

# **Confidently Communicate** Chiropractic

The Posture Longevity Connection



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# BREAKTHROUGH Communicating Chiropractic

- The science supporting chiropractic care has been growing by leaps and bounds.
- From the impact of posture on longevity to the improved function of the brain following the adjustment, the evidence supporting chiropractic is strong.
- With dozens of footnotes, this presentation is designed to help you communicate the benefits of chiropractic more clearly than ever before.

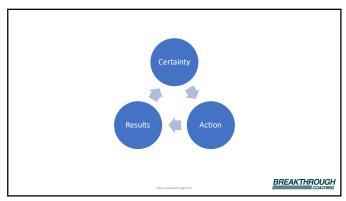


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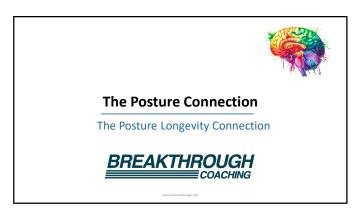
The foundation of success in practice lies in your ability to look your patients in the eyes and deliver your clinical and financial recommendations for care with absolute certainty.



BREAKTHROUGH





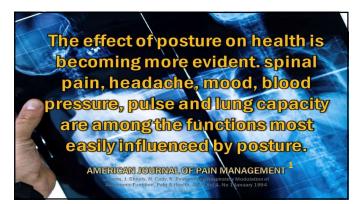


# BREAKTHROUGH The Posture Connection

- Posture is one of the most overlooked aspects of good health and longevity.
- Research shows a clear connection between poor posture and diminished longevity and quality of life.



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"You are only as young as your spine."

Jack LaLanne, DC



# BREAKTHROUGH Anterior Head Movement

- As the head moves forward all measures of health status are reduced.
- Rene Cailliet, Director of the Dept. of Physical Medicine and Rehab. at USC, concluded that forward head posture can add up to 30 pounds of pressure on the spine and reduce lung capacity by as much as 30%, which can lead to heart and blood vascular disease.
- He determined a relationship between forward head posture and the digestive system as well as endorphin production affecting pain and the experience of pain.2

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# BREAKTHROUGH Chronic Inflammation

- · "Chronic inflammation has become one of the hottest areas of medical
- It destabilizes cholesterol deposits in the coronary arteries, leading to heart attacks and potentially even strokes. It chews up nerve cells in the brains of Alzheimer's victims.
- Chronic inflammation may be the engine that drives many of the most feared illnesses of middle and old age."

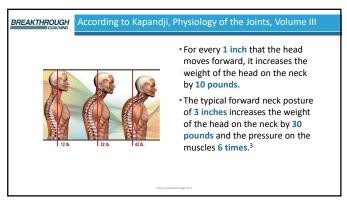


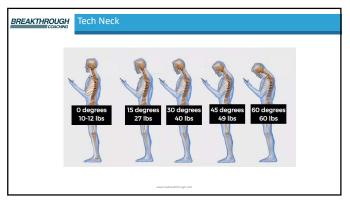
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# BREAKTHROUGH Imagine Your Head was a Bowling Ball

- And your neck as the hand that holds that ball.
- Imagine letting the bowling ball sit in the palm of your hand with your arm tucked tight into your body.
- Slowly move your arm away from your body while continuing to palm the ball.
- The weight of the ball will put more and more stress on your arm as it moves away from your body until the weight causes failure or injury to occur.









# BREAKTHROUGH The British Regional Heart Study

- Researchers found that men who lost 3 cm in height were 64% more likely to die of a heart attack.
- Over the 20-year period of the study, men lost an average of 1.67 cm which was associated with a 42% increased risk of heart attacks, even in men who had no history of cardiovascular disease.4



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# BREAKTHROUGH Our Posture = Our Emotional State

- You can tell a lot about a person from the way they carry themselves.
- For instance, picture the way someone stands when they are feeling depressed: mid-back and shoulders rolled forward, head hanging, gaze focused on the ground.
- Not exactly the picture of health and vitality!



