

July | 2018



# MONTHLY PROGRESS UPDATE

## National Billboard Advertising

In advance of September's National Drug-Free Pain Management Awareness month, the Foundation, along with a number of its Group Member State Associations, will be placing six billboards across the U.S. in Orlando, FL – Los Angeles, CA – Des Moines, IA – Detroit, MI – Nashville, TN – Austin, TX.

The billboards' message will read: "Back Pain? See Your Chiropractor." The call-to-action will direct the public to the Foundation's Find-A-Doctor Directory, where patients can search for a doctor of chiropractic in their local area.

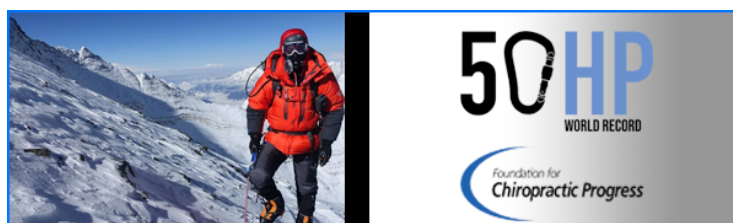
The Foundation will place its first billboard in Orlando, FL, August 6 - September 2, 2018. Attendees leaving The Hyatt Regency and heading back to Orlando International Airport after *The National* this year will be able to see the billboard on SR528.

For details on the exact location of each billboard placement, [click here](#).



## Let's Make History Together!

Along with Standard Process, the Foundation is thrilled to sponsor professional endurance athlete Colin O'Brady and his bold goal — to climb the highest peak in each U.S. state in a record-shattering 30 days or less. Like other challenges Colin has met, this feat will take a mountain of determination, strength and heart.



A lifelong user of chiropractic care and Standard Process supplements, Colin is fueled by passion and excellence like we are, inspiring others to embark on their journey of leading healthy lives and pursuing their biggest dreams.

Explore the great outdoors with Colin when he reaches your state. Hike a trail together or cheer him on at the base of the peak. Everyone's invited to take part in this history-making adventure!

For more information, visit: [www.colinobradly.com/50hp](http://www.colinobradly.com/50hp)

## Update Your Find-A-Doctor Directory Listing

As a member of the Foundation, you receive a listing in the Foundation's Find-A-Doctor Directory.

With local, statewide and national marketing promotions directing past, current and future patients to the Foundation's Find-A-Doctor Directory, please take the time to ensure your listing is up-to-date.

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SEARCH

If you haven't already done so, please visit [www.f4cp.com](http://www.f4cp.com) to create an account and optimize your directory listing. To get started, please enter your email and click "I Forgot My Password." A link will be emailed to you with instructions on how to proceed.

If you have already created an account, please log in and click on "My Account/Edit Profile." From there, you can update your information to ensure patients have accurate contact information.

## Looking Ahead

Each month, the Foundation rolls out Monthly Marketing Roadmaps and Monday Marketing Memos to its members, which offer step-by-step marketing instructions that will help to inspire your patients, build your practice and advance the profession.

Be sure to look out for next month's August Roadmap in your inbox.

Not a member? Please [click here](#) to learn more about the benefits of membership.

Member of **Chiropractic Progress**
AUGUST MARKETING ROADMAP

**Monthly Marketing Hack** — Consistency. Be consistent in your marketing outreach by regularly posting on social media to populate your Facebook and Twitter pages, as well as publishing consumer-friendly content to your practice website. Engage current and new patients by maintaining a consistent voice, as well.

