

What Are My Choices?

Editorial Staff

Books, Videos, Audios, Charts, etc.

You've made the decision to become a doctor of chiropractic; invested money in your education, the perfect practice location, staffing, etc. Now what? Where can you go to find information on products, education and other goods and services to help grow your practice?

"What Are My Choices?" is a monthly column that gives you the information you need, straight from the experts: the companies themselves. This column focuses on companies that provide published products. Consider the wide range of choices available:

ACA Today: American Chiropractic Association. Phone: (800) 986-4636; Web: memberinfo@amerchiro.org.

Aukoshimo Professional Training Program: Provides computer software and books related to Acupuncture, Koryo Hand Therapy, Auricular Therapy for all health practitioners, and organizes seminars and online/electronic schooling for CEU credits for Acupuncturists, Chiropractors, Medical Doctors, as well as programs and books for exam preparation for those who wish to take NCCAOM and State board exams all over United States.

Products: *Acupuncture Practice Exam CD and Book*, *Herbology Practice Exam CD*, *Point Location Practice Exam CD*, *Acupuncture for Chiropractors and Medical Doctors*, *Auricular Therapy Treatment CD*, *Koryo Hand Therapy Programs*, *Electronic Schooling for Koryo Hand Therapy*, *Auricular Therapy and Acupuncture Therapy (CEU Credits)*, *Body Constitutional Book*. Phone: (808) 542-3212; E-mail: info@aukoshimo.com; Web: www.aukoshimo.com.

Blue Poppy Enterprises, Inc.: Offers both live and distance learning continuing-education courses, clinical reference texts, and Herbal products, including concentrated powder capsule formulas, liniments, ointments, and oils, for professional practitioners of *tuina*, acupuncture, and herbal medicine. Founded in 1979 by Bob Flaws, today the business has nine full-time and three part-time employees. Blue Poppy is considered the pre-eminent provider of distance learning CE courses on all facets of Chinese medicine.

Products: 25 internal and 20 external herbal medicines. Over 500 hours of CE courses available by Distance Learning, varying in length from 1 to over 100 hours in length on all facets of Chinese medicine. Over 80 texts of Chinese medicine, acupuncture, Chinese dietary therapy, and Asian bodywork. 400 research articles, translated and abstracted from recent Chinese medical journals. Phone: 800-487-9296; E-mail: info@bluepoppy.com; Web: www.bluepoppy.com.

Business of Chiropractic Pub. (a division of Do Write Publishing): Publisher: Ivan Delman, D.C. Before starting his practice, Dr. Delman had acquired 20 years of business management experience. By his second year, he had developed a six-figure income, which continued to grow for over 18 years until his retirement due to auto accident injuries. He started Business of Chiropractic with one mission ... "To provide affordable business information for practice success" The business of managing a successful practice is the basis for his books.

Products: *The Business of Chiropractic*-2nd Edition, *111 Tips for Managing a Profitable Chiropractic Practice*, The "Power Reports" package of articles ready for download, Coming soon... "Power Reports" on CD. Web: www.BusinessofChiropractic.com.

CMR Moongate Records: Since 1993, composer Marilyn Seits has been producing soft, relaxing music for massage & bodywork. All of Marilyn's music is 58+ minutes long, continuous with no breaks between tracks and maintains the same serene mood from beginning to end. Titles include: *Feathertouch*, *Dragon & Phoenix*, *Threads of Violet Light*, *Meditations Along the Silk Road*, *For Three Friends & Black Dragon*. Marilyn is also available to massage organizations to talk about choosing appropriate music.

Products/Services: Music CDs for Massage, Yoga & Bodywork - *Feathertouch*, *Dragon & Phoenix*, *Threads of Violet Light*, *Meditations Along the Silk Road*, *For Three Friends*, *Black Dragon*, *Just Relax*. Phone: 561-798-8990; E-mail: office@cmrrecords.com; Web: www.cmrrecords.com.

ChiroManuals: Developed over the last 17 years, the manuals are a complete practice management program in themselves.

