

**Vanderbilt Family
Chiropractic**



**Experience
the Gonstead
Difference!**

Vanderbilt Family Chiropractic

40 Landover Pkwy, Suite 2
Hawthorn Woods
(847) 719-2225
Nov./Dec.. 2007

Patient Appreciation Day...Who can you share this with?

Vanderbilt Family Chiropractic is having a Patient Appreciation Day to say "Thank you for your referrals and choosing us for your care!" To participate in this event, make an appointment with Vanderbilt Family Chiropractic for **November 8th** and mention you are coming in for **Patient Appreciation Day**. Existing patients will only need to bring in \$10 worth of toiletry items to pay for chiropractic care. If you would like to refer a friend or family member, new patients will only need to bring \$10 worth of toiletry items and pay \$50 to receive an exam, x-rays, and chiropractic care.



All toiletry donations will be given to the Hawthorn Woods Women's Club for distribution to their Love Fund Organizations.

Toiletry Item Wish List: Diapers, baby wipes, shampoo, conditioner, soap, & cleaning supplies, etc.

Call **847-719-BACK** for scheduling or questions

How is your posture?

Are you sitting up taller just reading this? Think about it, how often throughout your day are you slouching, twisting your body to pick up an envelope, bending over to pick up your child, and sitting for extended periods of time greater than one hour. One of the problems impacting our posture is that a majority of our workforce is sitting on the job. Poor sitting posture and poorly designed workspaces are a major cause of neck and back pain leading to missed work days. Our bodies were not made to sit for extended periods of time or to work in awkward positions. If you have poor posture, move your body improperly, are out of shape or overweight, and are under a lot of stress these factors are causing strain on your spine. Even if at the moment your body and spine are feeling great all of these factors add up until one day a simple act like bending over can bring on back pain. It is essential to have a well designed workstation, take breaks, use proper body mechanics while picking things up and to have regular spinal check-ups to ensure your spine is ready for work every day.

Here are some stretches you may consider doing daily:

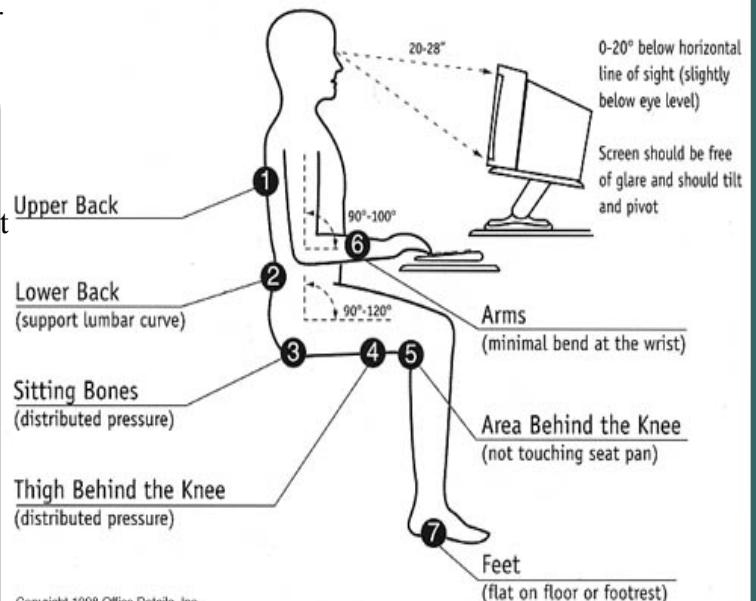
Neck extension— slowly tip your head back so that you are looking at the ceiling. Hold for 10-15 seconds. You should feel a stretch along the front of your neck.

Neck lateral bending—tip your right ear toward your right shoulder. Hold for 10-15 seconds. You should feel a stretch along the left side of your neck. Repeat on the other side.

Neck rotation— turn your head to the left so that you are trying to look over your left shoulder. Hold for 10-15 seconds. Repeat on the other side.

Lumbar extension— While standing hold on to desk, or wall and extend low back while taking a deep breath. Hold for 10 seconds. Repeat 8– 10 times.

There are several more stretches for the chest and arms such as standing in a corner to stretch out the pectoral muscles. Please ask the Dr. if you are in need of some advice on how to better your work environment. Remember, our bodies were not designed to sit 8 hours a day so try and get up and move at least 1 time every hour even if its just to get a drink of water.



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Picture above: Ideal positioning while at your computer

The computer monitor could be slightly higher than the picture indicates to help with the head and neck curve. Just think of it this way, the monitor should be at a height just as if you were having a conversation with a person in front of you keeping the body in a neutral posture.



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Who are you thinking of?

Is there someone you know who has been complaining of headaches, back pain, TMJ, colic, whiplash, sinus infections and the list goes on?? Is there someone you know who is health conscious? Have they tried Gonstead Chiropractic? Having your spine regularly checked with or without symptoms is vital for your overall health. Regular visits will improve your nervous system's ability to signal your immune system to fight off colds and sinus infections. Your nervous system will be better able to respond and adapt to all the challenges of everyday life.

What do you mean by "regular visits"? Well this is different for everyone depending on your daily activities. However everyone (including kids) should come in a minimum of quarterly. Dr. Vanderbilt and his wife are evaluated monthly to ensure their nervous system has an optimal advantage.

How do I refer someone to Chiropractic? that chiropractic is about helping the nerve pressure that has been caused by time pain, numbness, or muscle spasms



for quite some time. Secondly, our office has various brochures that can assist in educating someone on chiropractic and specific concern areas. As you have experienced, with Gonstead Chiropractic our goal is to get your problem fixed as fast as possible with no predetermined number of office visits. We respect and work with all your health goals and needs and offer the highest level of service available. You can be rest assured that anyone referred to our office would receive the same great care you have received.

Education...First, they need to understand body heal itself. This is done by releasing the vertebrae being misplaced. By the occurs the problem has typically been there

One of the first questions people will ask is "Do they accept insurance?" Yes, we will file insurance claims and we are in network with several insurance companies. We are more than happy to call an insurance company to find out eligibility and coverage information. But remember, you shouldn't let your insurance company dictate your health! We offer many payment options for those without insurance coverage. Chiropractic care is a very affordable way to improve your health.

The best compliment you can give to our office is to refer your family and friends.