Monthly Theme: Personal Injury & Motor Vehicle Accidents; Drug-Free Pain Management Awareness			
Week #	Strategy	Easy Weekly Action Steps	Resources
WEEK 1	Video Outreach	Stream Driving Safety, in your practice reception room, post to your YouTube channel and social media channels.	<a href="#">Video</a>
	Social Media	Share the following posts to practice Facebook and Twitter pages on Thursday, August 2.	<a href="#">Facebook</a> <a href="#">Twitter</a>
WEEK 2	Practice Progress Webinar for DCs	Register for the 3 Simple Steps to Improve Your Personal Injury Cases Immediately, webinar, presented by Dr. S. Scott Tauber on Tuesday, August 21, 2018 at 1:00 pm EST.	<a href="#">Register for the Webinar</a>
	Community Outreach	Coordinate one breakfast meeting with a community leader or group to educate them on the benefits of chiropractic care. Utilize the new definitive chiropractic resource, as well as the new FACP brochure about chiropractic care.	<a href="#">Definitive Chiropractic Resource Brochure</a>
WEEK 3	Social Media	Share the posts to practice Facebook and Twitter pages on Tuesday, August 7.	<a href="#">Facebook</a> <a href="#">Twitter</a>
	Practice Reception Room	Print out and post the Whiplash Sufferers Can Benefit From Chiropractic Care advertisement in your practice reception room.	<a href="#">Advertisement</a>
WEEK 4	Pump Up Your Progress Webinars for CAs	Attend The Keys to Personal Injury Recognition Management webinar, presented by Brandy Brimhall, CPC, CPCO, CMCQ, CCCPC, CPMA, on Wednesday, August 23, 2018 at 1:00 pm EST.	<a href="#">Register for the Webinar</a>
	Monthly Progress PowerPoint	Utilize the PowerPoint presentation Back Pack Safety, to schedule a community presentation this August. Have your office manager or CA research local community groups (health clubs, civic groups, etc.) and establish a list of contacts.	<a href="#">PowerPoint Presentation</a>
WEEK 4	Social Media	Share the posts to practice Facebook and Twitter pages on Tuesday, August 21.	<a href="#">Facebook</a> <a href="#">Twitter</a>

\* Should you need a media list generated, contact Marketing Director Alexis Lipnes, [alipnes@f4cp.com](mailto:alipnes@f4cp.com)  
 - Social Media Accelerator™ - please check your inbox for emails from the Foundation including easy-to-share social media content for Facebook and Twitter. Subject line is "Share FACP Resources on YOUR Platform" If you are not receiving these emails, please contact Marketing Director Alexis Lipnes - [alipnes@f4cp.com](mailto:alipnes@f4cp.com)

This Monthly Marketing Roadmap is brought to you by generous sponsors of the Foundation.

**This Monthly Progress Update brought to you courtesy of the F4CP.**

**Thank you to our 20,000+ members and our proud Corporate Sponsors, Associations and Colleges for helping to spread positive press about chiropractic care at the ground level.**

**If you are not yet a member, please click below to unlock your complete membership benefits.**

[Click here to become a Foundation Member](#)

### **An Athlete's Life Forever Changed by Chiropractic**

Dr. Gregory Shepard was no stranger to chiropractic care growing up. His mother had worked at a factory, and with frequent low back pain, she was a regular chiropractic patient. So, when Dr. Shepard suffered a neck injury while he was in high school, it was no surprise that his mom had him seen by a doctor of chiropractic (DC) rather than a medical doctor in the emergency room.



Fast forward, after spending the previous four years in the Chicago White Sox's minor league system, Dr. Shepard was playing the 2000 season in the Northern Professional Baseball League in Elmira, New York and was chasing down a line drive hit in the left field gap when he slammed into the wall at full speed.

***“A collision of that nature today would render a full medical evaluation to be performed on the athlete, but that wasn’t what happened in my case. I had a serious neck injury, a concussion and felt like I was moving through my regular game-day motions on autopilot – but I never received a full evaluation.”***  
**– Dr. Shepard**

When Dr. Shepard woke up the day after his run in with the wall, he couldn't move his right arm, his head was locked and in an upward position tilted toward the left and he had no range of motion in his neck. His first instinct was to open the phone book and search for a DC who was open for appointments on a Saturday morning.

During his appointment, the DC examined him, took x-ray images and went over the results the same day. As expected, Dr. Shepard had a torn ligament in his neck – a diagnosis his team orthopedist had initially suspected and recommended surgery for.

The DC gave Dr. Shepard two options: “You can have surgery to repair the torn ligament, or you can consider a lifetime of chiropractic care.”

Dr. Shepard's main concern was simple: he wanted to know which option would return him to play faster.

According to his DC, regular chiropractic care would allow Dr. Shepard to get back on the field, whereas moving forward with a surgery could end his career as a baseball player. It's

no surprise that Dr. Shepard declined the surgery and opted for chiropractic care.

The DC performed the toggle technique on Dr. Shepard – a technique that Dr. Shepard has only ever experienced once – which he describes as very painful, but effective. When Dr. Shepard got off of the DC’s table, his arm had regained motion, and he could turn his head more than he could when he first came in.

For the next few weeks, while the DC treated Dr. Shepard daily to help restore his body’s strength and functionality, Dr. Shepard asked many questions about chiropractic and how it worked – he couldn’t believe how fast his body was healing.

***“I honestly think my doctor of chiropractic was getting tired of all of the questions I asked him about the science behind chiropractic because at one point he said to me, “You have a great background in sports, as well as exercise science, I think you would make a great doctor of chiropractic yourself.” And, those words never left my mind.”***

**– Dr. Shepard**

When Dr. Shepard had finished playing baseball, he kept tossing around the idea of pursuing a career in chiropractic. In 2011, Dr. Shepard ultimately decided it was time to start a new chapter in his life, and he enrolled in chiropractic college.