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Yoga gurus have long said that it is impossible to be depressed with your armpits open.





# **BREAKTHROUGH** Posture & Life Expectancy

- A group of scientists led by Dr. Deborah M. Kado wanted to see if there was a correlation between postural distortion and a person's
- They started with the biggest health problem: death.
- They asked: "Was there any correlation between a person having a hyperkyphosis and having a decreased life expectancy?"5



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# BREAKTHROUGH The Frightening Long Term Effects

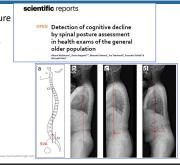


- Dr. Kado reported in the Journal of the American Geriatrics Society that people with hyperkyphosis were 2 times more likely to die from pulmonary causes.
- They were also 2.4 times more likely to die from cardiovascular disease than those without poor posture.5

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# BREAKTHROUGH Posture & Cognitive Decline<sup>33</sup>

- A 2019 study published in Nature reports that sagittal spinal alignment (posture) correlates strongly with health-related quality of life
- Anteriorization of the sagittal vertical axis (SVA) can be regarded as an easily visible indicator of latent cognitive decline in seniors.



BREAKTHROUGH Too Much Sitting Can Shorten Your Life



- According to a study from the American Cancer Society the amount of time you spend sitting can affect your risk of death.
- Followed 127K people over 21 years.
- Prolonged periods of sitting have a negative influence on key metabolic factors like triglycerides, high density lipoprotein cholesterol, and a number of other biomarkers of **obesity** and other chronic diseases.6

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To live a long, active, energetic life, few things matter more than posture.

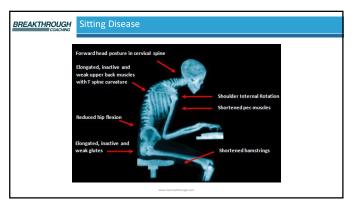


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This quote by Thomas Meyers, Author of Anatomy Trains, says it all...

"Movement becomes habit, which becomes posture, which becomes structure."







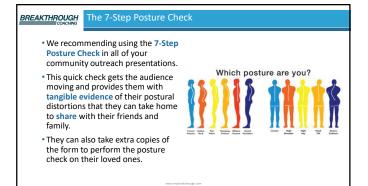
# **Postural Assessment**

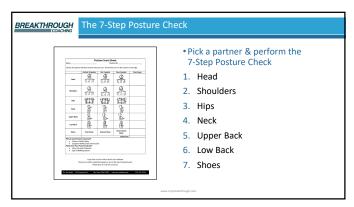
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# How do you know where your patients are in the spectrum of health?

How do you know when your patients are **done** with acute care?



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# BREAKTHROUGH What is a Baseline & Why is it Important?

- A baseline is a starting point used for comparisons.
- How do you know how your patient is doing if you don't know how far from normal he is?
- What goals is the patient moving toward and how will you know when he gets there?
- A great example is blood pressure:

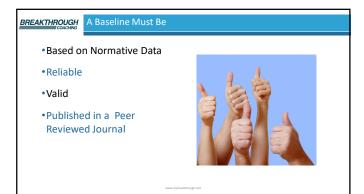


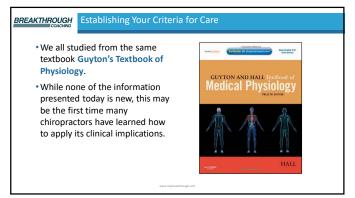
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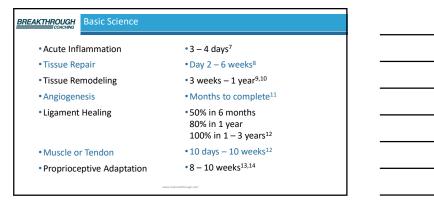
How to develop a baseline for healing.

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# BREAKTHROUGH What Are Your C4C?

