

Doctor and Patient Treatment Path

Dr. Gottlieb's Job

*Accurate diagnosis
Optimal treatment recommendations
Refer for additional tests or care as needed.*

1. In office care to get out of pain.
2. Rehabilitation, "fix" the cause of the problem.
3. Advice and treatment for maintenance and prevention.
4. Help you meet your health goals.

Your Job as the "Patient"

Realistically determine the level of help you wish to receive.

0. No Treatment – consequences include worsening or deterioration of condition with flare-ups becoming more frequent and severe.

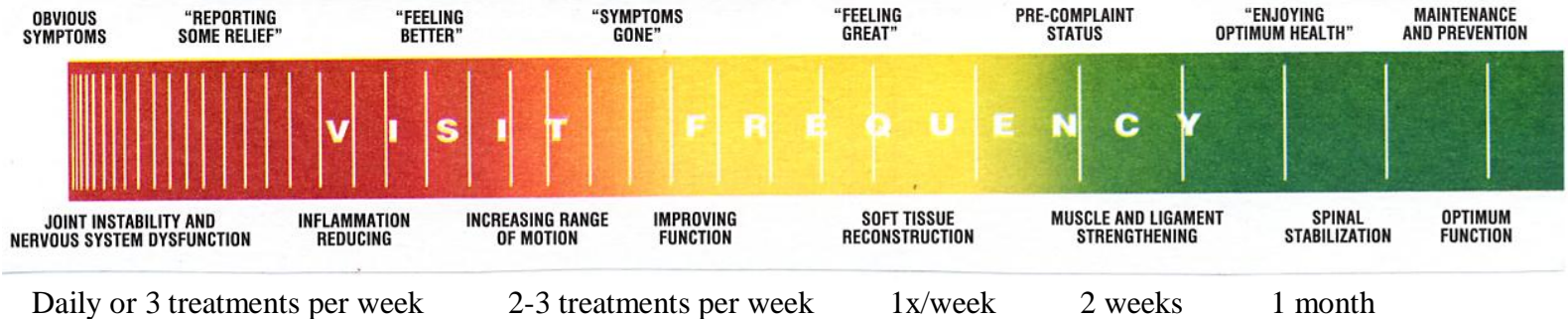
1. **Relief Care** – "patch it" (temporary)
2. **Corrective Care** – "fix it" (long term solution)
3. **Supportive Care** – management of condition on an as needed basis for chronic symptoms.
4. **Maintenance Care** – treatment to maintain higher level of health and well being with prevention of future problems being a goal.

4 major things patients want to know

What's wrong? Answered during your personal "report of findings" and on the following pages.

Can chiropractic help? Yes, and in the absence of improvement, Dr. Gottlieb will help you find other answers.

How long will it take? Chiropractic is a "process oriented" treatment provided during the healing phases of the body. While relief often comes quickly with treatment, most spinal conditions require 6-12 weeks to "heal." *If your personal schedule conflicts with the prescribed treatment plan, it will cause interruption of the treatment plan, which causes the condition and treatment time to be prolonged.*



These vertical bars represent treatment is sometimes needed daily, but more often, 3 times a week for 3 to 4 weeks and as you improve, the treatment frequency is reduced to 2 times per week for 2 to 4 weeks as needed. 18 treatments provided over the course of 2 to 3 months is not unusual. Past the point of getting well, some people choose to receive maintenance care in the future to stay feeling great.

How much will it cost? For those without health insurance coverage, we have a special "Health Guard" Plan. For insurance coverage, see the copy of your insurance plan verification and authorization. As the insurance companies constantly remind us, *the information they give us regarding your insurance coverage is not a guarantee of benefits, and will not be determined until they receive your insurance claim.*

What's Wrong With Me?

Tissue Injury:

When tissue injury occurs, the body releases multiple substances that cause dramatic secondary changes in the tissues. The entire complex of changes is called inflammation.

Inflammation: 1. Is characterized by enlargement of the local blood vessels, which causes excess blood flow to the site of injury. 2. Blood vessels start to leak large quantities of blood into spaces between tissues. 3. Often clotting and bruising start the scarring process. 4. Large numbers of special cells enter the area to start the healing process. 5. Swelling and engorgement of the tissues takes place. One of the first results of inflammation is to "wall off" the area of injury from the uninjured tissues. The inflamed area is blocked off so that fluid barely flows through the spaces; thereby delaying the spread of toxic products from the damaged tissues.

