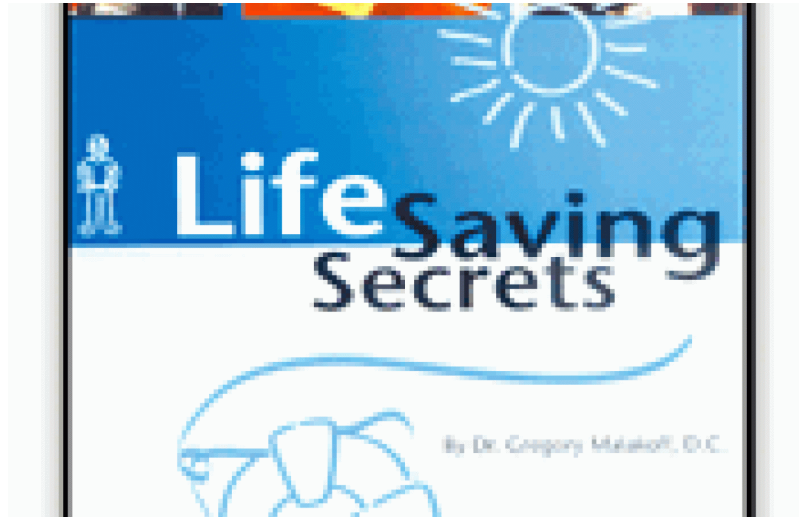


Dynamic Chiropractic



CHIROPRACTIC (GENERAL)

## **Life Saving Secrets**

VIDEO REVIEW BY STEVEN SAVOIE, DC, DABCO

Steven Savoie, DC, DABCO

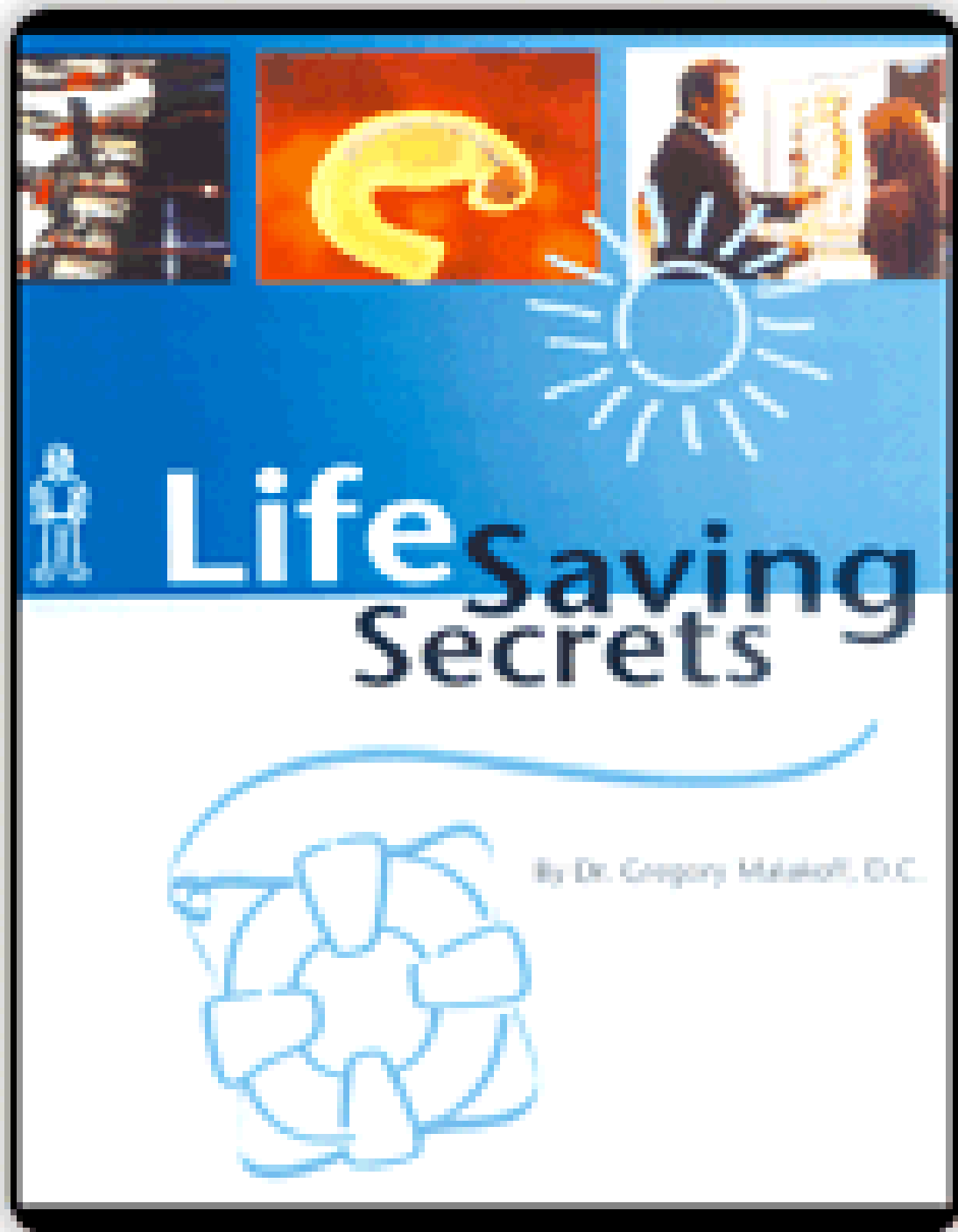
Title: *Life Saving Secrets*

Author: Gregory S. Malakoff, DC, DACNB

Category: Doctor and patient education

Price: \$199 VHS, \$215 DVD

Part #: V-464



This 20-minute video is a slick, well-designed introduction to chiropractic. It costs \$199 for the VHS version, \$215 for DVD version, and compares favorably to anything in a similar price range.

The tape is enthusiastic and uses great graphics reminiscent of the work of Leroy Neiman, who painted sports scenes in vivid colors. It takes normal footage, often in black and white, and increases the color intensity and contrast, creating a type of electronic painting. The narrator gives a dramatic introductory lecture featuring a background that is mildly electronically psychedelic. The tape uses excellent graphics to support the dialogue, which discusses how chiropractic works; how other practitioners are trying to practice chiropractic; preventative versus sickness care; and many other topics. The underlying theme throughout is simple: why everyone needs to get checked

out by a chiropractor.

This tape gets a 10. The bottom line is that after watching it, I was reminded of the excitement being a chiropractor generates. Sometimes we get weighed down by insurance certification, patient peccadilloes, office politics, etc., and forget our mission. This tape will rekindle your purpose. It can be used in your office, or by lending it out to potential patients. Either way, it hits the mark. Hollywood does not often portray what we do, and many professions are more lucrative, but no one does more important work over a lifetime. Winston Churchill once said that you make a living by what you make, but you make a life by what you give. It sure is nice to be reminded.

*Dr. Savoie's rating:*



10 out of 10

If you have authored, published or produced a book, audio or video package that is chiropractic-oriented, educational, nonpromotional and written or produced in a professional manner, and would like it reviewed in Dynamic Chiropractic, please send two copies of the book, video or audiocassette to:

Lynda Bloemke  
Dynamic Chiropractic  
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