Products: Provided are complete, detailed and thorough office manuals for each position in your clinic. A Forms Manual and General Office Manual are also part of the package. Included are the *Clinic Director Manual*, *Office Manager Manual*, *Receptionist Manual*, *Collections Manager Manual* and others. Phone: 404-822-9578; E-mail: rlacy1@tampabay.rr.com; Web: www.chiromanuals.com.

Complete Health Communications, Inc: Founded by Dr. Allen Unruh, Sioux Falls, S.D. Dr. Unruh has written several books, including: *If The Government Doesn't Get Off Our Back*, *The Whole Country Will Need A Chiropractor*; *So You Think Your Job's Bad*; *The First Clean Sex Joke Book*; *Romance 101*; and *How To Overcome Adversity*.

Products: Over 60 brochures on Chiropractic education, clinical nutrition, and therapeutic exercises. Phone: 800-399-5158; E-mail: adunruh@drunruh.com; Web: www.draunruh.com.

Custom Wellness: Provides doc-tors with their personalized Patient Wellness Catalog. Patients may browse through the catalog, and then consult with their doctor to purchase the correct wellness product. The doctor then orders those products from Custom Wellbeing. We handle the entire back end operations, including direct shipments to your patients and the handling of your returns/exchanges, etc. Doctor profits can be up to 40%. Phone: (877) 832-4572; Web: www.customwellbeing.com.

GalleryMedica: At GalleryMedica, we believe healing begins with a vision. GalleryMedica is dedicated to providing art for the healing environment. Art that honors the intangible essence of the healing process, of healthcare and the pride that professionals have for their craft. Posters by famed artist Jean Francois Podevin. Phone: 877-877-4260; Web: www.gallerymedica.com.

G-Jo Institute: The G-Jo Institute teaches a variety of safe, effective, natural, time-proven and easily-learned healing methods - particularly those relating to acupressure and other touch-type therapies - to both lay individuals and health care professionals. It does this through its various, low-cost publications and home-study certification programs. Founded in 1976, The G-Jo Institute is best known for its NCBTMB-approved Master of G-Jo Acupressure Home-Study Certification Program. Phone: (828) 863-4660; E-mail: office@gjo.com; Web: www.g-jo.com.

Grafia: New web site hosted by Grafia offers a full range of sign products designed exclusively for chiropractors. From giant window-clings to bright, bold electric light boxes, whatever your budget may be you will find a sign product to promote your store and help you succeed! There is no other

one-stop shopping site at which chiropractors can obtain chiropractic-oriented signage. Phone: (800) 767-5609; Web: www.windowssigns.com.

Health Concerns: While most common skin problems are not life threatening, they can make life very uncomfortable at times. Standard medical approaches often involve drugs, surgery, laser therapy, and Botox. Many people are satisfied with the results, however in recent years alternative treatments are showing excellent results without the side effects so common with pharmaceutical medications. In *Healing Skin Disorders*, Andrew Gaeddert provides hundreds of alternative approaches to skin problems, even those that have been resistant to conventional treatment.

Product: *Healing Skin Disorders* by Andrew Gaeddert. Phone: (510) 639-0280; E-mail: sherylm@healthconcerns.com.

Human Bio-Dynamics, Inc: Publishes books, videos and seminars based on the contributions of Alan G. Beardall, D.C., known as Clinical Kinesiology "CK," and specific muscle testing and activation therapeutics [ChiroMAT]. These systems use "handmodes" for diagnosis and therapeutics based on information directly from the patient's body. HBD provides world-wide seminars to promote Basic, Advanced, and review presentations. Maintains updated, appropriate nutrition new product data and discoveries for chiropractors, medical doctors, physical and massage therapists. Phone: (503) 968-0765; Fax: (503) 293-1024; E-mail: clinical.kinesiology@comcast.net.

Koren Publications: Unique chiropractic patient education brochures in English and Spanish, incomparable Report of Findings folder, introduction to chiropractic booklets, chiropractic posters, office forms, *the* vaccination lecture kit, books on chiropractic research, stickers, coloring books, patient newsletter and more.

Products: Complete patient education: premier patient education brochures, introduction to chiropractic book, posters, booklets, report of findings, audios, videos, stickers, tattoos and childhood vaccination resources. Phone: (800) 537-3001; E-mail: orders@korenpublications.com; Web: www.korenpublications.com.

