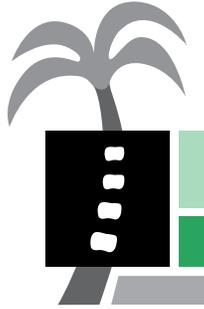


FLORIDA CHIROPRACTOR



Newsletter

Aug., Sept. & Nov. 2005

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www.FloridaChiropractor.com

Prepare your homes & body for the next hurricane

When a patient comes to see me with a strained back from moving his new generator I know it must be hurricane season again. What does hurricane season mean to your business? If you're in the storm shutter and tree service business it must be a boom. For chiropractic it has been a give and take.

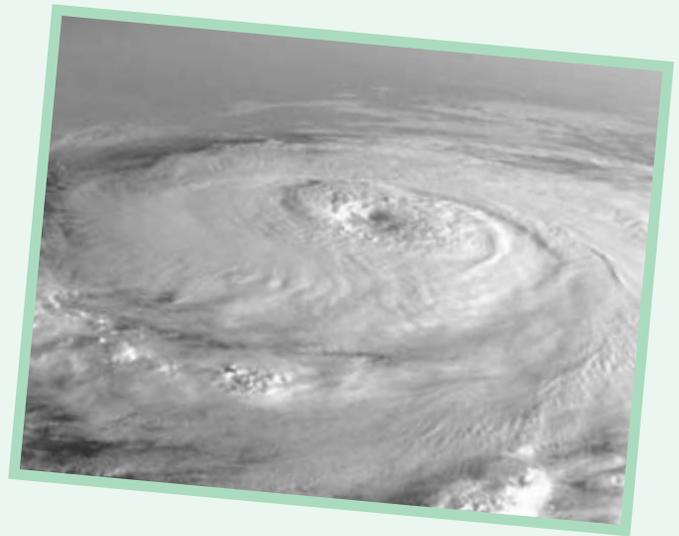
When the next hurricane is a few days away and seems to be heading right towards us we understandably lose a few appointments from patients whom are preparing their homes or heading out of town. Last season, when we lost electricity at the office for a couple of days, we had to send the massage patients home. It was okay to get an adjustment without air conditioning but thirty minutes on a massage table in a 100 degree room was more like a sauna than therapy.

But every hurricane season we find some patients coming in from years past due to unusual lifting injuries. We had several last year who strained their backs lifting plywood. There were a couple who had slipped off of their ladders. Some patients learned the hard way that sand bags can be unusually dense.

What I found inspiring was how we all prepared in advance for the future. All in all the St. Petersburg area did quite well last season. We avoided a direct hit. Regardless, most all of us were prepared. We had stocked up on food and water. We had batteries, flashlights, radios and propane for our grills. We had plywood cut for our windows. Some of us even had back up electricity. I continue to neither find the motivation or the space in my garage to purchase a generator. I may end up regretting that decision.

As much as chiropractic care does for our patients with neck pain and back pain its greatest contribution con-

tinues to be its effect on overall health. If I could inspire the kind of preparation that a hurricane accomplishes, all of our patients would be preparing for their future. You see, by following and committing to a wellness care treatment plan you are preparing your body to be the best it can be. With consistent spinal health your body can fight infections more effectively and you are less likely to acquire arthritic conditions – your whole body just functions better. If you play golf you'll



hit the ball farther. If you're a runner you'll run faster. There's a reason that Lance Armstrong has a traveling chiropractor!

This season as you are preparing your family and homes try to remember about your own health. Florida Chiropractor is here for you when you strain your back lifting those hurricane supplies into the grocery cart, but chances are, if you prepare your body with the same attention you'll be able to lift that case of water without a problem. Not only that, you'll be prepared for your future.

Dr. David Sandefur

Any Press is Good Press

Someone once said, “Any press is good press,” and I think she knew what she was talking about. She may have even said, “Bad press is good press,” and recently Florida Chiropractors were able to experience this with the uproar over a potential chiropractic college at Florida State University. Growing up in a chiropractic family, I’ve always paid attention to the “bad press” about chiropractic. When my parents were starting in chiropractic some of the “false publicity” was so bad that they feared for the success of the profession. Today I have it a lot better than they did. Chiropractic is much more accepted and respected today than it was 35 years ago.

Chiropractic’s acceptance and phenomenal success has little to do with anything that my parents did. I certainly did not contribute to our nationwide social confidence in our profession. It was the chiropractic patient that we have to celebrate. Word-of-mouth success stories, frustrations with conventional medicine’s symptom-based treatment protocols and chiropractic’s innovation in the wellness-care health model is the cause for our growth.

But this “bad press = good press” is a two-edged sword. I remember several years ago, long before I had children, having a frustration with the most popular kid’s toy of the day. It was called a “tamaguchi” and it was a small, electronic “pet” that children carried around and cared for. The success and health of their “tamaguchi” was based on constant at-

tention from their young caregiver. They had to bathe it, feed it, give it water and encourage it to sleep. This was accomplished by pressing buttons on a keypad. The error in its programming was that every day, several times per day, the child was forced to feed their “pet” medicine to keep it healthy.