The intensity of the inflammatory process is proportional to the degree of tissue injury. Many people think of the inflammatory process as being something bad that needs to be shut down. Inflammation actually serves an important purpose in the healing process which starts with clearing away damaged tissue cells and ends with rebuilding the damaged tissues. *The healing process can take 6 to 12 weeks for most spinal injuries since these tissues have limited blood supply. The most important factor in the healing process is maintaining the ability to move so joints don't heal with scar tissue that restricts future motion and flexibility.*

Abnormal Nervous System Function:

The brain, spinal cord and nerves serve three major functions. 1. Nerves convey **SENSORY** information consisting of pain, temperature and touch. 2. **MOTOR** function sending information from nerves to muscles to make body movements, muscle contraction and relaxation. 3. **AUTOMATIC** body functions that you do not have to concentrate on, such as breathing, heart rate, digesting food and involuntary control of postural muscles.

Symptoms include: *Pain, numbness, tingling, hot/cold sensations, weakness in grip or walk with a limp, headaches, generally feeling bad, "sick."*

Abnormal Muscle Function:

Lack of nerve supply to muscles, causes weakening and deterioration. In response to joint problems, muscles become tight and go into spasm to limit joint movement. Over stretched muscles also go into spasm and are a source of pain.

Symptoms include: *Burning pain, tightness, awkward posture, weakness, fatigue, "trigger points," tight knots in muscles.*

Abnormal Soft Tissue:

Discs (cartilage between spinal bones) become thin with wear and tear and loss of spinal function, ligaments can be over stretched with injury and are slow to heal due to poor blood supply.

Symptoms include: *Deep aching pain, pain worse with certain postures such as sitting or prolonged standing.*

Abnormal Function and Healing:

After an injury without proper treatment, the body responds with bone spurs and spinal decay fusing improperly functioning spinal joints. This degenerative process is known as osteoarthritis. Bone spurs can limit the space for nerves to exit the spine from the spinal cord and cause further nerve damage.

Symptoms include: *Painful flare-ups with no real reason or new injury, stiffness, grinding, popping joints, loss of function, decreased ranges of motion.*

Arthritis Treatment and Prevention:

Joints are areas between bones that allow for movement to take place. The bone ends are covered with a hard smooth surface of cartilage, which allows for a large range of movement. Bones can also be separated by a pad of cartilage such as a disc, which acts as a shock absorber and pivot point for movement. Discs and cartilage do not have a direct blood supply because the blood vessels would be crushed between bones with movement. Instead the cartilage receives nourishment by indirect mechanisms requiring movement for the process to work properly. ***When bones or joints become stuck or fixated, they no longer receive proper nutrients and start to deteriorate.*** The process starts with decay initially and then turns into an out of control replacement with bone spurs and fusion where a freely moveable joint used to be. This is known as ***osteoarthritis***, or wear and tear type degenerative joint disease.

Osteoporosis or bone thinning is a separate and distinct disease process that weakens bone and can make arthritis worse due to inadequate bone structure support below cartilage surfaces. Ask us about exercise and nutritional support.

TREATMENT

**We transform lives! We show people how to feel younger and have an abundance of energy for work and play!
Are you ready for the next level of health?**

Chiropractic Adjustments

Returning movement to joints that are not moving properly reverses the arthritis process all the way down to individual cell responses within the body. If a joint is held still or not able to move after an injury, the body will try to heal it with scar tissue and bone material; in effect to fuse it into a solid piece. If an injured joint is helped to move through a full range of motion during the healing process, the body will replace the damaged tissue area with flexible tissues, which allow it to keep functioning properly as a moving joint.

Chiropractic adjustments restore and maintain joint motion as well as normalize nervous system function. ***Adjustments decrease pain, relax tight muscles, increase range of motion and improve nervous system coordination.***

Therapies

In addition to chiropractic adjustments to improve speed and quality of recovery, various physical therapy modalities are available. As you recover, you will graduate to different therapies.

Acute Phase:

Interferential (electrical muscle stimulation)

1. Reduces painful symptoms and muscle spasm.
2. Decreases local swelling.
3. Helps restore normal movement.
4. Releases the body's natural painkillers.

Cryotherapy (cold/ice therapy)

1. Used for acute injuries or recent exacerbations of chronic conditions.
2. Reduces swelling (constricts blood vessels).
3. Numbs painful areas.
4. Relaxes muscle spasms.
5. With desired effect, you will feel cold, then achy, then numb.

Healing and Rehabilitation Phase:

Superficial Heat (hot packs)

Moist heat is good to use at home for stiffness after swelling is reduced.

