to become the Lord of my life, to rule and reign in my heart from this day forward. Please send your Holy Spirit to help me obey You, and to do Your will for the rest of my life. In Jesus' name I pray, Amen.”

And that is your ultimate advantage! I encourage you to get plugged into a church and surround yourself with Christians that will help you grow in your relationship with Jesus.

Also make sure that you download my favorite Pastor's app, 'The Passion Church' app where Pastor Jonathan Brozozog resources you no matter where you are and fuels your life to grow and develop a life you never thought you would or could have through Christ! Check out their website at www.MyPassionChurch.com.

That's a wrap! It is my prayer that it served you with tools and knowledge that will not only serve your life with the advantage but your children and their children as well. Do yourself a favor and take action NOW. No matter how small do something. Nothing significant in your life is ever accomplished without action.

Now is your time, make it count and if you want to follow up (I'd love to hear from you) make sure to find me on social media and let me know how your #AdvantageLife is going!

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