- Without Criteria for Care (C4C) beyond pain relief, when the pain goes away—so does the patient!
- In addition, if the patient discontinues care at this point, there is a considerable risk for permanent impairment due to non-functional scar formation.



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# BREAKTHROUGH Establishing Medical Necessity

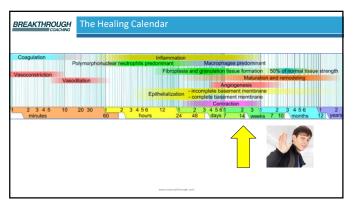
- The typical chiropractic case management protocol includes examination by provocative testing procedures, dermatomal and reflex testing.
- In the absence of neurological involvement, these procedures do little to support the medical necessity of care.
- This requires a different set of Criteria for Care (C4C).

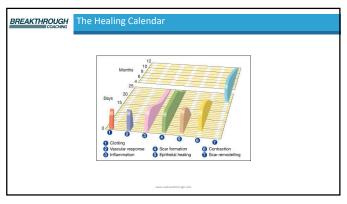
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# BREAKTHROUGH The Pain Relief Model of Care

- The utilization of chiropractic for pain relief is a paradigm of care that was thrust upon the profession by third party payers.
- It is the model of third party reimbursement not the model of selfpaid care.
- It requires the chiropractor to measure, document and communicate goals to both patients and third party payors beyond pain relief.
- These goals must be science/evidence based.
- Let the science continue...





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# BREAKTHROUGH Documenting Your C4C Balance & Coordination/ Pain Level Proprioception • Bone/Joint/Disc Health Or Abnormal Illness Behaviors Degeneration Anxiety Level • Flexibility/Range of Motion Depression Muscle Spasm/ Contusions Cognitive/Coping Skills Strength • Fear-avoidance Endurance • Locus of Control



# **Documenting Your Criteria for Care**

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# BREAKTHROUGH Assessing Pain

- Assessment of pain is the starting point for documentation not the finishing point.
- The Medicare PART Process for documentation of subluxation without x-ray requires the documentation of pain on each visit.

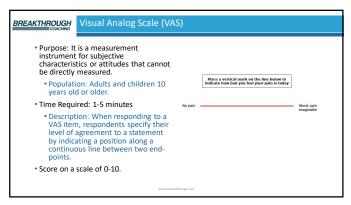


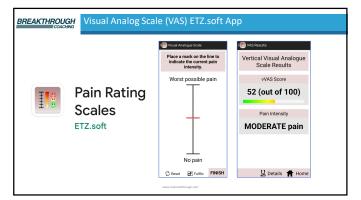
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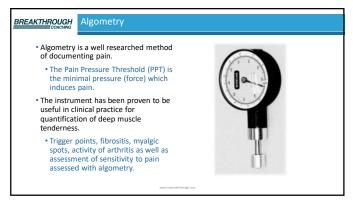
# BREAKTHROUGH Numerical Rating Scale (NRS)

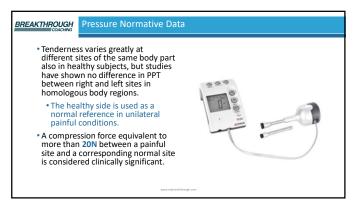
- · Purpose: To assess the severity of pain
- Population: Adults and children 10 years old or older.
- •Time Required: 30 sec—5 minutes
- Description: 11–point scale for patient self-reporting of pain.
- Score on a scale of 0-10.15

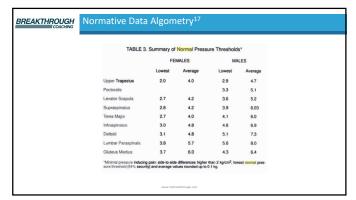
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O No	1	2	3	4	5 Moderate Pain	6	7	8	9	10 Worst Pessible Pair















