



Yes these are my kids, and yes, they are this enthusiastic about wellness chiropractic!

Wellness Chiropractors--Dream Team for Corporate Wellness

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Chiropractor

Take everything you think you know about chiropractic...and set it aside!

There is a "new" school of thought within the very diverse field of chiropractic that is making waves. This non-therapeutic school of thought, also known as "objective straight chiropractic," does not treat injuries.

Respected chiropractor, author, and past chiropractic college president Joseph Strauss DC explains the difference here:

*The objective straight chiropractor has one purpose to his/her practice. He/she corrects vertebral subluxations because they interfere with the full expression of life by reducing the ability of the innate intelligence of the body to coordinate function through the nerve system. **Objective straight chiropractors correct subluxations not because they cause disease or are associated with any medical condition but simply because the body works better without them.** Objective straight chiropractors do **not** claim that vertebral subluxation is the cause for any or all diseases but simply an impediment to the ongoing life process and that alone justifies their correction. Other terms that are synonymous with objective straight chiropractic include non-therapeutic chiropractic and modern-day straight chiropractic.*

Non-therapeutic chiropractic is contrasted with the more common "therapeutic" model of chiropractic. Therapeutic chiropractic offers various therapies like ice, heat, electrical stimulation, massage, lasers, ultra-sound, etc with the claims of treating medical conditions, injuries, and pain. This model of chiropractic often finds itself at odds with small business and corporate wellness programs because they focus on injuries and frequently see a large number of Workman's Compensation claims.

Understanding the difference is important for a corporation seeking healthy alliances for optimal health of employees. Here are a few important to understand terms:

1. Subluxation - a stress-induced spinal misalignment resulting in nerve interference. Due to the all-pervasive nature of the nervous system, nerve interference results in sub-optimal function of the body.

2. Objective Straight/Wellness/Non-therapeutic Chiropractic - maintains spinal alignment by correcting subluxations to reduce nerve interference. Makes no claims about curing disease or pain, and focuses exclusively on spinal adjustment. Caters to routine, ongoing spinal hygiene and is almost exclusively "insurance-free," cash-based offices. Less than 10% of chiropractors are of this model of practice.
3. Traditional Straight Chiropractic - also exclusively adjusts the spine, but also claims to cure diseases.
4. Mixer/Therapeutic Chiropractic - mixes in profit-boosting therapies with claims of treating pain. Sees high percentage personal injury and workman's compensation cases. Tends to look more like a physical therapist in practice with a focus on rehab (minus the Physical Therapist's training) and an over-abundance of therapeutic offerings. Sometimes involves allied professionals in house to increase referrals within for insurance purposes.

Objective straight or Non-therapeutic chiropractors are the ideal fit for a corporation. They do not employ a billing staff, and therefore are able to pass on the savings to working class members with affordable, lower than co-pay fees. They do not accept Work Comp or Personal Injury cases, and only code for subluxations. Therefore they do not diagnose or use diagnosis codes for injuries. Their routine, spinal hygiene checks are usually brief, and they have extended hours for members to get in regularly without taking time away from work.

If this model of care is so great, why isn't it catching on? It IS! In a big way! Affordable, convenient, routine, cash-based chiropractic has even become

regional and national franchises. *HealthSource, NuJoint, Simply Chiropractic, The Joint, and Chiropractic USA* are a few examples. *The Joint* has become the most representative of this movement, being given the "Best of the Best" title from Entrepreneur Magazine. They state:

We're easy, convenient and accessible to consumers; there's no insurance necessary, there's no appointment necessary. A regular customer can walk into any franchise location and get an adjustment done in five minutes. We're the largest umbrella of chiropractic clinics in the world, and we're only getting started. We're growing from 400 units to over 1,700, and this is an excellent business for investors and chiropractic professionals to invest in.

So it's a growing trend, it's popular, it's accessible, and it's affordable. What do these chiropractors do for employee health? See the next article in this series "Chiropractic--Evidence of Health."