



How to Write Down the Positive Experiences of Chiropractic Care on Family Health

A step-by-step instruction for chiropractors.

Preliminary notes: Refrain from using your credentialed name (Example: Jeanne Ohm, D.C.) as a detail in your story. Focus on the patient's experience and the family's challenges and success with chiropractic care. Use the child's **first name** to help personalize the story. Limit to 750 words.

Your story may include:

- 1) An introduction of the condition/s that are central to your patient's story.
- 2) How the parents and child/ren were feeling prior to their first chiropractic visit, with family's quotes included, if possible.
- 3) Significant details in the patient's health history, and significant treatments or procedures that were previously utilized.
- 4) **"After the first (second, third, or fourth) adjustment..."**
- 5) Description of the positive changes that occurred after adjustments with family's own quotes included, if possible.
- 6) **"Chiropractic works to improve the..."** (include one or more of the following which are relevant to your patient's story) :
 - Digestive System
 - Cardiovascular System
 - Respiratory System
 - Musculoskeletal System
 - Integumentary System
 - Endocrine System
 - Urinary System
 - Reproductive System
 - Immune System
 - Neurological System
 - Sensory-Processing System
 - Lymphatic System
 - etc...
- 7) A summary of how improving system function improved the patient's situation and the family's overall level of health.

Here's a short example story (with elaboration in parentheses):

"A newborn should cry when they're hungry, dirty, or tired - calling out for help. But at just a few weeks old Shira was inconsolable and rigid with severe colic, making her parents worried and stressed." (This introduces the reader to the condition by first displaying a picture of what ideal functioning looks like. By including the state of mind of the worried parents, we connect the story to all parents who have similar experiences)

"After just the first adjustment, she 'was like a different baby' according to mom. The screaming and stress shifted to calmness and bonding, allowing Shira and her parents to transition peacefully into this new life of theirs."

(Here, we display the after-picture of chiropractic care, and by including mom's own words we make a valuable impact on the reader.)

"Gentle chiropractic adjustments help us better adapt to an ever-changing world, allowing a newborn baby to be happier, healthier, and develop into the best version of themselves." (This is a quick summary of the benefits of chiropractic care, worded in a general way so as to not claim "cure" or "treatment" for specific conditions, but to show the overall improvement in health that occurs)