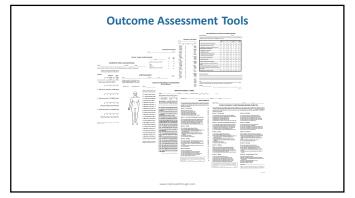
# Outcomes Assessment Tools

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# \* Assesses physical and psychological disability for patients with back pain \* Works under the assumption that neck and back pain are lifestyle illnesses, rather than "diseases." \* Contains 7 core items: Pain Intensity, Disability in ADLs, Social Activities, Anxiety, Depression, Fear Avoidance, & Locus of Control.18,19,20

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# BREAKTHROUGH The Bournemouth Questionnaire

- Time: 5 Minutes or Less
- Scoring: A score of 0 to 10 is possible for each of the seven categories.
- 70 represents the highest disability score and 0 the best score.



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# BREAKTHROUGH Why is The Bournemouth King?

- The questionnaire not only identifies disabilities in the areas of pain, ADLs and social activities.
- $\bullet \textbf{Anxiety} \text{: A feeling of worry, nervousness, or unease, typically about } \\$ an imminent event or something with an uncertain outcome.
- Depression: Severe despondency and dejection, typically felt over a period of time and accompanied by feelings of hopelessness and inadequacy.

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# **BREAKTHROUGH** Why is The Bournemouth King?

- Fear Avoidance: A model that describes how individuals develop chronic musculoskeletal pain as a result of avoidance of activities based on fear.
  - This model helped explain how these individuals experience pain despite the absence of pathology.
- Locus of Control: The extent to which people believe they have power over events in their lives.
  - A person with an internal locus of control believes that he or she can influence events and their outcomes, while someone with an external locus of control blames outside forces for everything.
- How would each of these non-physiological effects impact your prognosis and patient education?



# Assessing Flexibility/ROM

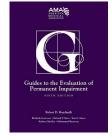
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# BREAKTHROUGH Assessing Flexibility

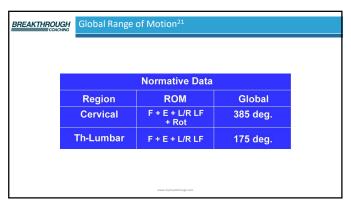
- What is your normative data baseline for Range of Motion?
  - Hopefully you are not assessing spinal ROM via goniometry but with dual inclinometery.
- The AMA Guides to the Evaluation of Permanent Impairment is used in Workers' Compensation systems, federal systems, automobile casualty and personal injury cases to rate impairment.21

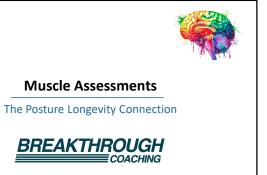


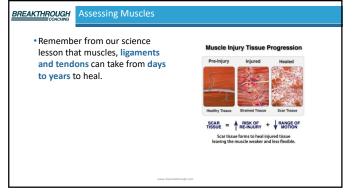
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# BREAKTHROUGH Global Range of Motion

- An easy to report method for assessing range of motion is **global** range of motion.
  - Rather than reporting each plane of movement individually, i.e.: Flexion 60 degrees
  - Total all of the planes of movement into one global **denominator**.
- According to the AMA Guides:
  - Cervical = 385 deg.
  - Lumbar = 175 deg.
- Note that rotation cannot be accessed via inclinometry.







# BREAKTHROUGH Assessing Strength

- Muscular strength is the ability of a muscle or muscle group to exert force to overcome the most resistance in one effort.
- Strength can be measured based on the amount of weight lifted.
- Muscular endurance is the ability of a muscle or muscle group to exert force to overcome a resistance many times.
  - •The measurement of muscular endurance is based on the number of repetitions performed.

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# BREAKTHROUGH Assessing Strength

- The assessment of muscle strength can be performed in many ways.
- Standardized strength assessments can be performed with dynamometry, by measuring a 10 repetition maximum (10RM) with weights and by counting repetitions against resistance such as tubing or bands.