1. Used to relieve symptoms associated with chronic pain and muscle spasms.
2. Helps to increase circulation and soften hardened tissues.
3. Relaxes tight muscles.
4. Reduces joint stiffness.
5. Increases flexibility, range of motion and promotes circulation to speed the healing process.
6. Prepares tissues for rehabilitation.

Intersegmental Traction (Spinalator—Roller table)

1. Induces passive motion into the spine to stretch spinal joints and increase mobility.
2. Should feel comfortable, restful and relaxing.
3. Exercises and stretches the spine without effort.
4. Improves circulation of spinal fluids. Since discs have poor blood supply, they get nutrients from the circulation of fluids surrounding the spinal joints.
5. Helps prevent disc degeneration.
6. The traction between the individual spinal segments helps improve range of motion and massages the paraspinal muscles along the spine.

Manual Muscle Treatments

To help relax muscles and increase circulation, manual treatment stretches, massages muscles and disperses fluids within the muscles (myofascial release). This therapy helps mostly with muscles and soft tissues, but also improves joint movement.

Chiropractic adjustments, therapy and home care instructions will be used in conjunction to help you recover.

Medical/surgical referral as needed. If your condition does not respond as quickly as anticipated, we will help you find appropriate follow-up care or recommend additional tests. Sometimes we need to get an MRI or nerve conduction tests performed.

We want you to understand what your problems are; then you choose the type of care you wish to receive.

Relief Care

Reduce the majority of pain, muscle spasm and inflammation within two weeks. *Usually achieved with 6 to 12 treatments provided daily or 3 times per week as needed over the first 3 to 4 weeks.*

Corrective Care

Rehabilitate the cause of the problem. Improve motion and flexibility of the spine and joints. *Usually 2 to 3 treatments per week for 3 to 4 weeks to document progress and determine any future needs.*

Supportive Care

Providing care on an as needed basis for chronic conditions that need long-term management, such as arthritis, degenerative disc or joint disease, muscle weakness or chronic pain.

Therapeutic Exercises/Activities are introduced during this phase of treatment to facilitate the fullest recovery possible. Endurance and strength are important to support mobility and prevent re-injury.

Maintenance Care

Treatment provided even though pain is not present, to maintain health and prevent further deterioration. Most people find they continue to feel great with periodic tune-up adjustments. Ask about our “Health Guard” discount program, as this is not covered by most insurance plans.

Home Care is very important. This includes following my written instructions on stretches and exercises, and ice and heat usage. Use braces and supports such as cervical (neck) pillows and lumbar (low back) cushions as directed. As you progress, exercise balls and other “home gym” equipment may be utilized.

Nutrition: The quality and speed of your recovery relates strongly to nutrition, which supplies the “fuel” for the healing process. Not everyone eats right and takes vitamins, but if you would like some guidance, we certainly have the resources and expertise. Our anti-inflammatory meal planning and supplement protocols are very helpful.

TREATMENT PLAN

For serious injuries, I recommend starting *relief care* treatment daily or 3 times per week as needed for 1 to 2 weeks to improve mobility, decrease pain, muscle spasm and swelling. Then reduce treatment to 2 to 3 times per week for *corrective care*. As we work towards a best possible outcome, we will determine any need for further treatment or changes in treatment based on your response to treatment.

Follow the recommendations. We start a “therapeutic trial” based on initial exam findings and judiciously use additional testing. If you don’t follow your treatment plan or are inconsistent with care, we will be unable to determine if lack of improvement is from lack of care or deterioration of your condition. The goal is to start with safe, conservative treatments and only proceed to more invasive treatments with higher risks, such as surgery, in the absence of improvement with conservative care. **Remember chiropractic is process-oriented medicine accomplished over time with phases of care.** Some people don’t “complete care” and that is like stopping a surgeon halfway through surgery and expecting a good result.

Naturally we would like to achieve the best possible outcome for you and my responsibility is to provide you with optimal recommendations. Ultimately it is your decision what level of care you would like. Be realistic in choosing what you can follow through with and we will help you achieve your goals. If time or finances are an issue, we will do our best to help you with scheduling or a with a flexible payment plan. Most importantly, if you are ever unclear about any health issue, your progress, or have a question about your treatment recommendations, please ask for clarification. I have a passion for teaching and explaining. Remember, “doctor” literally means “teacher.” If you are not learning as we go, then I have missed a major part of my mission.

Sincerely,

Dr. Marc Gottlieb

p.s. I am available for “emergencies” or urgencies after hours. Call the office for an after-hours issue or call me at home 676-7151 for any health issue that can’t wait.