Life Plan Systems: The *Ultimate Success Journal* is designed to be used as a day planner, helping you set and achieve long and short term goals, create visualization charts, dream lists, mission statements and a brighter future. The Chiropractic version contains a 12-month promotions calendar, weekly meeting and office goal sheets, telephone directory and daily success techniques designed to keep you focused and on purpose. Dated and undated versions available. Phone: (800) 244-9504; Web: www.ultimatesuccessjournal.com.

Lippincott/Williams & Wilkins: Phone: (800) 638-3030; Web: <http://lww.com>.

Muscle Balance and Function Development®: For the last 10 years the Muscle Balance and Function Development® System has expanded the fundamental concepts of biomechanics and physics by applying them to the human body. This approach addresses the importance of center of gravity and human segmental alignment, and examines how the planes of motion, right angle fundamentals, and muscular function powerfully affect this alignment, structural integrity, and human performance.

Products/Services: *Muscle Balance and Function Development*® CDROM; *Level One Manual*; *Level Two Manual*; *Level Three Manual*. Contact: Geoff Gluckman, MSc. Phone: (800) 7SEMINAR; E-mail: info@musclebalancefunction.com; Web: www.musclebalancefunction.com.

New Life Clinics: A nonprofit organization which has provided over one million low-cost hypnotic therapy audio cassette tapes to government employees, law enforcement officers and health care

providers over the past 12 years. Recently developed hypnotic tapes for chiropractic use and are now available to chiropractors for resale to their patients.

Products: Nine hypnotic therapy tapes are offered at a wholesale cost of \$12.50 each. The tapes are guaranteed to work and guaranteed for life or your bill is canceled. Phone: (928) 692-9594; E-mail: savelife@frontiernet.net.

New Medical Awareness Seminars: Welcome to New Medical Awareness Seminars - Dr. Sherri Tenpenny's organization dedicated to educating people about vaccines, medical breakthroughs and medical controversies. From seminars to videos, we offer many opportunities for you to learn about vaccines and other pertinent topics.

Products: *Vaccines: The Risks, The Benefits, The Choices* - 3 Hour Video; Parent-Resource Manual; Parent Resource Package - Includes three-hour video and manual; *How to Legally Avoid Vaccines of all Kinds* - 90-minute audiotape; *Menopause/Pre-menopause: Know Your Body, Know Your Choices* - 90-minute audiotape; *Vaccines: What CDC Documents & Science Reveals* - 120-minute video presentation. Phone: (440) 239-1878; Web: www.nmaseminars.com.

PracticeMakers Products: Products to enhance patient communication.

Products: *Introduction to Chiropractic™* enables you to deliver a credible "report of findings", enhance referrals, manage risk, and ensure compliance. A FREE sample is available. The book *Professional Chiropractic Practice - Ethics, Business, Jurisprudence and Risk Management* is a must. The *Forms and Sample Letters* Book contains forms and letters used in practice. On CD-ROM, permitting you to modify and personalize in a Microsoft Word format. Phone: (800) 345-3099; Web: www.practicemakers.com.

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The Upledger Institute: Founded by Dr. John E. Upledger, DO, OMM, The Upledger Institute is a health resource center dedicated to the advancement of complementary and innovative techniques. It's recognized worldwide for its groundbreaking continuing-education programs, clinical research and therapeutic services. Since 1985, patients and healthcare professionals have trusted our gentle therapies and benefited from our personalized solutions to better health.

Products: Offers an extensive array of hundreds of products such as books, videos, DVDs, charts and healthcare-related products. Phone: (800) 233-5880; E-mail: upledger@upledger.com; Web: www.upledger.com.

White Dove Publishing: Encouraging patient referrals, retention and reactivation, the THREE R's of a successful practice, is the thrust of patient educational and motivational material White Dove has provided to chiropractors since 1983.

Products: *The Chiropractic Answer Book* in English and Spanish editions, *The Acupuncture Answer Book*, Health Update Newsletter for patients, and "Ask The Chiropractor" newspaper articles.

Phone: (800) 234-3683.

If your company offers products or services to the chiropractic profession and would like to be listed in "What Are My Choices," please contact Renee Coloman via e-mail: rcoloman@mpamedia.com.

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