



## **SPECIAL REPORT**

### **Why Chiropractic Can Benefit from Adding Stress Management Therapy**

By Mark Schillinger, DC

There's a reason why many popular health professionals (like Dr. Lipton, Dr. Chopra, Dr. Weil, Dr. Pert, Dr. Amen, Dr. Rankin, Dr. Dispenza, etc.) are profiting from the Wellness principles and practices our chiropractic forefathers were teaching over 100 years ago. They, and other healthcare practitioners are creating very successful practices and products based on a simple, yet powerful model of Wellness.

What is their "secret" - and why is it that we aren't using this strategy to increase our new patient acquisition and improve our patient retention?

#### **Stress Management Made Simple**

The doctors mentioned above have healthcare principles and practices that not only include the body but also incorporate brain-boosting techniques that address the health of the mind.

These doctors have organized their mind/body treatments into systems that allow them to easily dispense their insight to their loyal followers. Finally, these doctors have learned how to instruct their supporters in a wisdom that's easy to understand and techniques that are simple to do.

Since 80% percent of all illness is related to mental stress, these practitioners are focusing their services on stress management protocols.

#### **Give Patients What They Want and Need**

Unfortunately, most mainstream prospective patients do not think of chiropractors when they're searching for healthcare providers to help them reduce or eliminate their mental stress. Additionally, evidenced-based stress management techniques are not taught in chiropractic colleges.

As chiropractors, we're blessed to have the ability to adjust the spine, one of the most powerful healing tools the world has ever known. Ever since starting my practice in 1985, I've been a huge fan of chiropractic as a remarkably effective method of natural health care.

However, many of our patients want and need more than spinal care. They're coming to us with stress-related conditions that cause their nervous system to create a steady stream of stress

hormones which pour into their bloodstreams. The latest neuroscientific research clearly demonstrates that this neuro-hormonal, or electro-chemical cascade, dangerously causes inflammation at the cellular level, including both soft tissue and osseous tissue.

In turn, this persistent, pervasive form of pathology creates all of the most common symptoms from which patients seek care from chiropractors - including muscle spasms, joint pain, numbness/tingling, vertigo and headaches.

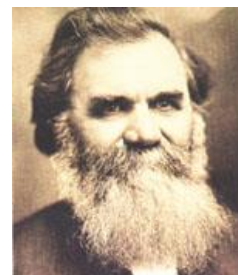
### What DC's Need to Do

It's my contention that the chiropractic profession will need to incorporate stress management techniques into the treatment room, if it's going to continue as a mainstream therapy. It's no secret that the percentage of people going to chiropractors has not increased significantly in the recent past, even though we know that everyone should be under the care of a chiropractor.

If we don't address their stress, or mental subluxations, we won't be as effective as we could be in eliminating their mechanical subluxations. Additionally, If we can't reduce the mental stress of our patients, they will seek other practitioners that will help them, often leaving our care altogether.

DD Palmer taught that the number one cause of illness was mental subluxations. He knew, even before it could be scientifically verified, that the quality of thoughts people have can determine how healthy their mind, muscles, organs and skin can be.

Palmer said this revolutionary statement in his first book, *The Science Art and Philosophy of Chiropractic - Founded on Tone* (1910), "Chiropractors correct abnormalities of the intellect as well as those of the body. These discoveries and their development into a well-defined science are worth more to the student, practitioner and those who desire health, than all the therapeutic methods combined".



DD Palmer

### Stress is Good for Chiropractic

Chiropractic is finally getting the scientific recognition it deserves with regards to the efficacy of spinal manipulation, yet this research has not generated any real increase of new patients for the profession. ***I believe that if the chiropractic profession learned how to teach our patients simple, powerful, evidence-based stress reduction techniques, there will be a tsunami-like wave of new patients seeking our care.***



These stress reduction techniques support the chiropractic philosophy - the innate intelligence of the body and mind has the ability to heal itself. With stress management therapy added to the other services chiropractic offers - nutrition, pediatrics, physical therapy, exercise rehabilitation, etc. - chiropractic would help *way more* patients, and finally take its rightful place as the leader of the wellness revolution.

### Future of Chiropractic

The Institute for Alternative Futures, a journal that studies trends, stated in their [article](#), *The Future Chiropractic Revisited 2005 -- 2015* (January 2005), that chiropractors should not only provide biomechanical care but other alternative treatments as well.