On Chiropractic Founder’s Day in 2015, Dr. Shepard graduated from chiropractic college and is now a practicing DC in the State of Nevada.

He references the happy look on patients’ faces as being the most rewarding part of his career, stating:

***“I would have to say seeing patients get better is my favorite part – they come in and can hardly walk, and I get to watch them walk out smiling and praising chiropractic care. I am exhausted at the end of the week – but it’s always a great work week. Not only do I love the physical components of being a doctor of chiropractic, but I love that I get to work with my community to showcase the value of chiropractic care.”***

When Dr. Shepard is not practicing, he can be found playing baseball in an amateur league, teaching baseball players how to hit better, or working with a group of high schoolers to educate them about the benefits of chiropractic care.

## **Virginia Jablonski’s Chiropractor Had Her Back When No One Else Did**

### ***The Back Story***

At the turn of the century, Virginia (Ginny) Jablonski was employed as an executive protection agent, a physically demanding occupation. Around this time, Ginny began to experience a major decrease in her energy level and ability to exercise. Her competition shooting scores were going downhill and no one could figure out the root cause of the problem.



During Ginny’s first consultation with a medical doctor in Beverly Hills, California, who spent time extensively interviewing and examining her, she was told by the physician that she was just a “typical Type-A who was burned out and needed time off.” The doctor handed her a prescription for hydrocodone.

Right away, Ginny said “I am not going to take that. My job requires that I carry a gun and I drive a car.” The doctor replied, “More than 80 percent of Los Angeles is driving around on more medication than this.”

Ginny left the office feeling insulted, frustrated, humiliated and desperate – she wanted a diagnosis, she wanted answers.

By mid-2001, Ginny was forced to retire from her job due to chronic pain and fatigue. The only person who understood what Ginny was going through was her husband.

With the pain taking such a toll on her life, Ginny opted to volunteer in her community and spend time with her rescue horses, which provided her great comfort.

By July 2009, after multiple misdiagnosis’ – the only accurate diagnosis’ she received were seronegative rheumatoid arthritis and degenerative joint and disc disease.

Eventually, her rheumatologist gave her a Fentanyl lollipop – literally a lollipop with Fentanyl as the main ingredient – and basically said “This is your only help.”

Presenting her husband with the Fentanyl lollipop and 25 microgram Fentanyl patches she had been prescribed, Ginny’s husband went to the internet and searched the FDA’s website to learn more about the potential side effects of the opioid drug. He said to her, “This can cause you to stop breathing, Ginny. You could die from this.”

With nowhere else to turn, Ginny began taking the prescriptions and her husband sacrificed many promotions during his career to work from home and care for her.

Not once did any medical doctor mention safe, effective, drug-free pain management options outside of traditional medicine. Ginny and her husband had put 100 percent of their trust in the medical doctors.

Over four years, Ginny’s prescription was increased from 25 micrograms of Fentanyl per hour to 112 micrograms an hour. On top of that, she was prescribed Dilaudid – another opioid medication – to offset the increased spikes of pain. As her dosage increased, her quality of life declined. Ginny slept more, interacted less with the outside world and when she was up walking around she often used a cane for support.

As Ginny sat in front of her pain management doctor in August 2013, she questioned the recommended increase in dosage from 112 to 125 micrograms based on her weight of 115 lbs. Her doctor replied to her, “Don’t worry – I have surgeons and judges on more medications than this.”

Her doctor’s statement was far from reassuring. She knew then that she might die and was terrified of the medication. But even still, with her pain levels consistently fluctuating between a 7 and a 9, she left that day with the prescribed 125 micrograms of Fentanyl per hour.

Ginny found herself in conversation with an individual who could read auras. The reader told Ginny that her auric field was porous, stating, “It looks like swiss cheese.” Ginny learned that this was indicative of someone who was utilizing opioid medication.

Soon, Ginny began confiding in this individual. She shared that she had experienced what she thought was one of her horses communicating with her and asked if she had ever heard of that. The aura reader replied that this kind of phenomenon was quite common among individuals close to death, and Ginny should begin to prep accordingly.

In September 2013, the night before Ginny’s 47<sup>th</sup> birthday, she took 8 milligrams of Dilaudid before bed. That night she experienced her soul leaving her body. She saw a huge flash of light and felt herself standing face to face with someone who looked surprisingly like depictions of Jesus. She knew her life had come to an end, and she didn’t feel overwhelming emotion, but rather relief.

