

# CHIROPRACTIC:

THE NATURAL CHOICE FOR PAIN MANAGEMENT

**For the Tens of Millions of Americans Living with Pain,  
Chiropractic Care is Providing Relief Where Others are Failing.**

According to a report by the Institute of Medicine, at least 116 million U.S. adults -- or nearly one-third of the country's population -- are living in pain.

The American Academy of Pain Management calls pain the "silent epidemic" with its negative impact on a person's quality of life possibly resulting in "an unrelenting downward spiral of depression, isolation and loss of self-esteem."

And what begins that downward spiral? The pain patient's inability to find doctors who can effectively treat their pain.

Indeed, a recent study found that one-in-four pain patients had changed doctors at least three times due to the doctors' inability to relieve their pain.

So with mainstream medicine and its legions of family practice physicians offering inadequate pain relief to those so desperately in need of it, pain patients are looking elsewhere.

Specifically, they're looking to Doctors of Chiropractic (DC) for natural, non-invasive pain management.

This year, it's estimated that more than 30 million American's will receive chiropractic care for a variety of pain management issues (from back pain and headaches to neck pain and sport injuries) putting the popularity of chiropractic care at an all-time high and firmly establishing it as an accepted and effective protocol for pain management.

In fact, very effective.

In a Gallup poll, of those who used chiropractic care, 90% considered their treatment effective.

The same survey also reported that they were three times more satisfied with their care than patients of family practice physicians.

*"...seeing a chiropractor on a regular basis has made me a better golfer. I've been going to chiropractors for as long as I can remember. It's as important to my training as practicing my swing."*

**- Tiger Woods**



*"...as long as I see the chiropractor,  
I feel like I'm one step ahead of the game."*

**- Tom Brady, New England Patriots  
3 time Superbowl Champion & 2 time Superbowl MVP**

Admittedly, some skeletal or joint issues may still best be treated by surgery, but there are an ever-growing number of problems that can be treated successfully with chiropractic care.

Those who sufferer from painful illnesses such as fibromyalgia and chronic fatigue are experiencing relief from chiropractic care.

Those suffering from carpal tunnel, ankle, foot, hip and knee problems are also increasingly being successfully treated with chiropractic.

With its growing success within -- and adoption by -- mainstream medicine, this renaissance of chiropractic care is reaching well-beyond the 'alternative medicine' audience -- once the mainstay of chiropractic care.

Indeed, from young Americans to graying Americans to America's top-tier athletes chiropractic care is fast becoming less and less an alternative and more and more a preference.

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