



Fall 2008

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**Special points of interest:**

- **Custom Foot Orthotics** can help keep your spine aligned from the ground up.
- At least four out of five adults will experience low back pain at some point in their lives.
- More than 20 million Americans sought chiropractic care last year for spinal injuries and pain!

Presented by:



Dr. J. Scott Verner, D.C.

**Did you know that...**

**October is Spinal Health Month!**

Many of us go through each day typing on a computer, bending or lifting items, gardening, taking care of our children and playing sports. If not done properly, these activities can cause pain or injury which may become chronic if left untreated.



Listen to your body. Use preventive measures at work and at home. Utilize the following tips to help reduce the risk of spinal injury:

Because of the importance of taking care of the back and spine, doctors of chiropractic are using their knowledge of the spinal column and nervous system to promote the American Chiropractic Association's (ACA) national observance, Spinal Health Month, during the month of October.

Back pain is pervasive in our society. Eighty percent of us will suffer from it at some point in our lives, and fifty percent of us will suffer from back pain this year alone. Low back pain is the most common work complaint experienced by Americans today. Many Americans today are health and body conscious. We want to look and feel our best by taking care of our bodies — exercising, getting regular dental and eye exams and by getting enough sleep. Far too often, we ignore the focal point of where much of the pain associated with our daily activities originates — our spine.

- At the office, take frequent stretch breaks while working on your computer
- While working on your computer, sit with your knees at approximately a 90 to 120 degree angle. Using an angled foot rest to support your feet may help you sit more comfortably.
- Make sure your chair fits correctly. Allow for two inches between the front edge of the seat and the back of your knees. The chair should tilt back so you can rest while you're reading what's on your computer screen.
- Avoid twisting and turning motions. Always bend from the knees, not your waist, when lifting anything heavier than ten percent of your

body weight.

- Warm up and stretch before any physical activity, including all sports, raking, gardening and shoveling snow. Be aware of your body form and technique: stand as upright as possible and let your legs and arms do the work, not your back. Allow your body and muscles time to cool down after such an activity.
- It is important to get a good night's rest. Choose a comfortable supportive mattress as well as a pillow that supports the weight of your head, reducing the risk of back or neck pain.

The key to spinal health is prevention; listen to your body's warning signals and adjust your lifestyle. If you do experience pain despite using these preventive measures, call us for an appointment. **Also, if a friend or loved one has back problems or pain, give them the Spinal Health Month pass below so they can begin care!!!** You and more than 20 million other Americans sought chiropractic care last year for spinal injuries and pain!

Encompass Chiropractic  
1500 S. Georgia—Amarillo  
806-353-2106  
www.encompasschiro.com



**Spinal Health Month—Health Pass**

Pay to the order of Encompass Chiropractic the amount of \$366.00 as full payment for an initial office visit, which includes personal consultation/case history, examination and x-rays if needed.

This special gift certificate offer expires **10-31-08**.

Please present this coupon at initial visit only.

This coupon has no cash value and is not valid with any other offer. Call for details as some restrictions apply.

All patients who refer a new patient will have a chance to win a \$100 Gas Card!!!! See page 3 for details!!

## Common Low Back Pain

### Symptoms:

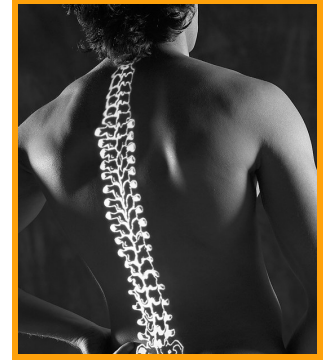
- Tenderness, pain and stiffness in the lower back
- Pain that radiates into the buttocks or legs
- Difficulty standing upright or standing in one position for a long time
- Weakness and leg fatigue while walking
- Discomfort while sitting

## CONDITION CORNER

# LOW BACK PAIN

The majority of back pain patients have not experienced any trauma, accidents or major injuries prior to the onset of their problem. The cause of most back pain is the cumulative affect of improper sitting posture, poor work habits, incorrect lifting, lack of proper exercise and other life-style-related factors. All of these factors cause stress and imbalances on the spine and eventually pain. This is why people often injure their back by just bending over to pick up a piece of paper. The spine was already compromised and just the simple act of bending was enough to set off the problem. When this occurs, the surrounding back muscles

go into spasm to protect the stressed or injured tissues of the back. In the US, low back pain is one of the most common conditions and one of the leading causes of physician visits. In fact, at least four out of five adults will experience low back pain at some point in their lives. Thirty-one million Americans have low back pain at any given time. One half of all working Americans admit to having back symptoms each year. One third of all Americans over age 18 had a back problem in the past five years severe enough for them to seek professional help. And the cost of this care is estimated to be a staggering \$50 Billion yearly--and that's just for the more



easily identified costs! Chiropractic care works on correcting misaligned or out of place vertebrae. Adjustments can remove the pressure placed on the nerves, which course through the space between the joints, thereby reducing pain and improving flexibility and function. For more information on this topic, call our office at 806.353.2106.

