

The Issue of Pain

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As a chiropractic patient who barely passed his high-school biology class, I have to confess that I really don't know how pain works. I assume pain is the feeling I get when a signal goes from a distressed part of my body to my brain.

It's strange, though, how some pains feel really bad, while others that seem like they should feel worse, don't feel that bad at all. And, as we all know, there are many different ailments that can cause us any particular pain.

Of course, what pain does is tell us something is wrong. And it doesn't even need to hurt to make us aware of a problem. A little constant discomfort in the right place can be a real motivator.

Loss of function is also a great motivator. When you can't do something, it forces you to seek a solution.

What patients really need to understand is that these are all signs that they need to come see you. Pain, discomfort and that "something isn't moving right" feeling are warning signs that shouldn't be missed. As the top story on the front page of this issue clearly illustrates, pain is what brings most patients to your office.

But why wait for the pain?

I know from my own personal experience that if I wait to see my DC until I have pain, I will likely need additional visits to address the multitude of subluxations I have allowed to progress. In the meantime, my general health has usually suffered as well.

Waiting until you have pain to see a doctor of chiropractic is like waiting until your engine won't start to have your car serviced. It will invariably happen at the wrong time, and could well be the indication that other problems have developed.

It is critical that your patients understand the benefits and value of regular chiropractic checkups. You know the value, but you should make it clear to every patient on every visit.

And while we don't have odometers, you can usually tell how often each patient should see you based on his or her health status.

Make a commitment in this New Year to explain the value of regular chiropractic care to your patients. Your new patients should get a very clear explanation, along with the information needed to refer others. And your existing patients (even if they have been with you for awhile) will also benefit from additional knowledge about what chiropractic (and you) can do for their health and quality of life.

The old saying "What have you done for me lately?" applies here.

Let your patients know about the value of that chiropractic adjustment they just received. Don't let

them take for granted the good health they enjoy under your care. It doesn't happen by accident.

You provide your patients with the joys of life through improved function and health. Appreciate who you are and what you do. Remind them of the value chiropractic brings to their lives, and help them realize the immeasurable benefits regular chiropractic care provides.

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