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# BREAKTHROUGH Assessing Strength

- · A deeper insight can be gained by assessing the balance between the muscles of the neck and trunk.
- The balance of strength between the flexor and extensor muscles provides insight into the potential for recurrence and chronicity.<sup>22,23</sup>



# BREAKTHROUGH Normal Flexor/Extensor Ratio • The extensor muscles of the lower back should be approximately 30% stronger than the flexors. • This ratio is 1 to 1.3. • The extensor muscles of the neck should be approximately 40% stronger than the flexors. • This ratio is 1 to 1.4. • This is called the Flexor/Extensor Ratio.23

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# BREAKTHROUGH Assessing Endurance

- Hannu Alaranta, MD published a battery of tests to assess endurance, which are safe, inexpensive, time efficient, reliable and comparable to normative databases. (All desirable!)
  - If a patient is less than **85% of normal** for any specific test, then rehab training is deemed medically necessary.
- Provides unmistakable evidence that the patient's condition may be due to factors in the patient's and not the doctor's control.24

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## BREAKTHROUGH Dynamic Endurance Tests<sup>24</sup> • Repetitive Sit-ups - Arch-ups -BREAKTHROUGH Squatting •50 reps maximum Pyramic Strength and Deduces Task? 1 Inguistion in State 1 Strength and Strength • 2-3 seconds per repetition • If the motion becomes clearly jerky or asymmetrical, the test C. Low back Eyi Seps or Sec el ba. nd. or against resistance Low Sack File Steps or Sec el ba. nd. or against resistance Low Sack File Steps or Sec el ba. nd. or against resistance should be stopped. Static Back Endurance • 240 seconds maximum • Test discontinued if aggravated Colomic plus for Colombia (Colombia (Colombia)) and Colombia (Colombia) and Colombia (Colombia) and Colombia (Colombia) and Colombia (Colombia) and Colombia (Colombia (Colombia)) and Colombia (Colombia) and C by pain or muscle spasm.



# **Proprioception**

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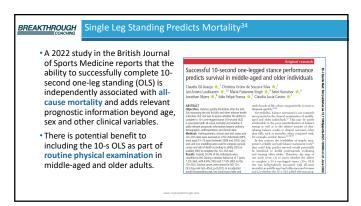


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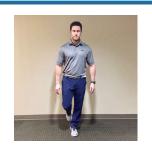
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# BREAKTHROUGH Single Leg Standing Assessment

- Stand with Posterior Pelvic Tilt, arms relaxed at sides and eyes forward.
- Flex hip 60 degrees and knee 90 degrees.
- \*Toes of raised foot are at height of ankle of planted leg.
- Maintain position until loss of balance or raised foot touches
- Repeat with eyes closed.



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BREAKTHROUGH COACHING	Single Leg Standing Normative Data <sup>26</sup>						
	l de la companya de l						
	AGE (years)	EYES OPEN (seconds)	EYES CLOSED (seconds)				
	20-59	29-30	21-28.8				
	60-69	22.5	10				
	70-79	14.2	4.3				

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# **Functional Postural Assessment**

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# • Combined therapy and medicine i

- Combined therapy and medicine in a hands on approach; one of the earliest to practice physical medicine and rehabilitation.
  - Published more than 16 books and 200 papers.
- Defined Crossed Syndromes in 1979.
  - Emphasized that the sensorimotor system, composed of sensory system and motor system, could not be functionally divided.
- He emphasized the importance of proper proprioception.



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# BREAKTHROUGH Neurodevelopmental Locomotor Patterns

- Tonic Muscle System: prone towards tightness.
- Phasic Muscle System: prone towards weakness.
  - Work together synchronously through co-activation for posture, gait and coordinated movement.



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# BREAKTHROUGH Sherrington's Law of Reciprocal Inhibition

When a muscle contracts, its direct antagonist relaxes to an equal extent allowing smooth

movement.