## MAY I TAKE YOUR ORDER?

Here are just a few of the services we offer here at

*Encompass Chiropractic :*

- Chiropractic Adjustments—Techniques tailored to the individual's needs
- Electronic Stimulation Therapy
- Ultrasound
- Therapeutic Rehabilitation
- Decompression
- In Office X-rays
- Foot Ion Cleanse
- **Custom Foot Orthotics**
- Nutritional Supplements
- Auricular Therapy
- Diathermy
- And others

*“How we can serve you!”*

## OFFICE HOURS

Just a reminder of our regular office hours:

By Appointment:

### Mondays:

8:30—12:00 & 2:00—5:15

### Tuesdays:

8:30—11:15 & 2:00—5:15

### Wednesdays:

8:30—12:00 & 2:00—5:15

### Thursdays:

Closed

### Fridays:

8:30—12:00 & 2:00—5:15

### Saturdays & Sundays:

Closed



If you have an emergency during non-business hours, please call us at 336-6744 & leave a message (including a phone number where you can be reached). We will call all patients who leave a message back as soon as possible.

**\*\*\*In the event of bad weather, our office will be closed if the Amarillo Independent School District is closed.**

# Got Feet?

By Rodney Johnson, C. Ped.

Got Feet? Why would anyone ask such an obvious question? The answer is simple. As everyone has feet, everyone needs to know that feet are the foundation of our lives. When I say foundation, I mean that just as you don't want your house or your building to hang off your foundation, the same thing can happen with your feet. When your feet are misaligned, or subluxated, this can cause many problems; not just with your feet but with your knees, hips, and your back. So how do you keep your foundation from wearing and tearing?



Rodney Johnson, C. Ped.

Research shows that some back problems can often be traced to a foot imbalance. Foot orthotics and OTC insoles can help your overall biomechanical situation. Having bad foot mechanics can alter everything from the ground up.



The answer is proper footwear and foot health. When I say proper footwear I mean being aware of shoes

that match your foot type. Most people buy shoes that do not match their foot type and in return their whole body can start to hurt, usually starting with the feet. For foot health it is important to know that having OTC (over the counter) insoles like Spencos or Lycos are good for foot health. Another excellent alternative are custom foot orthotics, which are medical devices that are made for you and only you. **Custom foot orthotics** help to correct any imbalance by working like shock absorbers. The orthotics help remove pressure and stress from areas that are painful in the foot and ankle. They can help to restore balance, improve quality of life, and can even help sport performance.



It would not be true to say that everyone needs custom foot orthotic therapy. It may be that symptoms in the feet or lower legs originate from a condition

affecting the lower back. However, it may also be the case that the pain or discomfort in the lower back or hip is a result of faulty foot mechanics. It is up to your chiropractor to give you a consultation and a thorough physical examination so that they can properly determine the cause of your problem and the appropriate treatment for your body.

**Rodney Johnson, C. Ped.**  
Board Certified Pedorthist  
Innovative Orthotics LLC  
"A Step Above the Rest"  
Amarillo, TX

*"Nothing stands well on a shaky foundation, be it a house or your own body."*

## FALL FUN LINEUP

Here's some of the events coming up this month that you can look forward to:

Did you know that...

**Pumpkins Can Give You Gas!**

**1. GUESS!!** During the month of October we will have the opportunity for patients to win one of two **\$100** gas cards!!! For patients who

come in to the office, we will have a pumpkin in the office. Without picking it up, you can try to guess the weight of the pumpkin. Whoever gets the closest without going over will get a **\$100** gas card at the end of the month!!

**2. RAFFLE!!** New patients who come in during October can get their name put in once, and regular patients who refer new patients to us will get their name put in a total of **five** times per new patient referred! At the

end of the month, we'll draw one name and that lucky person will also be getting a **\$100** gas card!!

**Halloween Dress-up Discount!**

**3. HALLOWEEN** is fast approaching! Come in for an adjustment on the 31st **ALL DRESSED UP** in your favorite costume and you can get an adjustment for only **\$10.31**!!!!.





*Health ~ Happiness ~ Humor*

1500 S. Georgia  
Amarillo, TX 79102  
[www.encompasschiro.com](http://www.encompasschiro.com)

Phone: 806-353-2106  
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**Return Service Requested**

Visit our website at  
[www.encompasschiro.com](http://www.encompasschiro.com)  
for more information on  
our office, conditions we  
treat, New Patient offers &  
**MORE!!!**

DID YOU KNOW THAT  
PUMPKINS CAN GIVE YOU GAS?



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Details inside!