Although it felt tempting to give up, she knew she had to come back to life and accomplish something important. Ginny woke up around 1:30 am screaming that she had just died. She had a conversation with her husband about the experience and voiced that she no longer had faith in her doctors.

Ginny made an appointment with her doctor and informed him that she feared the Fentanyl would kill her and she wanted to decrease, and eventually discontinue, the medication. The doctor said while he did have patients who very rarely decreased their Fentanyl dosage, he didn't have a single patient discontinue their prescription – and he didn't recommend it.

She began consulting with various complementary and alternative medical doctors, spiritual healers, etc. She read many books, changed her diet and spent thousands of dollars on supplements. Ginny was open to try anything that would help wean her off of the Fentanyl.

In 2014, Ginny tested positive for Lyme Disease, which presented a potential cause for her initial pain symptoms. This was able to help form a solid direction for her healing. To regain her strength, Ginny underwent two months of physical therapy and continued her regular chiropractic adjustments.

By January 2015, Ginny had successfully discontinued all medications. Even now, Ginny barely takes aspirin, and she only goes to traditional medical doctors for blood tests to monitor her health.

#### *The Chiropractic Experience*

Ginny has friends who are currently in medical school, as well as nursing school, and they have each been told by their professors to never recommend chiropractic care because it is dangerous, but Ginny knows differently.

Ginny had seen a doctor of chiropractic in Crestline, California for years – Dr. John Bueler. In 2010, Ginny and her family had decided they were going to make the move from California to Arizona, and Ginny asked Dr. Buehler if he had any recommendations for doctors of chiropractic in her new home state. Dr. Buehler sent an inquiry to colleagues, and 26 out of 27 responses recommended Dr. Wayne Bennett.

Dr. Bennett was the only one of Ginny's doctors who asked her about her diet, the supplements she was taking, the books she was reading, and so on. Dr. Bennett cared about Ginny's overall health and well-being and made her feel like she still had value as a human even after she had lost all hope and was near suicidal.

Ginny is incredibly passionate about sharing her story and helping others understand the dangers associated with prescription opioids and the higher quality of life that individuals can experience when seeking safe, effective and drug-free pain management approaches, including chiropractic. In fact, Ginny credits her ability to share her story to Dr. Bennett.

Today, she lobbies to change the American Medical Association's stance on pain management to include more safe, effective and drug-free complementary and alternative medical approaches.

#### **Doctor Spotlight of the Month: James Stoxen, DC, FSSEMM (hon)**

As a longtime supporter of the positive press campaign, the Foundation is proud to recognize Dr. James Stoxen – a world-renowned speaker and leading expert on thoracic outlet syndrome – during the month of July.



In 2012, Dr. Stoxen graciously connected the Foundation with Anthony Field, founder of The Wiggles and author of "How I Got My Wiggle Back: A Memoir of Healing," who credits a doctor of chiropractic for saving his life and career after suffering many years from chronic pain, chronic fatigue, misdiagnosed fibromyalgia, digestive issues and clinical depression. Anthony Field went on to be the Foundation's spokesperson that year, highlighting the value of chiropractic to the public through the creation of multiple marketing resources, including a public service announcement, "How I Got My Wiggle Back," which is now the #1 viewed video on the Foundation's YouTube channel.

After learning of Dr. Stoxen's success in managing Anthony Field's chronic pain, specifically referencing how inflammation of the brain played a role in Anthony Field's depression, the Australasian Academy of Anti-Ageing Medicine (A5M) reached out and asked Dr. Stoxen to present to their audience of medical doctors exactly how he reversed Anthony's clinical depression without the use of drugs.

In preparation for this presentation Dr Stoxen read over 3,000 citations to find peer review articles that provided the qualifying research to explain this unique approach that the MDs understood and could relate to. Following this presentation, Dr. Stoxen received positive feedback, with many MDs mentioning that they understood the connection between inflammation and depression, however, they never considered musculoskeletal inflammation could be such a huge contributing factor to mood disorders like depression.

Today, this instance is just one out of 64 presentations that Dr. Stoxen has given to over 50,000 medical doctors in 20 countries at medical conferences organized by MDs. An advisory board member serving international sports scientific committee, Dr. Stoxen has since been presented with an honorary fellowship award by a member of the royal family, the Sultan of Pahang, at the 2015 World Congress of Sports and Exercise Medicine executed by the World Society of Sports and Exercise Medicine in Kuala Lumpur Malaysia.