—C.S. Sherrington
The Integrative Action of the Nervous System 1906

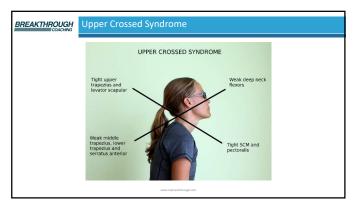


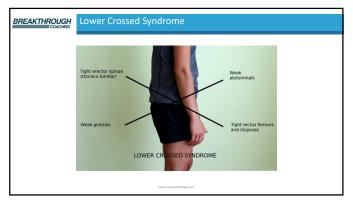
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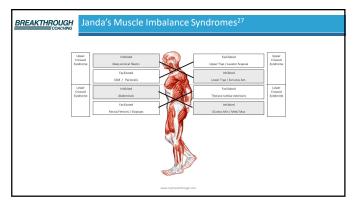
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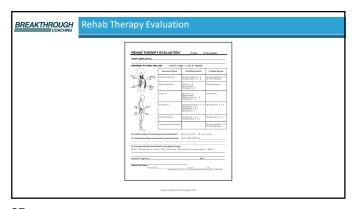














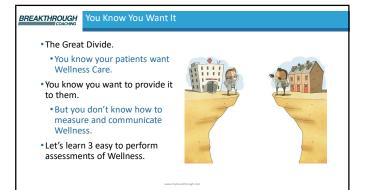
# **Assessing Wellness**

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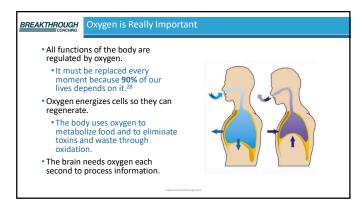


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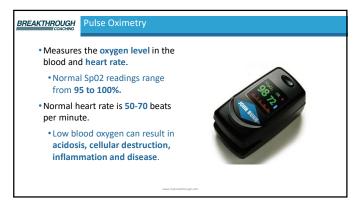
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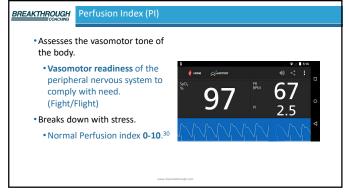


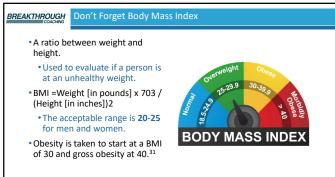
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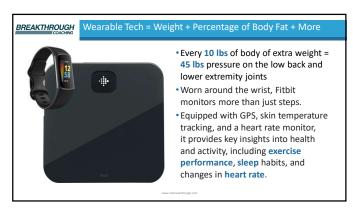


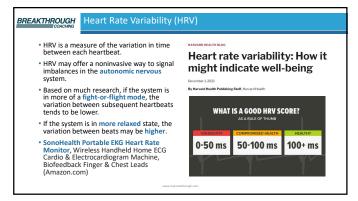






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# BREAKTHROUGH Add Tech to Improve Patient Outcomes

- Adding technology to your case management toolkit can help improve patient outcomes through better documentation of your criteria for care.
- Use tech to increase patient motivation and retention by setting clear-to-communicate and understand goals for care.



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# BREAKTHROUGH Results from National Health Interview Survey<sup>32</sup>

- Reason reported for consulting a chiropractor:
- For general wellness or disease prevention (43.3%)
- To improve their **energy** (16.3%)
- To improve athletic or sports performance (15.4%).
- Back pain (63%) and neck pain (30%) top specific health problem for which they sought chiropractic care.
- •66.9% reported that chiropractic care had helped them to improve overall health and made them feel better.

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# BREAKTHROUGH Results from National Health Interview Survey<sup>32</sup>

- 42% reported sleeping better
- 40% reported chiropractic helped them by reducing stress or helped
- 33% reported chiropractic gave them a sense of control over their
- 27% reported chiropractic helped them to feel better emotionally.
- 39% reported chiropractic made it easier for them to cope with their health problems.



# Confidently Communicate Chiropractic

The Posture Longevity Connection



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