Fortunately the popularity of this toy passed before my children were old enough to be affected. I still worry about the seemingly bottomless advertising budget of the pharmaceutical industry. You would think we would be safe lying on the couch on a Sunday afternoon watching a golf tournament. Just a few weeks ago a PGA event was not only sponsored by a pharmaceutical company but the whole tournament was called “The Cialis Western Open”! Thankfully my daughters didn’t ask me what a Cialis was but since their commercial played 300 times that day I can only imagine what their little minds think of this magic pill, “...it looks like it helps mommies and daddies stay very happy.” Yeah girls, you’re almost right, but if you’re really looking for a happy pill just wait for the next drug commercial.

If anything, the little bit of “bad press” that chiropractic recently had to endure did nothing but to inspire chiropractic patients. There were more satisfied patients responding with letters to the editors than chiropractors themselves. I want to thank all of you for your confidence in chiropractic and ask you to continue to spread the good word. If you just tell one person about chiropractic every time you see or read a drug advertisement the whole world would be a better place.

Dr. David Sandefur

Insurance News

Congress recently passed a bill requiring insurance companies to stop using a patient’s social security number as part of their personal identification number. Please bring your new insurance card to our front desk staff so that we can accurately process your insurance claims!

After a year of working with Medicare, we are now up and running with accurate filing “on assignment”. What exactly is “on assignment” you may ask?? We will treat patients and file their in-

surance directly with Medicare. This means no out of pocket expenses for the patient while waiting for reimbursement from Medicare. Our office will wait for Medicare to reimburse for covered expenses. Of course, if you have not met your annual deductible or have treatments not covered by Medicare, you will be responsible for payment of such expenses.

We appreciate your patience during the past year and also appreciate your referrals!

Re-Introducing Dr. Chris Bretz

I want to introduce myself once again to the great patients of Florida Chiropractor. My name is Dr. Christopher Bretz, and I recently moved from Boston, Massachusetts back to Sunny Southwest Florida, after a 2 year vacation from Florida Chiropractor. For all of you who don't remember me, I'm the one they used to call Dr. Chris and of course other names that shall remain in secret. For the past couple of years I spent tireless hours running my own successful clinic, treating many personal injuries and other health related issues. When I realized about a year ago that Boston was much too cold and that all my cherished family was here in Florida, I had to make an important decision, which was to work for the most qualified and best chiropractor and clinic here in St. Petersburg. Fortunately I was invited back to Florida Chiropractor. With such a great staff and such a warm pleasing environment, they have made me feel very welcome, as if I had never left. While in Boston I was married to my wife Pamela, she is a native of Brazil, and she speaks fluent Portuguese and English. She is currently going to school to become a dental hygienist. She loves Florida's beautiful beaches but is surprised at the level of humidity!! Being a native to Florida, I spent many hot summers at Boy scout camp!! Chiropractic is something I learned about from my Scoutmaster and realized that this was what I wanted to do for the rest of my life. I graduated Venice



High School, Venice Florida, and went on to Life Chiropractic College in Marietta Georgia, where I graduated in 2002. After which I came and worked for Dr. Sandefur for about six months and decided to work in my own office in Boston Massachusetts up until a few months ago when I decided to return. Chiropractic is such a great healthy life style and should be enjoyed by all. I am looking forward to meeting all of you!!

Dr. Chris Bretz



FLORIDA
CHIROPRACTOR



at Tyrone Square Mall

Stop by and say "hi" to us during your "back-to-school" shopping. Dr. Kean, Dr. Bretz, and our massage therapists Audrey, Shelley and Todd have been meeting and greeting new patients at our kiosk at Tyrone Square Mall.

Recent Events

FLORIDA
CHIROPRACTOR



Pastor Patrick Sutton, the winner of our Father's day Home Depot gift card, with Dr. Sandefur.

Our Mother's day gift winner Barbara Hollinger with Dr. Kean. Ms. Hollinger won a one-hour massage with our licensed massage therapist.



Office Hours

Monday - Wednesday - Friday:

St Pete: 9:00am - 7:00pm. Closed for lunch from 1pm to 3pm.

Seminole: 8:00am - 6:00pm. Closed for lunch from noon to 2pm.

Saturday:

St Pete: 10:00am - 12:00pm.

Seminole: 9:00am - 1:00pm.

Tuesday and Thursday hours are available by appointment. If you or a friend/family member is involved in an accident, call the office @ **345-4242** (in St Pete) or **391-0715** (in Seminole) for immediate care. Calls are answered after hours by the doctor.

Calendar of Events

- Sat, Sept 3 - Mon, Sept 5:** Both offices will be closed for the Labor Day weekend.
- Mon, Sept 26 - Fri, Sept 30:** Patient Appreciation Week: Daily Giveaways!
- Mon, Oct 10:** Both offices will be OPEN on Columbus Day.
- Mon, Oct 31:** Children in Costume - Tricks and Treats



Current resident or -

5621 Central Avenue
St Petersburg, FL 33710

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