Presently, Dr. Stoxen is prepping to release a fully-referenced, fully-illustrated 500-page book, "Neck Pain, Back Pain, Shoulder Pain...Could it be Thoracic Outlet Syndrome?" to help doctors of chiropractic and patients sort out the best approach to one of the most under diagnosed, misdiagnosed and misunderstood musculoskeletal conditions. With the content of the book touching heavily on "tech neck," Dr. Stoxen thoughtfully reached out to the Foundation asking how he could help boost visibility of the positive press campaign and the value of chiropractic with the promotion of his book.

Dr. Stoxen will be incorporating a link to the Foundation's national Find-A-Doctor directory within his book, helping readers to locate a doctor of chiropractic in their local area. All members of the Foundation receive a listing in the Find-A-Doctor directory, so when a patient is searching for a DC in their local area, his/her practice information will populate.

According to Dr. Stoxen: "The best way to advance the profession and enhance the image of chiropractic is for doctors of chiropractic to present abstracts for presentations about the earliest detection, examination, treatment and prevention of medical condition or disease from the scientific research. When you approach the medical profession this way you have a better chance to be considered for the program. Once you are invited to speak, the fact that they selected you, means they consider you a leading authority and you have garnered their respect."

Thank you, Dr. Stoxen, for your generosity, and passion to advance the profession!

## **Contributor Spotlight of the Month: Dee Cee Laboratories**

During the month of July, the Foundation is proud to recognize Dee Cee Laboratories

as its Contributor Spotlight of the Month.



For more than 55 years, Dee Cee Labs has been committed to doctors of chiropractic, helping them promote a healthy lifestyle with quality nutritional products for their patients.

Aligning directly with the goals of the Foundation, Dee Cee Labs recognizes the challenge you face with your patients to promote safe, effective and drug-free care to manage pain prior to the utilization of prescription drugs or surgery.

On September 27<sup>th</sup> at 1:00 PM EST, Dee Cee Labs will sponsor one of the Foundation's nine educational webinars in honor of National Drug-Free Pain Management Awareness month in September.

To register for the webinar, "The Modern, Wellness-Based New Patient Orientation: The BRF (Better Results Faster)," which will be presented by Dr. Dane Donohue, [click here](#).

The ongoing support of the Foundation's corporate sponsors, including Dee Cee Labs, allows the Foundation to implement new marketing resources that further educate the public about the value of chiropractic care.

### Attention Members

The Foundation is happy to customize our email distribution lists to best fit your needs. Please send your email preferences to Membership Director Marta Cerdan at [marta@f4cp.com](mailto:marta@f4cp.com) and we will be happy to tailor our email lists.

### Legacy Contribution

There are those from our chiropractic family who have passed on and would be very pleased with the progress of the chiropractic profession.

Chiropractic healthcare was a big part of their life and contributions in honor of them are made to support continued progress.

Contributions made in honor of a chiropractic legacy will go toward continued progress for the profession. If you are interested in honoring someone special and making a legacy contribution, please contact Membership Director Marta Cerdan at [marta@f4cp.com](mailto:marta@f4cp.com).

## Are you a member?

Membership with the Foundation for Chiropractic Progress provides numerous benefits such as:

- Listing in National DC Directory, which is linked to all national promotions
- Monthly Marketing Roadmaps
- Monday Marketing Memos
- Marketing Toolkits
- White Papers

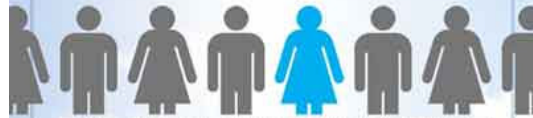


- Press Releases
- Podcasts
- Advertorials and Social Syndications
- Practice-Building Webinars
- Infographics
- Social Media Postings

**As a member of your State Association, you may already be a part of the F4CP!**

Contact Membership Director, Marta Cerdan, to set up your account or get started on using the materials: [marta@f4cp.com](mailto:marta@f4cp.com).

[Click here to learn more about F4CP membership benefits](#)



# DID YOU KNOW YOU'RE A MEMBER OF F4CP?



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The continued growth of the Foundation is dependent upon more doctors, vendors and students getting involved. All of the monthly contributors can be found at the website – [click here](#).

Encourage your list of contacts to join you in support of the profession's successful positive press campaign. Forward this newsletter to them. This campaign is making a difference by informing patients everywhere about the benefits of chiropractic care!!

**OVER ONE HUNDRED BILLION POSITIVE MESSAGES ON CHIROPRACTIC DISTRIBUTED AND TRACKED OVER THE LAST THREE YEARS!**

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