They described a near future where patients will want to see their chiropractors as their wellness mentors, who can coach them in a variety of healthcare areas. The research warned the profession that if it did not become, “healthy life doctors” and “proactive coaches”, they would run the risk of losing patients to “increased competition from other providers”. Like the doctors we were discussing above.

***When chiropractors add organized, easy-to-implement stress management protocols into their treatments, their patients will look to them as doctors who can mentor them with their body and mind health issues.***

### What Is Chiropractic Stress Management?



When I graduated chiropractic school in 1984, I was clear that I wanted to follow DD Palmer’s directive to organize my mind-management protocols into a system of treatments and handouts that would help my patients enjoy better mental well-being. I combined the scientific teachings of quantum physics, epigenetics, neuroplasticity, stress reduction, and chiropractic philosophy, into a “chiropractic stress management delivery system”.

I’ve spent over three decades incorporating mind-calming strategies into my office visits. Each procedure is only 1 – 3 minutes per visit. Best of all, these strategies only require 1 minute of home care by my patients!

You can easily teach your patients how to rewire their brains so they can:

- ❖ quickly calm their mind
- ❖ develop patience and self-acceptance
- ❖ eliminate harmful patterns in their life
- ❖ improve their relationships
- ❖ energize their brain
- ❖ mindfully focus their attention
- ❖ re-program their subconscious mind
- ❖ make clearer decisions
- ❖ effectively manage their time
- ❖ sleep better

[Click here](#) to read more about the top 10 specific stress reduction techniques I use with my patients. These techniques help them enjoy more emotional well-being and a deeper peace of mind, regardless of what’s happening in their environment.

### Greater Retention Through Deeper Connection

I am not saying that chiropractors have to become meditation teachers, biofeedback practitioners, or psychologists. I do not deal with the psychological needs of my patients in the chiropractic treatment room. I simply let them know that if they can prevent their brains from secreting harmful stress hormones (adrenaline and cortisol), and induce their brains to secrete the “happy hormones” (endorphins, serotonin, dopamine, and oxytocin), they can be calm and relaxed, no matter what’s going on around them.



Relating to stress in this way then allows them to access their innate wisdom and make more intelligent decisions when they are ready to respond to their adversities.

During the course of my 31 years in practice, I've had so many patients thank me for teaching them the stress management techniques. I've had one patient express gratitude by saying, "Having you as my chiropractor is like having my own personal Deepak Chopra!", and another patient appreciated me for being, "The Nordstrom's of chiropractic."

What's most rewarding for me is that I hear similar feedback from the doctors who have studied with me and have employed these techniques into their practices with their patients.

Providing these services has significantly increased my patient retention because my patients feel a deeper connection with me. They sense an extra level of caring just because of the few minutes of additional time that I spend with them focusing on solutions to the maladies of their mind.

The public wants to connect with doctors who can help them effectively deal with their stress. Chiropractors who understand this will enjoy an office that's filled with patients who want to belong to their doctor's "wellness community".

[Click here](#) to see my website and how I promote stress management services.

## **Conclusion**

A wealth of new scientific research has validated both age-old and modern stress reduction practices. This has caused a tremendous surge in their popularity for personal use, business productivity and in schools, at all levels of education.

The premise of this research is that when people stop over-identifying with their stress and instead substitute simple mind-calming procedures, they become more relaxed and resilient. By becoming more adept at adapting to stress, people will then enjoy greater physical health and mental well-being.

## **These are the 6 main reasons why I believe chiropractors can benefit from adding stress management into their practice:**

- 1) it's easy to do; it only takes 1 – 3 minutes/visit
- 2) no special degree or certification is necessary
- 3) new patient referrals increase
- 4) the doctor benefits from practicing these techniques as much as the patients
- 5) patient retention is boosted as patients are more likely to stay for their prescribed care
- 6) medical doctors won't have the ability to treat the body and mind as effectively as a chiropractor



BJ Palmer

BJ Palmer said, "Knowledge is knowing a fact, wisdom is knowing what to do with that fact." **The fact that I'm calling your attention to is that 80% of all illness is caused by stress.**

I believe that the next wave of growth in our profession will occur once we know how to incorporate stress management terminology and procedures into our practice. Our patients will reward us with ongoing care, referrals, and purchases of the other services and products we recommend.

### **Take the Seminar**

If this report increased your curiosity about using stress management techniques in your office, I'm confident you'll really enjoy attending the Adjusting the Mind seminar for your CE credits.